ten steps to
breastfeeding friendly
child care centers

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Babies are born to breastfeed. A mother’s milk provides everything that her baby needs for the first six months of life. Combined with solid foods at six months, breast milk continues to nourish and protect the baby for the first year of life. Breastfeeding has numerous benefits, which cannot be duplicated in any other form of feeding. In fact, infants who are not breastfed are at increased risk of developing ear infections, diarrhea and vomiting, asthma, childhood obesity, type 2 diabetes mellitus, Sudden Infant Death Syndrome (SIDS), and many other acute and chronic illnesses. Mothers who do not breastfeed are at increased risk for breast and ovarian cancer.

Furthermore, given today’s economy, breastfeeding makes financial sense. By choosing to breastfeed, families could save an estimated $1,200-$1,500 per year on infant formula alone. In fact, if 90% of U.S. families chose to exclusively breastfeed for the first six months of life, the U.S. would save $13 billion per year on medical costs alone.

Accommodating breastfeeding at work makes good business sense too. Employers who provide time, space, and support for breastfeeding employees to nurse or express milk at work, observe lower healthcare costs, improved productivity, decreased absentee rates, and increased employee retention rates, loyalty, and morale. These employers are more likely to be portrayed as family-friendly within the community.

The Virginia Department of Health strives to protect, promote, and support breastfeeding throughout the Commonwealth by providing women with education and the opportunity to make informed choices. Through supportive community partnerships, each mother’s breastfeeding goals can be realized. Childcare centers are one such partnership. By working together, we have the ability to normalize breastfeeding, provide for generations of healthier citizens, and reduce the economic burden of chronic and acute illnesses. Won’t you join us in supporting breastfeeding in childcare centers?

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The Self-Appraisal Questionnaire is designed to help child care centers perform a review of their existing practices and their current compliance with the requirements for the Breastfeeding Friendly designation. It’s an ideal tool to assess key areas where improvements are necessary in order to support breastfeeding mothers and babies. Once the Self-Appraisal Questionnaire is complete, it can be used to prioritize areas where improvements are needed.

Staff

Name and title of person completing this form ___________________________
_____________________________________________________________________

Date form completed _________________________________________________

Name and title of person responsible for initiating and assessing progress in completing the steps to become “Breastfeeding Friendly” ___________________
_____________________________________________________________________

10 Steps to Successful Breastfeeding for Child Care Centers

Step 1  Designate an individual or group who is responsible for development and implementation of the 10 Steps.

• Does the Child Care Center have a designated individual or group responsible for initiating and assessing progress in completing the steps to become “Breastfeeding Friendly”? ☐ ☐

• Does the Child Care Center have a designated individual or group responsible for reviewing policies, procedures and protocols for practice? ☐ ☐

• Does the Child Care Center have a designated individual or group responsible for ensuring staff receive orientation and continuing education? ☐ ☐

Step 2  Establish a supportive breastfeeding policy and assure that all staff are aware of and follow the policy.

• Does the Child Care Center have a written breastfeeding policy? ☐ ☐

• Does the policy cover all 10 Steps? ☐ ☐

• Are all staff trained on the policy and monitored for compliance? ☐ ☐

• Is the policy available for review by women and their families if requested? ☐ ☐
### Step 3 Establish a supportive worksite policy for staff members who are breastfeeding.

- Are breastfeeding employees provided a flexible schedule for breastfeeding or pumping to provide breastmilk for their children? [ ] [ ]
- Are breastfeeding employees provided a private and clean place to breastfeed their babies or express milk? [ ] [ ]

### Step 4 Train all staff so that they are able to carry out breastfeeding promotion and support activities.

- Are new staff oriented to the breastfeeding policy and appropriately trained? [ ] [ ]
- Are all staff who have responsibility for care of infants and children able to provide breastfeeding information and support to help mothers continue breastfeeding when working or going to school? [ ] [ ]
- Do staff work with family members to develop babies’ individual breastfeeding support plans and regularly update the plans? [ ] [ ]
- Do staff promote exclusive breastfeeding until babies are six months old with continued breastfeeding to one year and beyond? [ ] [ ]

### Step 5 Create a culturally appropriate breastfeeding friendly environment.

- Does the child care center display culturally appropriate pictures and posters of breastfeeding and exclude those supplied by formula manufacturers? [ ] [ ]
- Are brochures, pamphlets and other resources about breastfeeding displayed for easy access? [ ] [ ]
- Does the child care center offer information on the benefits of breastfeeding to all families enrolled at the child care center? [ ] [ ]
- Are family members included in discussions about breastfeeding? [ ] [ ]

### Step 6 Inform expectant and new families and visitors about your Center’s breastfeeding friendly policies.

- Are all staff able to explain the benefits of exclusive breastfeeding for six months and do mothers receive this information? [ ] [ ]
- Do staff members willingly tell visitors about your breastfeeding policies? [ ] [ ]
- Are breastfeeding policy and practice materials included in the Center’s information package? [ ] [ ]
- Are current and prospective parents encouraged to review the Center’s policy and view the breastfeeding friendly environment? [ ] [ ]
Step 7 Stimulate participatory learning experiences with the children related to breastfeeding.

- Do learning activities incorporate the concept that animals have baby animals of the same kind, and have special ways they are prepared to care for them, including how they are fed? Yes No
- Does the Center offer children’s books that contain pictures of breastfeeding, dolls without toy baby bottles, and other learning experiences that normalize breastfeeding? Yes No

Step 8 Provide a comfortable place for mothers to breastfeed or pump their milk in privacy, if desired. Educate families and staff that a mother may breastfeed her child wherever they have a legal right to be.

- Is a private, clean, quiet space available for mothers to breastfeed and/or express milk? Yes No
- Does this area have a comfortable chair, electrical outlet, and nearby access to running water? Yes No
- Does the Center provide refrigerator space for breastfeeding mothers to store their expressed breast milk? Yes No
- Does the Center educate staff and families that a mother may breastfeed her child wherever they have a legal right to be? Yes No

Step 9 Establish and maintain connections with your local breastfeeding coalition or other community resources.

- Does the child care center coordinate and exchange information with the local health departments, WIC Program, Head Start, VA Cooperative Extension, schools, and health care providers? Yes No

Step 10 Maintain an updated resource file of community breastfeeding services and resources kept in an accessible area for families.

- Are all breastfeeding mothers given contact details of community based breastfeeding support groups, breastfeeding peer counselors, and lactation specialists? Yes No
- Are mothers with breastfeeding concerns referred to above community resources? Yes No
- Are there current printed or electronic lactation resources available to breastfeeding clients and employees? Yes No
Designate an individual or group who is responsible for development and implementation of the 10 steps.
Planning is needed to develop and implement the components of a Breastfeeding Friendly Child Care Center program. The following activities offer a manageable process:

Gain support from management and staff
The key to the success of the program is to obtain support from all levels of management as well as commitment from staff members. Beginning with key child care managers, provide both verbal and written information on the goals and benefits of this program to the agency and community. The United States Breastfeeding Committee’s “Breastfeeding and Child Care” document, http://www.usbreastfeeding.org/linkClick.aspx?link=Publications%2fChild-Care-2002-USBC.pdf&tabid=70&mid=388, provides information to initiate a conversation with key child care center personnel. Use staff meeting time to present the program’s concepts and solicit both ideas and volunteers for a planning workgroup.

Assemble a team
The number in the team or workgroup will depend on the size of the child care center and the scope of the program activities. This group could be a subcommittee of an existing wellness team or health promotion committee. It is best if the team includes both management and direct care staff members. Team members can be charged with the responsibility for plans to develop, implement and sustain steps 2-10 within the child care center.

Designate a coordinator
Although the team or workgroup can share the responsibilities of the program, having one enthusiastic, goal-oriented person coordinating efforts increases the likelihood that the program will be well managed and implemented. It is important that a portion of the coordinator’s time be dedicated to the program and that those responsibilities are reflected in the person’s job description and work plan.

Team meetings
People working on the 10 steps will need to regularly meet and link to community resources (e.g., public health departments, lactation consultants, breastfeeding coalitions, and breastfeeding support groups).
Planning is key for a quality program

Once the energetic and enthusiastic team is identified, take time to plan the program components before implementation. Start with the Self-Appraisal Questionnaire to identify components that need work. Plan for sustainability to avoid the team / workgroup being overworked and ensure a long-term commitment for the child care center to increase the likelihood for the program’s success. Make sure the plans are geared to meet the needs of the families served and the child care center’s employees.

Action Plan

Child care centers can develop an action plan to document program components identified from the Self-Appraisal Tool. An action plan provides written guidance toward implementing specific measures in becoming a breastfeeding friendly child care center. See Appendix A: Sample and Blank Planning Worksheets, pages 34 and 35.
Establish a supportive breastfeeding policy and require all staff be aware of and follow the policy.
A breastfeeding policy is designed to assist child care providers in supporting breastfeeding mothers and infants and in protecting the health of breastfed infants.

A breastfeeding friendly child care center policy will address a certain standard of care:

- Mothers will be welcome to breastfeed in the Center;
- Families will receive accurate information about breastfeeding, and;
- Child care center staff are trained to provide breastfeeding information and support to help mothers continue to breastfeed when they return to work or school.

Resources

See the sample policy on the next page as well as Appendix C: Additional Resources, page 40.
The ABC Child Care Center is committed to providing ongoing support to breastfeeding mothers. Well-defined research has documented a multitude of health benefits to both the mother and infant. The ABC Child Care Center subscribes to the following policy:

**Breastfeeding mothers shall be provided a place to breastfeed or express their milk.**

Breastfeeding mothers, including employees, shall be provided a private and sanitary place to breastfeed their babies or express milk. This area has an electric outlet, comfortable chair, and nearby access to running water. Mothers are also welcome to breastfeed in front of others if they wish.

**A refrigerator will be made available for storage of expressed breast milk.**

Breastfeeding mothers and employees may store their expressed breast milk in the center refrigerator. Mothers should provide their own containers, clearly labeled with name and date.

**Sensitivity will be shown to breastfeeding mothers and their babies.**

The center is committed to providing ongoing support to breastfeeding mothers, including providing an opportunity to breastfeed their baby in the morning and evening, and holding off giving a bottle, if possible, when mom is due to arrive. Infant formula and solid foods will not be provided unless requested by the mother.
Staff shall be trained in handling breast milk.

All Center staff will be trained in the proper storage and handling of breast milk, as well as ways to support breastfeeding mothers. The Center will follow human milk storage guidelines from the American Academy of Pediatrics and Centers for Disease Control and Prevention to avoid waste and prevent food borne illness. Special precautions are not required in handling breast milk.

Breastfeeding employees shall be provided flexible breaks to accommodate breastfeeding or milk expression.

Employees shall be provided a flexible schedule for breastfeeding or pumping to provide breast milk for their children. The time allowed would not exceed the normal time allowed to other employees for lunch and breaks. For time above and beyond normal lunch and breaks, sick/annual leave may be used, or the employee can come in earlier or leave later to make up the time.

Breastfeeding promotion information will be displayed.

The Center will provide information on breastfeeding, including the names of area resources should questions or problems arise. In addition, positive promotion of breastfeeding will be on display in the Center.
Establish a supportive worksite policy for staff members who are breastfeeding.
A supportive work environment can have a positive influence on breastfeeding mothers as they return to work. It can be an informal support system for breastfeeding mothers. Women need access to supportive individuals and safe environments to breastfeed comfortably in common places where mothers and children go — in work and child care settings.

Supporting breastfeeding employees by reducing worksite barriers will relieve stress. Many women choose not to breastfeed or to discontinue breastfeeding because of workplace constraints.

Women who do not breastfeed after returning to work miss more work time caring for sick children and their family’s health care costs are greater. Women whose breastfeeding is supported at work are happier, more productive and less likely to resign.

Source


Resources

See Appendix C: Additional Resources, pages 40.
Train all staff so that they are able to carry out breastfeeding promotion and support activities.
All staff are oriented to the breastfeeding policy and appropriately trained within six months of hire

- Employees identify and promote the location of the room where mothers can breastfeed or express their milk.

- Staff demonstrates safe storage and handling of human milk. Breastmilk is properly labeled. Gloves are not required when handling human milk. Go to www.bfmed.org (click on “Protocols and Statements”, then click on “#8 - Human Milk Storage”) for more detailed information about human milk storage.

- Breastfeeding is promoted and encouraged whenever the mother is at the child care center.

- Infant care plans are designed to avoid large feedings prior to the mother’s scheduled arrival.

- All employees are encouraged to attend a class or continuing education session on breastfeeding once a year to keep current on supportive techniques.

Hints to Bottle-Feeding the Breastfed Baby

- Breast milk is digested quickly and easily. Thus breastfed babies usually eat more frequently than formula fed babies. Timing of feedings may range between 1-1/2 to 3 hours. Feed breastfed babies when their cues indicate hunger, not on a time schedule. Early hunger cues include mouth movements, rooting, sucking on hands, and restlessness. Note crying is a late hunger cue.

- Feed the baby in a way that mimics breastfeeding. Hold the baby in an upright position and never put a baby to bed with a bottle. Switch holding the baby from your right arm to your left arm midway through a feeding. This provides equal eye stimulation and facial muscle development, helps pace feedings, and keeps the baby from developing a preference for one side.

- Let the baby control the start of the feeding. Stroke the baby’s lips with the nipple to illicit a rooting response and a wide-open mouth. Allow the infant to gape widely for the bottle nipple (rather than pushing it in). Allow the baby to “accept” or draw in the nipple.

- Feed slowly. Liquid flows out faster out of bottling equipment. Sucking on a bottle nipple may need to be paced. Pause frequently during feedings to burp, switch sides, or talk to the baby, and avoid holding the bottle in a vertical position. Rapid feedings can lead to overfeeding, which puts the mother’s milk supply at risk and can cause discomfort in the baby. Infants need time to recognize that they are full.
• Stop feeding when the baby is ready. Do not force a baby to finish “just the last bit” of a bottle. If the baby is falling asleep and releasing the bottle nipple before the bottle is empty, the baby is done. Don’t reawaken the baby to take more. If bottles are often left unfinished, ask the mother to send milk in smaller amounts.

• Breastfed babies sometimes eat smaller amounts at each feeding than babies who are formula fed. Feedings may be short and frequent, especially during growth spurts. New babies may breastfeed more frequently than older babies; however, the amount of milk consumed may or may not increase with the age of the baby.

**Verbalize and Initiate support**

Staff that have responsibility for care of infants and children provide breastfeeding information and support to help mothers continue breastfeeding when working or going to school.

• Recognize that mothers may have strong feelings about continuing to breastfeed when they are separated from their babies. Providing breastfeeding support may increase their confidence in you as their child care provider.

• Put mothers in touch with other mothers who have successfully combined breastfeeding and working or going to school.

• Encourage mothers to breastfeed onsite when baby is dropped off or picked up, as well as during the day if mother can leave work site.

• Share written and web based resources about successfully combining breastfeeding and returning to work or school with the mother.

**Infant Care Plans**

Staff work with family members to develop babies’ individual breastfeeding support plans and regularly update their plans.

• Ensure that the mother clarifies what she wants you to do if her baby is hungry and she is late, or her supply of expressed breast milk is gone.

• Encourage nursing mothers to come and breastfeed and/or express milk comfortably and at their convenience.
Provide Information on Introduction of Baby Foods

Staff promote exclusive breastfeeding until babies are about six months old with continued breastfeeding to one year and beyond.

- Educate the mother that the only food her baby needs for the first six months of life is breast milk.

- Infant formula and solid foods will not be provided at the Center unless prescribed by the infant’s medical provider.
Create a culturally appropriate breastfeeding friendly environment.
Child care centers can create a culturally appropriate breastfeeding friendly environment by:

- Mentioning breastfeeding first in all written and verbal communication when educating families regarding infant feeding.
- Limiting the visibility of infant formula and related materials.
- Storing excess supplies of baby bottles and infant formula out of view of families.
- Excluding the use of materials with pictures of baby bottles or those supplied by infant formula manufacturers.
- Displaying posters and pictures of racially and ethnically diverse breastfeeding families.
- Using culturally diverse breastfeeding educational materials (see Steps 7 and 10).
- Monitoring the interactions of their staff with families regarding infant feeding decisions and breastfeeding support. Provide additional staff training as needed.

Resources

See Appendix C: Additional Resources, page 42.
Inform expectant and new families and visitors about your Center’s breastfeeding friendly policies.
One of the most-often-cited barriers to breastfeeding reported by mothers is embarrassment and perceived lack of a supportive environment. There needs to be a clear message that the child care setting sees breastfeeding as the normal and accepted way to feed babies. Parents need to know that efforts are made at the Center to provide a comfortable environment for breastfeeding. Important information can be relayed in the following ways for families, staff, and visitors who use the facility:

1) Include information on the Center’s supportive breastfeeding policies in informational handouts for prospective families.

2) Point out supports for breastfeeding, such as a comfortable chair for nursing, refrigerator space for storing milk, and a listing of local breastfeeding resources when giving tours of the facility.

3) Have available information on local (city, county, and state) laws protecting the rights of mothers to breastfeed in public. Inform staff about how to deal with questions or concerns raised by visitors or others who may object to seeing a mother breastfeed. (See Step 8)

4) Consider posting “Breastfeeding is welcome here” messages or posters.

The international breastfeeding icon can be downloaded from the website at http://www.mothering.com/breastfeeding/international-breastfeeding-symbol.

Resources

See Appendix C: Additional Resources, pages 42-43.
Stimulate participatory learning experiences with the children, related to breastfeeding.
Children who observe breastfeeding moms may have a natural curiosity. Childcare workers and moms can promote awareness and acceptance for this preferred feeding method with open dialogue and by answering children’s questions using basic terms. Reading books with them about mammals “breastfeeding” their young will likely spark an interactive discussion.

Resources

Provide a comfortable place for mothers to breastfeed or pump their milk in privacy, if desired.

Educate families and staff that a mother may breastfeed her child wherever they have a legal right to be.
Providing a comfortable breastfeeding friendly environment in a child care center, encourages mothers to continue to breastfeed or pump after returning to work or school. At times, they may wish to breastfeed in the presence of others. At other times, mothers may prefer a quiet, private, safe, and clean space with a comfortable chair to breastfeed or to express breast milk. Labeled expressed mother’s milk can be left at the Center for feedings when mother is not available to breastfeed. Breastfeeding employees at the Center can also use this pumping area to breastfeed or express milk.

A toilet stall in a restroom is not suitable as a lactation space. The following chart provides information for furnishing a mother’s lactation room.

Resources

See Appendix C: Additional Resources, page 45.
Lactation Room Options

**Basic Model**
- Electrical outlet (standard 110v)*
- Room locks from the inside*
- Comfortable chair
- Table or flat surface to hold breast pump*
- Disinfectant wipes*
- Nearby source of running water
- Employee has her own breast pump
- Employee has her own attachment kit for hospital grade pump
- Employee stores milk in personal cooler or in a public area refrigerator
- Room is clean

**Better Model**
- Include items from the Basic Model*
- Chair - upholstered, comfortable
- Footstool
- Room has a sink with running water**
- Employer pays for rent or purchase of a hospital grade multi-user electric breast pump**
- Employer subsidizes the cost of attachment kits
- Employer provides personal cooler for storing milk
- Attractive wall hangings, floral arrangement, etc.
- Bulletin board for posting baby photos and notes of support**
- Educational resources are available**
- Desk or table top space is available

**Best Model**
- Include items from Basic Model*
- Include items from Better Model**
- Recliner
- Employer subsidizes or provides portable electric breast pump.**
- Employer provides breast pumps for partners of male employees
- Employer provides the attachment kit
- Employer provides small refrigerator within room for storing milk
- Soft lighting
- Telephone available for employees to check voicemail messages
- Computer terminal with VS PC internet access is available

Source: Adapted from The BUSINESS CASE for BREASTFEEDING, Bottom Line Benefits, Dept. of Health and Human Services, Easy Steps for Supporting Breastfeeding Employees, Lactation Room Options, Figure 4. P. 11.
Section 2.2-1147.1.
Right to breast-feed.
Notwithstanding any other provision of law, a woman may breast-feed her child at any location where that woman would otherwise be allowed on property that is owned, leased or controlled by the Commonwealth as defined in § 2.2-1147.

Section 8.01-341.1.
Exemptions from jury service upon request.
Any of the following persons may serve on juries in civil and criminal cases but shall be exempt from jury service upon his request:
(8) - A person who has legal custody of and is necessarily and personally responsible for a child or children 16 years of age or younger requiring continuous care by him during normal court hours, or any mother who is breast-feeding a child.

Section 18.2-387.
Indecent exposure.
Every person who intentionally makes an obscene display or exposure of his person, or the private parts thereof, in any public place, or in any place where others are present, or procures another to so expose himself, shall be guilty of a Class 1 misdemeanor. No persons shall be in violation of this section for breastfeeding a child in any public place or any place where others are present.

VA House Joint Resolution 145.
Employer to recognize benefits of breast-feeding.
Summary as passed. Encourages employees to recognize the benefits of breast-feeding and to provide unpaid break time and appropriate space for employees who need to breast-feed or express their milk for their infant children.

Also consider reporting challenges that arise and share these with community breastfeeding coalition/networks, so we can work together to address and overcome barriers successfully.
Establish and maintain connections with local breastfeeding coalition or community breastfeeding resources.
Explore how your agency can support breastfeeding promotional campaigns within your community. Join breastfeeding advocacy groups, coalitions, councils or networks. Share with other businesses your employee and client policies to extend breastfeeding duration of working mothers. Support legislation, fund raising projects, and health fairs to further breastfeeding education of the general public.

Resources

See Appendix C: Additional Resources, page 45.
Maintain an updated resource file of community breastfeeding services and resources kept in an accessible area for families.
A breastfeeding information resource file can be a great asset to a lactating mother. Child Care Center employees can direct families to this information to give them personal access to the file. Stock this file with:

- Contact names and numbers of local breastfeeding advocates
- Contact information of local breastfeeding professionals and supportive businesses
- Breastfeeding Peer Support Groups

Other helpful resources may include:

- Breastfeeding pamphlets
- A Phone
- A computer with internet access
- A printer
- Posted website resources

Resources

See Appendix D: Community Resources, page 46.
## Planning Worksheet

**Recommendations:** Describe the strategies selected from the Self-Appraisal Questionnaire.

**Activities:** List the activities required to meet the recommendation.

**Materials, Resources, and Personnel:** List the individuals who will do the work and the resources and tools they need to get the job done.

**Time Frame:** When will implementation begin? How long will it take to finish?

**Evaluation:** How will you measure your successes and/or misfortunes?

<table>
<thead>
<tr>
<th>recommendations: strategies to implement</th>
<th>activities</th>
<th>materials, resources &amp; personnel</th>
<th>time frame</th>
<th>evaluation method</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>step 1:</strong> Promote work of Breastfeeding Friendly Team to staff and families in child care center</td>
<td>Team member gives report at staff meetings; write article for parent newsletter</td>
<td>Team leader or designated member</td>
<td>Monthly staff meetings; quarterly newsletters</td>
<td>Meeting minutes; copy of parent newsletter</td>
</tr>
<tr>
<td><strong>step 2:</strong> Assure all staff are aware of and follow a breastfeeding policy</td>
<td>Draft and implement a policy on breastfeeding for the childcare center</td>
<td>Staff input Management support and sign-off</td>
<td>1 month January</td>
<td>Policy in place</td>
</tr>
<tr>
<td><strong>step 3:</strong> Create a policy and environment for employees</td>
<td>Draft and implement a policy; create a lactation space for staff</td>
<td>Staff input Management support and sign-off space and funding</td>
<td>2 months February</td>
<td>Policy in place and lactation room available to staff</td>
</tr>
<tr>
<td><strong>step 10:</strong> Create a resource file</td>
<td>Inventory current resources; add new resources</td>
<td>Staff time, funding</td>
<td>4 months January – April</td>
<td>Pre/Post listing of resources in file</td>
</tr>
<tr>
<td>recommendations: strategies to implement</td>
<td></td>
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</tr>
<tr>
<td>activities</td>
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<td>evaluation method</td>
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</table>
Below is a list of children’s books that can be used as part of learning experiences that normalize breastfeeding. Books are available at libraries, bookstores, or may be ordered from the web. Illustrations are by the author where not otherwise indicated. Remember that no book is perfect or will fit every need.

For Nursing Toddlers

We Like to Nurse by Chia Martin. Illustrated by Shukyo Lin Rainey. Hohm Press, 1995. Paperbound. Fourteen animal pairs are shown nursing in bright, flat pictures with simple text, ending with a human mother and baby. A favorite of breastfed toddlers. (ages 1 - 3)

Mama Outside, Mama Inside by Dianna Hutts Aston. Illustrated by Susan Gaber. Henry Holt, 2006. A mother bird in a tree and a human mother in the house nearby prepare for the births of their babies and tenderly care for them with the fathers’ help. One breastfeeding illustration. (ages 1 - 4)

Breastmilk makes my tummy yummy by Cecilia Moen. Midsummer Press, Sweden, 1999. This book is ideal for a nursing toddler. Simple, rhymed verse accompanies the multicultural illustrations of babies and toddlers nursing in various situations: when angry or sad, in the bath tub, when mummy is on the phone, in a family bed, etc. Tandem nursing is also shown: “Two can breastfeed without fuss, there is room for both of us.” (ages 2 - 4)

Mama’s Milk by Michael Elsohn Ross. Illustrations by Ashley Wolff. Tricycle Press, 2007. Beautiful illustrations of 17 different mammals nursing as well as human mothers and babies from three different ethnic groups accompany a simple, rhyming text. The final pages give some facts about nursing. Includes cosleeping, nursing in the park, carrying baby in a sling. (ages 2 - 5)

For the Sibling of a Breastfed Baby


*We Have a Baby* by Cathryn Falwell. Clarion Books, 1993. This is a picture book for the very young child with a new sibling. Just 32 pages long, with only a few words on each page, the book shows a loving family with both parents actively involved in the care of the toddler and the new baby. The mother is shown nursing the baby, her arm around the toddler who is nestled against her and eating milk and a cookie. (ages 1 - 3)

*Mama, Daddy, Baby and Me* by Lisa Gewing. Illustrated by Donna Larimer. Spirit Press, 1989. The very simple, rhymed text and appealing illustrations show a family welcoming a new baby, told from the toddler sibling’s point of view. One picture of the mother and baby nursing. (ages 2 - 4)


*What Baby Needs* by William Sears MD, Martha Sears RN, and Christie Watts Kelly. Little Brown & Company, 2001. The needs of a new baby are described in terms a preschooler can understand and relate to. The baby is carried in a sling and sleeps in the parents’ room. The father is very involved in this baby’s care. Feelings of the older siblings are recognized as the book models many positive ways for children to interact with a new baby. Includes two nice breastfeeding pictures and one of bottle feeding mother’s milk. A companion book about pregnancy, *Baby on the Way*, explains the emotional and physical changes that occur when a mother is expecting a new baby. Includes a nice breastfeeding illustration. (ages 3 - 6)
Will There Be a Lap for Me? by Dorothy Corey. Illustrated by Nancy Poydar. Albert Whitman & Company, 1992. Preschooler Kyle, from a middle class African-American family, misses his special place on his mother’s lap as her pregnancy advances and the new baby arrives. A full page illustration shows Mother nursing the new baby with Kyle beside her on the sofa. Kyle is sad that the baby needs to eat so often, but Mother makes room on her lap and special time in her day for him again. (ages 3 - 8)

How You Were Born by Joanna Cole. Photographs by Margaret Miller. Morrow Junior Books, 1993. A clear and helpful book about conception, fetal development and birth is illustrated with color photographs of parents and children from many racial backgrounds. The 1984 edition with same text and black and white photos by Hella Hammid and others is also still available in paper-back and has a lovely breastfeeding illustration. (ages 3 - 11)


Stories That Include Breastfeeding

The World Is Full of Babies! by Mick Manning and Brita Granström. Delacorte Press, 1996. With humorous, engaging text and bright, attractive illustrations, the authors explain how human and animal babies grow and develop. An East Asian mother is shown nursing her baby. (ages 2 - 6)


Look What I See! Where Can I Be? In the Neighborhood by Dia L. Michels. Photographs by Michael J. N. Bowles. Platypus Media, LLC, 2001. Clues help children to guess where the baby wakes up as a busy family explores a multicultural urban neighborhood. The baby is carried in a sling, a front pack, a back pack, a stroller, and a wagon. The last picture shows the mother and baby nursing outdoors on the grounds of the U.S. Capitol. (ages 2 - 4)
Happy Birth Day! by Robie H. Harris. Illustrated by Michael Emberley. Candlewick Press, 1996. A mother tells her child about her hospital birth and first day of life. Large, beautiful illustrations capture the essence of a newborn baby breastfeeding and falling asleep cuddled up with both parents. (ages 3 - 8)

Only the Cat Saw by Ashley Wolff. Originally published in 1982. Walker and Company, 1996. Softcover. In this colorful picture book the cat sees all the details in a typical 24 hour day in the life of a busy farm family. The mother is shown breastfeeding the baby in a rocking chair at dawn. (ages 3 - 8)

The Best Gifts by Marsha Forchuk Skrypuch. Illustrated by Halina Below. Fitzhenry & Whiteside, 1998. Growing up from infancy to adulthood, Sara receives the most important gifts from her parents (including breastfeeding, time, love and caring) and passes them on to her own baby son. (ages 4 - 8)

Over the Green Hills by Rachel Isadora. Greenwillow, 1992. A young boy in the Transkei, on the east coast of South Africa, accompanies his mother on a long walk to visit Grandma Zindzi in another village. Baby sister Noma is carried wrapped close on her mother’s back. They make several nursing stops, and this older baby is shown breastfeeding in one picture. (ages 4 - 8)


A Teeny Tiny Baby by Amy Schwartz. Orchard Books, 1994. Reissued in 2006. This first baby is center of attention in his family. Although Dad is shown feeding a bottle in one illustration, Mother is nursing in eight other pictures. Baby sleeps between his parents in a family bed and is carried in a sling by his father. (ages 3 and up)
The Surgeon General’s Call to Action to Support Breastfeeding


• To order printed copies of *The Surgeon General’s Call to Action to Support Breastfeeding* and other materials, call 1-800-CDC-INFO or email CDCINFO@cdc.gov and reference the publication title.

• For more information, visit the website at http://www.surgeongeneral.gov/topics/breastfeeding/
**Step 1**
There are no additional resources.

**Step 2**
Establish a supportive breastfeeding policy and require all staff to be aware of and follow the policy.

- [www.bfmed.org](http://www.bfmed.org)
- [www.cdc.gov/breastfeeding/recommendations/handling_breastmilk.htm](http://www.cdc.gov/breastfeeding/recommendations/handling_breastmilk.htm)

**U.S. Department of Health and Human Services**

  [http://ask.hrsa.gov](http://ask.hrsa.gov) or call 1.888.ASK.HRSA

**Centers for Disease Control and Prevention**

- The CDC Guide to Breastfeeding Interventions  
  provides information on support for breastfeeding in the workplace as an evidence-based intervention.
- Toolkit for Lactation Support Program  
  [www.cdc.gov/nccdphp/dnpa/hwi/toolkits/lactation](http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/lactation)

**Step 3**
Establish a supportive worksite policy for staff members who are breastfeeding.

**United States Breastfeeding Committee**

- Workplace Breastfeeding Support  

**Step 4**
There are no additional resources.
Step 5
Create a culturally appropriate breastfeeding friendly environment.

Posters
- www.dsf.health.state.pa.us/health/cwp/view.asp?A=179&Q=247761
- www.infactcanada.ca/mall/Posters_Pin_Up.ASP
- www.acclaimimages.com/search_terms/breast_feeding.html
- www.nursingbabys.com

Calendar
- http://www.babymilkaction.org/shop/posters.html#breastfeeding

Posters plus more brochures, DVDs, various multicultural items for sale
- www.dhs.state.tx.us/wichd/WICCatalog/BreastfeedingPromotion.pdf

Step 6
Inform expectant and new families and visitors about your center’s breastfeeding friendly policies.

• Breast Milk
• Breast Milk Associated With Greater Mental Development in Preterm Infants, Fewer Re-hospitalizations
  www.cdc.gov/breastfeeding
• Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries
  www.ahrq.gov/clinic/tp/brfouttp.htm
• Breastfeeding vs. Formula Feeding
  www.kidshealth.org/parent/food/infants/breast_bottle_feeding.html
• Can Breastfeeding Prevent Illnesses?
  www.lalecheleague.org/FAQ/prevention.html
• Feeding Your Newborn
  www.kidshealth.org/parent/food/infants/feednewborn.html
• Got Mom...
  www.gotmom.org

Step 7
Stimulate participatory learning experiences with the children, related to breastfeeding.

Toys
• Breastfeeding doll: Available for order.

Books

- See Appendix B: Children’s Books, page 36.

Visual / Website Resources

- Mr. Rogers Talks about Food (Program #1536 on “Mr. Rogers’ Neighborhood”). This program is usually repeated in the weeks before Thanksgiving each year and could be taped for later viewing. Check local listings.


- Activity and learning curriculum from the New York State Department of Health Breastfeeding Education Activity Package (kindergarten): [www.health.state.ny.us/community/pregnancy/breastfeeding/levelk.htm](http://www.health.state.ny.us/community/pregnancy/breastfeeding/levelk.htm)

- For additional age/grade level activities and learning curriculum from the New York Department of Health: [www.health.state.ny.us/community/pregnancy/breastfeeding/main.htm](http://www.health.state.ny.us/community/pregnancy/breastfeeding/main.htm)

- Texas Department of State Health Services — (WIC Kids) Stuff: activity books, coloring pages, games, books and videos. [www.dshs.state.tx.us/wichd/bf/kids.shtm](http://www.dshs.state.tx.us/wichd/bf/kids.shtm)

Step 8
Provide a comfortable place for mothers to breastfeed or pump their milk in privacy, if desired. Educate families and staff that a mother may breastfeed her child wherever they have a legal right to be.


Step 9
Establish and maintain connections with your local breastfeeding coalition or other community resources.

- Virginia Breastfeeding Task Force. www.vabreastfeeding.org
- La Leche League International. www.lli.org

Step 10
There are no additional resources.
La Leche League is an international organization of mother-to-mother support for breastfeeding. Local La Leche League meeting schedules may be found through contacting local leaders. To find out the nearest local groups, look at the website at www.llli.org/. Look at the section called “Find local support” and follow the directions to find the nearest groups. Printed copies of local meeting schedules and locations should be included in the file. If these are not available, contact information for local leaders should be included. At the same website, click on “Breastfeeding Info” to find information on a wide variety of breastfeeding topics.
Books for Working Breastfeeding Mothers


Websites for Working Breastfeeding Mothers

- La Leche League’s general breastfeeding website. www.lalecheleague.org

- Specific topics on working and breastfeeding. www.llli.org/NB/NBworking.html

Pumps and Pumping

- U.S. Food & Drug Administration Breast Pump Website for information and tips on pumps, pumping and milk storage. www.fda.gov/medicaldevices/productsandmedicalprocedures/homehealthandconsumer/consumerproducts/breast-pumps/default.htm
  www.fda.gov/medicaldevices/productsandmedicalprocedures/homehealthandconsumer/consumerproducts/breast-pumps/ucm061952.htm

- Website support for working mothers by Kirsten Berggren, PhD, CLC. www.workandpump.com

General Breastfeeding Websites

- **Breastfeeding Links.** Multiple links with extensive breastfeeding information on many topics on line.

- **Diane Wiessinger’s breastfeeding resources.** Many wonderful handouts, wise thoughts on many aspects of helping breastfeeding mothers and babies.  
  [www.normalfed.com](http://www.normalfed.com)

- **Kellymom.** General breastfeeding information and resources website of Kelly Bonyata, IBCLC. To calculate financial costs of not breastfeeding, see [www.kellymom.com/bf/start/prepare/bfcostbenefits.html](http://www.kellymom.com/bf/start/prepare/bfcostbenefits.html)

- **Breastfeeding on line.** Cindy Curtis, RN, IBCLC breastfeeding website. Lots of resources and information on breastfeeding, including Dr. Jack Newman handouts and WHO code of marketing of breast milk substitutes.  
  [www.breastfeedingonline.com](http://www.breastfeedingonline.com)

- **Dr. Jack Newman and Edith Kernerman On-Line Breastfeeding Resource site.**  
  [www.drjacknewman.com](http://www.drjacknewman.com)

- **Bright Future Lactation Resource Centre, Ltd.** Website of Linda Smith, IBCLC. Resources, guidance for handling breastfeeding challenges, teaching tips.  
  [www.bflrc.com](http://www.bflrc.com)

- **Pro-Mom.** A nonprofit organization dedicated to increasing public awareness and acceptance of breastfeeding. Many helpful articles, information and links.

- **Breastfeeding.com** Video clips, breastfeeding information.  
  [www.breastfeeding.com](http://www.breastfeeding.com)
- **Massachusetts Breastfeeding Coalition.** News of breastfeeding issues, handouts, protocols, resources for health care staff. Nice handout on skin-to-skin contact. [www.massbfc.org](http://www.massbfc.org)

- Outreach materials written in several languages and includes a free newsletter “Breastfeeding Matters”. [www.withinreachwa.org/bcw](http://www.withinreachwa.org/bcw)

- **Amy’s Babies.** Amy Spangler’s website of educational resources, which includes “Feeding Times,” a free, quarterly, email newsletter focusing on specific breastfeeding topics. [http://babygooroo.com/](http://babygooroo.com/)

- **Breastfeeding Legislation.** A 50 state summary of breastfeeding laws can be found at: [www.ncsl.org/programs/health/breast50.htm](http://www.ncsl.org/programs/health/breast50.htm) and [www.llli.org/Law/LawBills.html](http://www.llli.org/Law/LawBills.html)
Other Resources for Written Education Materials

Arkansas WIC
www.healthyarkansas.com/breastfeeding/pamphlets.html

American Academy of Pediatrics
Division of Publications
PO Box 747
Elk Grove Village, IL 60009-0747
888.227.1770
www.aap.org

Best Start
4809 E Busch Blvd.
Suite 104
Tampa, FL 33617
800.277.4975
813.971.2119
fax 813.971.2280
beststart@mindspring.com

Birth and Life Bookstore
1826 NW 18th Ave,
Portland, OR 97301
800.443.9942
or 503.595.1720
fax 503.595.1726
www.1cascade.com

Childbirth Graphics
WRS Group, Inc.
PO Box 21207
Waco, TX 76702-1207
800.299.3366 ext. 287
fax 888.977.7653
www.childbirthgraphics.com

Wisconsin Bureau of Document Service
202 S. Thornton Avenue
PO Box 7840
Madison, WI 53707-7840
608.266.3358
docsales@doa.state.wi.us

Geddes Productions
PO Box 41761
Los Angeles, CA 91040
323.344.8045
fax 323.257.7209
www.geddesproduction.com

Health Education Associates, Inc.
327 Quaker Meeting House Road
East Sandwich, MA 02537-1300
888.888.8077
or 508.888.8044
Mon-Fri, 9-5 EST
fax 508.888.8050
www.healthed.cc
email: info@healthed.cc

Ameda
475 Half Day Road
Lincolnshire, IL 60069
866.992.6332
www.ameda.com

International Childbirth Education Association
1500 Sunday Drive, Suite 102
Raleigh, NC 27607
800.624.4934
or 919.863.9487
fax 919.787.4916
www.icea.org
email: info@icea.org
A list of children’s books that include breastfeeding may be included in the resource file. See Appendix B: Children’s Books, page 36.
Resource Kit Credits – Wisconsin

10 Steps to Breastfeeding Friendly Child Care Centers

This toolkit was developed as a collaborative effort of the Wisconsin Partnership for Activity and Nutrition — Breastfeeding Committee. The resource kit focuses on strategies to offset the risk factors that contribute to not breastfeeding. References to additional resources are for informational purposes and not an endorsement of organizations or products.

This document is in the public domain and may be downloaded from the website, copied and/or reprinted. The Wisconsin Nutrition, Physical Activity and Obesity Program and the Wisconsin Partnership for Activity and Nutrition Breastfeeding Committee appreciate citation and notification of use.

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Resource Kit Credits – Virginia

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10 Steps to Breastfeeding Friendly Child Care Centers

1. Designate an individual or group who is responsible for development and implementation of the 10 steps.

2. Establish a supportive breastfeeding policy and require that all staff be aware of and follow the policy.

3. Establish a supportive worksite policy for staff members who are breastfeeding.

4. Train all staff so they are able to carry out breastfeeding promotion and support activities.

5. Create a culturally appropriate breastfeeding friendly environment.

6. Inform expectant parents, new families and visitors about your center’s breastfeeding friendly policies.

7. Stimulate participatory learning experiences with the children related to breastfeeding.

8. Provide a comfortable place for mothers to breastfeed or pump their milk in privacy, if desired. Educate families and staff that a mother may breastfeed her child wherever they have a legal right to be.

9. Establish and maintain connections with your local breastfeeding coalition or other community resources.

10. Maintain an updated resource file of community breastfeeding services and resources kept in an accessible area for families.
ten steps to
breastfeeding friendly
child care centers

RESOURCE KIT

Virginia Department of Health
P.O. Box 2448
Richmond, Virginia 23218
http://www.vdh.virginia.gov

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