

Implementation Guide

For Breastfeeding-Friendly Childcare

"I was so excited to be a part of this program, as it is very special and unique. I have been in business for 29 years and I am always looking for ways to improve the quality of my childcare. I also promote the program to other providers I know. I was able to share with some new providers my breastfeeding space for mothers and encourage them to do the same at their site."

– Childcare Provider, San Diego, CA

SECTION TWO

Welcome

Provided in this section is the information needed for organizations to administer a breastfeeding-friendly childcare program. This section includes trainings, policies, procedures, and best practices.

"Because breastfeeding is so important for all babies and their mothers, I am prepared to support and encourage all parents participating in Breastfeeding-Friendly/Pro-Lactancia San Diego. In recognition of the importance of this educational opportunity, I twice attended the trainings offered in order to deepen my knowledge. I feel all of us should attend all educational opportunities, and I am constantly seeking opportunities to learn."

– Childcare Provider, San Diego, CA

Getting Started

HOW AN ORGANIZATION ADMINISTERS A BREASTFEEDING-FRIENDLY PROGRAM WITH CHILDCARE PROVIDERS MAY DIFFER DEPENDING ON THEIR STRUCTURE.

Consider the following:

- Do we have the support to implement this program?
- How do we connect with experienced partners?
- How do we engage childcare providers?

Ensure Support

Gaining the support of key decision-makers within the organization is crucial. Utilize the talking points below to encourage adoption of the program.

The below points can be shared with leadership.

- **Breastfeeding is good for baby, good for families, and good for childcare.**
Review the '[Benefits of Breastfeeding](#)' to make the case for implementing a breastfeeding-friendly program. Focus on benefits that align with the organization's mission, vision, and goals.
- **Almost everything needed to implement a breastfeeding-friendly childcare program is available in this guide.** Trainings, materials, and resources are provided. Any of the sample resources can be adapted to meet organizational needs.
- **A breastfeeding-friendly childcare program offers sustainability.**
The program's policies and procedures sustain breastfeeding-friendly practices. Program maintenance can be structured to require minimal technical assistance or follow up from program organizers.

The below points can be shared with childcare providers.

- **Becoming breastfeeding-friendly can be used as a quality indicator.** Support for breastfeeding can help set a childcare provider apart. Implementing breastfeeding-friendly practices is marketable and may help increase referrals.
- **Supporting breastfeeding requires minimal resources.** Childcare providers can support breastfeeding families by making small modifications to their environments and practices. Many providers are already supporting breastfeeding in some way.
- **Information and resources to support breastfeeding families is provided.** There is no need to be a lactation expert to implement breastfeeding-friendly practices. Learning how to support breastfeeding families does not require extensive training or time.

Identify Partners

Collaborating with other organizations that have experience in early childcare and breastfeeding is important and adds value to breastfeeding-friendly childcare programs.

Consider utilizing partnerships to recruit childcare providers, provide breastfeeding expertise and materials, market the program, leverage recognition resources, and educate families.

Consider the following:

- What organizations in my community support breastfeeding?
- Where do childcare providers in my community go for resources?
- What organizations in my community convene childcare providers?

Varieties of organizations in the community support breastfeeding. Consider collaborating with community organizations such as the local YMCA, breastfeeding coalition, healthcare providers, social services agency, or Childcare Resource and Referral agency.

Breastfeeding-Friendly San Diego (BFSD) worked with multiple organizations to develop partnerships that enhanced the program. See *Table 1* for examples of some of the partnerships that elevated the BFSD program.

MUTUALLY BENEFICIAL RELATIONSHIPS

Consider collaborating with organizations that also benefit from the partnership. These mutually beneficial relationships elevate the work and add value. The BFSD program benefited from such a relationship with the WIC Regional Breastfeeding Liaisons (RBLs). The RBLs provided the expertise for training content and co-taught the BFSD trainings, while BFSD coordinated the trainings with partners and provided technical assistance. Both received credit for the work—a perfect match!

Table 1: Breastfeeding-Friendly San Diego Partnerships

Partner	Service Provided
<u>Chicano Federation</u>	Assisted with childcare recruitment Promoted and hosted trainings
<u>Neighborhood House Association – Early Head Start</u>	Assisted with childcare recruitment Promoted and hosted trainings
<u>San Diego County Breastfeeding Coalition (SDCBC)</u>	Promoted BFSD program to families Recognized childcare providers Provided sustainability
<u>Women, Infants, and Children (WIC) Regional Breastfeeding Liaisons (RBLs)</u>	Assisted with designing training content Co-taught trainings Provided breastfeeding expertise Provided WIC resources
<u>YMCA Childcare Resource Service</u>	Assisted with childcare recruitment Promoted and hosted trainings Provided childcare expertise

Engage Childcare Providers

Engaging childcare providers is an essential component in operating an effective program. From recruiting providers to assessing needs, a bit of planning and intentional action creates a path to program success.

Consider the following:

- How can my organization reach childcare providers in our community?
- What is the best way to connect and communicate with childcare providers?
- Would childcare providers in our community prefer electronic or paper resources?

Recruit, Enroll, Assess, Implement, and Recognize

RECRUIT

There are many ways to begin the recruitment process.

- **Approach the local Childcare Resource and Referral agency.** Request a list of licensed childcare providers, connect to childcare meetings, leverage existing trainings, and learn more about childcare in your community.
- **Utilize partners who work with childcare providers to streamline recruitment.** Request time to present on the breastfeeding-friendly program at childcare or partner meetings.
- **Create a flyer advertising the program.** Distribute in areas frequented by childcare providers, as well as virtually through email blasts and social media.

ENROLL

Collecting initial information helps inform the best way to communicate and follow up with childcare providers.

- **Use an enrollment form to capture important information.** Request childcare providers' emails, phone numbers, preferred methods of communication, and best times to communicate.
- **Consider the best method for childcare providers to enroll in the program.** Offer program options such as in-person, online, or over the phone to ensure everyone has access.
- **Ensure prompt follow-up.** This will keep childcare providers engaged.

ASSESS

Many childcare providers are implementing breastfeeding-friendly practices. Determine the information and support they need.

- **Create an assessment form.** Utilize the '[Building Blocks to Breastfeeding Friendly](#)' checklist. Use this form to detail what childcare providers are doing to support breastfeeding and determine the additional support they need.
- **Conduct the initial assessment in-person.** If possible, visit the childcare provider and complete the initial assessment together.

IMPLEMENT

Implementation of a breastfeeding-friendly childcare program will vary based on the needs of each community. Consider ways to make the program easy to adopt.

- **Provide resources, tools, and technical assistance.** Help childcare providers implement breastfeeding-friendly practices by giving them everything they need. Consider the best methods of communication and utilize them.
- **Consider childcare providers with limited access to technology.** Consider utilizing print resources and communicating in-person or over the phone.
- **Consider childcare providers with access to technology.** Consider communicating through emails or texts. Offer online trainings and electronic resources.

RECOGNIZE

Recognition for participating in the breastfeeding-friendly childcare program can serve as a quality indicator for childcare providers.

- **Provide recognition for childcare providers.** Consider ways to highlight and promote childcare providers that implement breastfeeding-friendly practices.
- **Recognize exceptional childcare providers.** Consider ways to recognize childcare providers that exceed the minimum requirements.

"I am investing in children under my care because they are going to be those children playing in the playgrounds, going to the schools, being in teen groups, and young workers. I am investing in my community."

– Childcare Provider, San Diego, CA
