

Recognition

Recognizing childcare providers as breastfeeding-friendly serves a dual purpose. It delivers much deserved attention to exceptional childcare providers, while elevating the message of the breastfeeding-friendly program to community members, organizations, and families.

Setting up a recognition program

Consider the best way to recognize childcare providers and sustain a breastfeeding-friendly recognition program.

- **Recognize breastfeeding-friendly childcare providers in a public way.** This can be via website, social media, newsletter, or blog. Create partnerships with organizations that serve families with young infants and utilize their platforms.
- **Collaborate with organizations to oversee a recognition program.** Examples may include the local breastfeeding coalition, Childcare Resource and Referral agency, or local health department. This improves the sustainability of the program.
- **Decide whom the recognition should come from.** Consider well-known, reputable organizations in the community. Make sure the recognition is meaningful to both childcare providers and families.

Recognizing childcare providers

Once childcare providers have completed all the building blocks, they are ready for recognition.

- **Emphasize the recognition.** Congratulate and thank childcare providers. Explain the promotion of the program and the benefits of being a recognized partner.
- **Recognize childcare providers.** Schedule a time to meet with the childcare provider individually or recognize multiple childcare providers during standing meetings. Distribute a 'Recognition Packet'. Recognition Packets can include items such as:
 - [Recognized Partner Certificate](#)
 - [Recognition Window Cling](#)
 - [Letter of Accomplishment](#)

USING PARTNERSHIPS FOR RECOGNITION

Utilizing partnerships is a great way to create substantial recognitions.

- **Post recognition on partner websites.** Any partner that works with families or early childcare settings would be a great fit.
- **Request printing resources.** Partners that have access to free or low-cost printing may be able to create the recognition certificates or letters.
- **Advertise the program.** Use the social networks of partner organizations to advertise your breastfeeding-friendly program and the recognized partners.

Family awareness

Making families aware that breastfeeding-friendly childcare is an option is an important step to breaking down barriers to breastfeeding.

- **Communicate that breastfeeding-friendly childcare is an option.** Engage community partners to connect to families about the availability of breastfeeding-friendly childcare.
- **Refer families to breastfeeding-friendly childcare providers.** Create a directory of breastfeeding-friendly childcare providers. Provide the directory online where families can explore breastfeeding-friendly childcare providers near them or work with partners to distribute a list to families.
- **Publicize breastfeeding-friendly status.** Encourage individual childcare providers to advertise as breastfeeding-friendly.

Elevating the Work

DISCOVER ADDITIONAL WAYS TO SUPPORT BREASTFEEDING FAMILIES.

Encourage childcare providers to champion breastfeeding-friendly practices

- **Encourage childcare providers to advertise and take pride in breastfeeding-friendly practices.** Openly discussing a childcare provider's support for breastfeeding is an easy way to normalize and advocate for the practice and for breastfeeding families.
- **Encourage childcare providers to use their social networks to further breastfeeding-friendly practices.** Ask childcare providers if they know others that might be interested in the program. Encourage childcare providers to offer advice and share best practices.
- **Encourage childcare providers to get involved with a breastfeeding coalition.** Childcare providers have unique and important perspectives for the breastfeeding world. Find a local or state coalition through the [United States Breastfeeding Committee](#).

Make changes within your organization

- **Walk the talk.** Support the adoption of breastfeeding-friendly practices and policies within your organization or workplace.
- **Consider involvement with a local breastfeeding coalition.** There are a multitude of ways to be involved with coalitions, from signing up for email newsletters to becoming a member. Find a local or state coalition through the [United States Breastfeeding Committee](#).
- **Educate community decision-makers.** Decision-makers may not be aware of the tangible steps they can take to support breastfeeding. Breastfeeding advocates can help in a variety of ways, from explaining the benefits of designated lactation spaces to detailing the benefits of paid family leave.
- **Encourage other organizations to adopt and implement breastfeeding-friendly practices.** Share successes and offer advice and encouragement.