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Breastfeeding-Friendly San Diego (BFSD) is a project of Live Well San Diego: Healthy Works and implemented by the UC San Diego Center for Community Health. This work supports Live Well San Diego, the County vision of a region that is Building Better Health, Living Safely, and Thriving. BFSD is made possible with funding from First 5 San Diego through the County of San Diego Health and Human Services Agency.
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- Child Development Associates
- County of San Diego Health and Human Services Agency
- First 5 San Diego
- Neighborhood House Association
- San Diego County Breastfeeding Coalition
- San Diego County Office of Education
- Women, Infants, and Children (WIC) Regional Breastfeeding Liaisons
- YMCA Childcare Resource Services
Thank you for your interest in supporting breastfeeding families in your community!

This guide provides organizations with a comprehensive framework for implementing a breastfeeding-friendly program with childcare providers. Many new parents return to school or work shortly after the arrival of their baby and need support to meet their feeding goals. Childcare providers equipped with the right resources and knowledge have a unique opportunity to support breastfeeding.

The resources, tools, and recommendations contained in this guide are derived from the Breastfeeding-Friendly San Diego (BFSD) program. Launched in 2016, BFSD works to increase the number of breastfeeding-friendly childcare providers in San Diego County. BFSD provides support and recognition to family childcare homes and childcare centers that implement breastfeeding-friendly policies, practices, and environmental changes.

Information gathered from similar programs informs the framework of this guide. Best practices learned from implementing the BFSD program provide insider tips as well as perspective for working with childcare providers. Any of the resources and materials in this guide may be adapted to meet the needs of any organization.

Thank you for your dedication to advancing breastfeeding support.
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For me, when I see breastfeeding, I give major credit to moms. It is an important bonding moment for mom and baby. I love putting the word out there for a new program that encourages breastfeeding.

— Childcare Provider, San Diego, CA
Benefits of Breastfeeding

Benefits for Babies

Lowers risk of:
- Ear infections
- Sudden infant death syndrome (SIDS)
- Childhood obesity
- Childhood cancers
- Asthma
- Type 2 diabetes

Benefits for Families

Lowers risk of:
- Supports bonding between parent and baby
- Assists with loss of pregnancy weight

Benefits for Childcare Providers

- Cost-effective
- Increases quality of care
- Healthier babies mean a healthier childcare environment
- Happier families may equal more referrals

Benefits for Society

- Saves lives by reducing infant mortality
- Saves money on healthcare costs
- Helps create a productive workforce
- Decreases waste and is environmentally friendly
- Creates healthier future generations


The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months of life, with continued breastfeeding until 12 months or beyond.

What percentage of families in the United States breastfeed?

- **81%** EVER BREASTFED
- **44%** EXCLUSIVE AT 3 MONTHS
- **22%** EXCLUSIVE AT 6 MONTHS

A parent’s return to work or school is a critical decision point regarding breastfeeding continuation, and a time when breastfeeding often terminates due to a parent’s lack of support or accommodations.

Breastfeeding support from childcare providers is significantly associated with continued breastfeeding at six months, making access and availability of breastfeeding-friendly childcare a critical support system.

