

Virginia's Breastfeeding Friendly Early Care Recognition Program

An award for early care programs that meet five breastfeeding friendly standards

Simple Steps: High Quality Early Care

- 1** Visit **Child Care Aware**, VAchildcare.com, for the application and the standards. Your program may already meet requirements.
- 2** Access FREE resources to guide breastfeeding policies and practices: training materials, example policies, parent handouts, and more.
- 3** Complete application either on-line or mail-in.



Apply Today!

**Child Care Aware
of Virginia**

VACHILDCARE.com

Why Apply?



Support Healthier Environments

Breastfed babies are healthier babies, creating a healthy child care environment



Receive Special Recognition

Stand out among your competitors



Make Families Happier

Working parents are looking for breastfeeding friendly environments



Receive Awards

Certificate, window cling, and recognition as a breastfeeding friendly provider in the Child Care Aware of Virginia database

Virginia's Five Standards for Breastfeeding Friendly Early Care Programs



1

Environmental:

Provides a culturally responsive environment so all families know breastfeeding is welcomed and supported.

- Clean, private, comfortable space to nurse
- Express milk
- Posters, photos, and children's books and toys that support and normalize breastfeeding

2

Family Support:

Provides information and resources:

- Newly enrolled families
- Community breastfeeding resources

3

Infant Feeding:

Demonstrate infant feeding best practices:

- Babies are fed on-demand
- Share daily infant feeding plan with families
- Paced bottle feeding

4

Professional Development:

Ensures that staff are trained in:

- Benefits of breastfeeding
- Infant feeding
- Promoting and supporting breastfeeding mothers/babies
- Storage and handling of breastmilk

5

Breastfeeding Policy:

Establishes a written breastfeeding policy that is shared with families and staff.

The policy addresses:

- Private space available for breastfeeding mothers
- Staff encourage mothers to provide breastmilk to children
- Infants are fed on demand
- Staff training on breastfeeding support practices, including handling/storage of breast milk



To learn more about the standards and access resources:

Child Care Aware Virginia VACHILDCARE.com