



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**

ADDRESS

Health Services Complex
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: Program Implementation Guide. June 2019.

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	1
Benefits of Breastfeeding	2
Breastfeeding-Friendly Childcare is Important	3

Section Two

IMPLEMENTATION GUIDE FOR BREASTFEEDING-FRIENDLY CHILDCARE

Section Cover Page	4
Section Welcome	5
Getting Started	6
Building Blocks to Breastfeeding-Friendly Childcare	10
Building Block One: Breastfeeding-Friendly Environment	11
Building Block Two: Training	12
Building Block Three: Storage, Handling, and Feeding	14
Building Block Four: Policies	16
Building Block Five: Resources	17
Recognition	18
Elevating the Work	19

Section Three

TOOLS AND RESOURCES

Section Cover Page	20
Section Three Contents	21
Program Implementation Checklist	22
Building Blocks to Breastfeeding-Friendly Childcare Checklist – English	24
Building Blocks to Breastfeeding-Friendly Childcare Checklist – Spanish	25
Enrollment Form – English	26
Enrollment Form – Spanish	27
Training Handouts	28
Magnet – English	29
Magnet – Spanish	30
Infant Feeding Plan – English	31
Infant Feeding Plan – Spanish	33
Childcare Policy – English	35
Childcare Policy – Spanish	36
Publicly Available Resources for Breastfeeding	37
Recognition Certificate	38
Recognition Letter	39
Recognition Window Cling	40
Breastfeeding Spaces	41
Breast Milk Storage	42