

23rd Annual Child Care Food Program Roundtable Conference October 2014

Breastfeeding Supportive Child Care Practices



Why Support Breastfeeding?

- ▶ Nutritionally complete and tailored for baby to grow & develop
- ▶ Protection from infection, SIDS and obesity
- ▶ Less prone to: spitting up, illness, constipation or diarrhea
- ▶ Breast milk is part of a reimbursable meal
- ▶ Breastfeeding Friendly designation helps market the center/home



Breastfeeding Report Card



Breastfeeding  **Report Card**

United States/2014



Breastfeeding Friendly

Create a culturally appropriate and breastfeeding friendly environment

Increase support for breastfeeding mothers through enhancing childcare practices and policies



Breastfeeding Friendly

10 Steps to Breastfeeding Friendly Child Care Centers *Resource Kit*



10 Steps Questionnaire for Child Care

- ▶ Complete the questionnaire
- ▶ Highlight 4 areas to improve/work on for your child care
- ▶ Highlight 4 areas in which you are accomplished
- ▶ How would you outreach these accomplishments?

Additional Questions to Consider

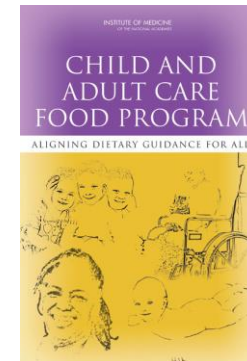
- ▶ Do you provide an atmosphere that welcomes and promotes breastfeeding as a normal method of feeding infants?
- ▶ Do you help mothers continue to breastfeed when they return to work or school?
- ▶ Do you make resources available to parents?

Breastfeeding Policies

- ▶ Train staff to support the breastfeeding(BF) mother and infant
- ▶ Train staff to protect the health of the breastfed infant
- ▶ Welcoming atmosphere
- ▶ Benefits of breast milk (BM)& BF
- ▶ Proper handling, storing & feeding of BM
- ▶ Lactation room/space
- ▶ Provide information/referral for BF support

IOM Recommendations

- ▶ Provide mothers access to breastfeeding education opportunities
- ▶ Supply of Mom's breast milk stored at day care site, assurances that the milk will be handled safely
- ▶ Appropriate storage space for the milk
- ▶ Breastfeed baby onsite when possible
- ▶ Staff training in the safe handling and preparation of breast milk
- ▶ Connect with WIC lactation consultants and existing breastfeeding programs to provide incentives for both families and providers



How to Promote Breastfeeding Friendly

- ▶ Community Baby Shower
- ▶ Tour of lactation room
- ▶ Community Newsletter
- ▶ Welcome Baskets
- ▶ Little Free Library – breastfeeding books & information
- ▶ Partnerships





Infant Breastfeeding Room >>

The Toddlers Den
Fort Worth, Texas



Infant Breastfeeding Room >>

Centex Head Start
Bastrop, Texas



Infant Breastfeeding Room >>

Centex Head Start
Bastrop, Texas



Brighton Schools >>

San Antonio, Texas



Early Beginnings

Early, Texas

Resources

- ▶ Nana Nursing Animals



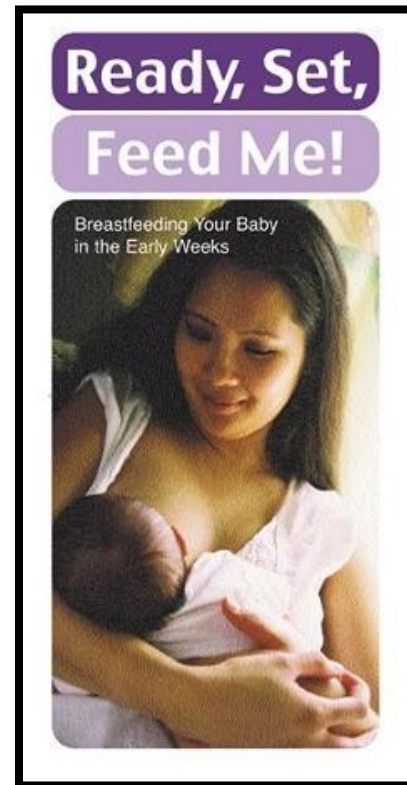
Resources

► Breastfeeding Backpacks



Resources

► Brochures & Books



Texas Grants

- ▶ 17 mini-grants
- ▶ 158 sites
- ▶ 3,792 children reached
- ▶ 5685 parent volunteers
- ▶ 3665 community members
- ▶ 91 outreach events
- ▶ \$290,310 awarded





Thank You!



Linda Simmons
Nutrition Specialist
(512) 475-0089

Linda.simmons@TexasAgriculture.gov



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