

## **What do we need to create a Baby Rest Stop in our area?**

- Tent/ two side covers (if event is outside)
- Organization banners
- Rug with changing pad, diaper disposal bags and hand sanitizer on top
- Table with tablecloth & Chair
- Chair with foot rest and Boppy for nursing moms
- Brochure rack/Magazine Rack/Business Card Holder as needed

## **Who works at the Baby Rest Stop?**

- Coalition members – CLCs, IBCLCs, etc.
- WIC breastfeeding counselors
- Birthing center/NICU/PICU/ Peds nurses from area hospitals
- Midwives and doulas
- Personnel from area breastfeeding supply companies



### **Baby Rest Stop Initiative**

Creating a culture of breastfeeding support and sustaining breastfeeding relationships in our community...

[www.facebook.com/  
BABE.Breastfeeding.Coalition](http://www.facebook.com/BABE.Breastfeeding.Coalition)

[www.breastfeedingsupportnet.com](http://www.breastfeedingsupportnet.com)

## **What moms have to say about the Baby Rest Stop...**

*I visited your Baby Rest Stop at the Blue Plum Festival in Johnson City. It was a wonderful opportunity to get out of the shade with my one year old and three year old. I was able to change the baby's diaper and nurse her in a quiet, cool area. It was also conveniently located in the festival's kids' area. The tent greeters asked me if I needed any information about breastfeeding and had lots of literature available. - Sarah*

*Thank you very much for such a nice place to stop and rest with babies! - Kim*

*I visited the Baby Rest Stop at the Covered Bridge Festival in Elizabethton. It was so nice to have a spot to nurse my son - the comfy chair and the shade were much appreciated on a hot, sunny day! - Claire*

*Love this tent! Very nice for moms! - Debbie*

*Thank you for having a place to change and nurse my baby. I only wish there were more places like this! - Sarah*

## **What types of events are best for the Baby Rest Stop?**

- Festivals and outdoor events
- Health department/local government events
- Child-specific conferences or educational presentations
- Children's Consignment Sales
- Organization races/events (Susan G. Komen's Walk for the Cure, March of Dimes' March for Babies, etc.)
- Area hospital-sponsored events
- Anywhere that expecting and/or moms of young children will be!

## **How do you promote the Baby Rest Stop?**

- Coalition facebook page and website
- Flyers, facebook and websites of participating events
- Flyers to area physician offices, hospitals, health departments, etc.
- Word of mouth!