



Breastfeeding-Friendly Childcare Program Implementation Guide



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.

Inquiries regarding this document may be directed to:

**County of San Diego
Health and Human Services Agency
Public Health Services
Maternal, Child, and Family Health Services Branch
Health Services Complex**

ADDRESS

3851 Rosecrans Street, MS: P-511H
San Diego, CA 92110-3652

PHONE

(619) 542-4110

All materials in this document are in the public domain and may be reproduced and copied without permission. However, citation to source is appreciated. Suggested citation: County of San Diego, Health and Human Services Agency. Breastfeeding-Friendly Childcare: A program implementation guide. June 2018.

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.

Acknowledgements

This guide and the Breastfeeding-Friendly San Diego program would not have been possible without the support of numerous partners and organizations. Our sincere gratitude to the following organizations:

- 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.**

Contents

Section One

WHY BREASTFEEDING MATTERS

Section Cover Page	6
Benefits of Breastfeeding	7
Breastfeeding-Friendly Childcare is Important	8

Section Two

IMPLEMENTATION GUIDE FOR BREASTFEEDING-FRIENDLY CHILDCARE

Section Cover Page	9
Section Welcome	10
Getting Started	11
Building Blocks to Breastfeeding-Friendly Childcare	15
Building Block One: Breastfeeding-Friendly Environment	16
Building Block Two: Training	17
Building Block Three: Storage, Handling, and Feeding	19
Building Block Four: Policies	21
Building Block Five: Resources	22
Recognition	23
Elevating the Work	24

Section Three

TOOLS AND RESOURCES

Section Cover Page	25
Section Three Contents	26
Program Implementation Checklist	27
Building Blocks to Breastfeeding-Friendly Childcare Checklist – English	29
Building Blocks to Breastfeeding-Friendly Childcare Checklist – Spanish	30
Enrollment Form – English	31
Enrollment Form – Spanish	32
Training Handouts	33
Magnet – English	34
Magnet – Spanish	35
Infant Feeding Plan – English	36
Infant Feeding Plan – Spanish	38
Childcare Policy – English	40
Childcare Policy – Spanish	41
Publicly Available Resources for Breastfeeding	42
Recognition Certificate	43
Recognition Letter	44
Recognition Window Cling	45
Breastfeeding Spaces	46
Breast Milk Storage	47

Why Breastfeeding Matters

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

SECTION ONE

Benefits of Breastfeeding



Benefits for Babies

Lowers risk of:

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

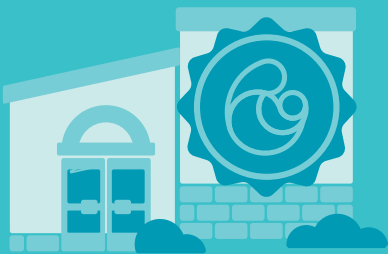


Benefits for Families

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

Lowers risk of:

- Type 2 diabetes
- Certain breast and ovarian cancers
- Postpartum depression



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

Office of the Surgeon General. (2011). The Surgeon General's Call to Action to Support Breastfeeding. Retrieved March 01, 2018, from <https://www.surgeongeneral.gov/library/calls/breastfeeding/factsheet.html>

U.S. Department of Health and Human Services. (2018). Making the decision to breastfeed. Retrieved March 01, 2018, from <https://www.womenshealth.gov/breastfeeding/breastfeeding-benefits.html>

Breastfeeding-Friendly Childcare is Important

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?



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.



Access to breastfeeding-friendly childcare



Barriers to continued breastfeeding



Healthier babies, healthier moms, and healthier future generations

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.

American Academy of Pediatrics. (2012). Breastfeeding and the Use of Human Milk. Retrieved March 01 2018, from: <http://pediatrics.aappublications.org/content/129/3/e827>

National Center for Chronic Disease Prevention and Health Promotion. (2016). Breastfeeding Report Card: Progressing Towards National Breastfeeding Goals. Retrieved March 01, 2018, from <https://www.cdc.gov/breastfeeding/pdf/2016breastfeedingreportcard.pdf>

M. B., R. L., & K. S. (2012). Association of Child Care Providers Breastfeeding Support with Breastfeeding Duration at 6 Months. *Maternal and Child Health Journal*, 17(4), 708-713. Retrieved March 01, 2018, from <https://link.springer.com/article/10.1007/s10995-012-1050-7>