

Facilitators and Barriers to Implementing the Breastfeeding Friendly Child Care Initiative in Florida

Breastfeeding Friendly Child Care Initiative

Breastfeeding Friendly means that a facility:

- Welcomes and encourages breastfeeding
- Provides a supportive environment for mothers to continue breastfeeding after returning to work or school
- Has accurate written materials available to parents

A facility that is Breastfeeding Friendly:

- Provides an atmosphere that welcomes and promotes breastfeeding as a normal method of feeding infants
- Helps mothers continue to breastfeed when they return to work or school
- Makes breastfeeding resources available to parents
- Feeds infants on cue and coordinates feeding times with parent's schedule
- Trains staff so they are able to support breastfeeding parents
- Has a written breastfeeding policy

In order to become certified as a Breastfeeding Friendly Child Care Center, the facility must complete a survey indicating that they meet the above standards. In addition, the facility's written breastfeeding policy must be submitted. Certification expires every 2 years and another assessment is required at that time in order to renew the certification.



Breastfeeding Friendly Self-Assessment

If you think your center or home is Breastfeeding Friendly, complete the following information and the self-assessment. Mail this completed form and a copy of your breastfeeding policy to the address below. Facilities that answer "Yes" to all six standards and whose policy supports breastfeeding will be designated as a Breastfeeding Friendly Child Care Facility. Facilities will be awarded a certificate and window cling to display at the center or home. The certificate expires after 2 years and you will need to complete another self-assessment at that time.

1. *Our facility provides an atmosphere that welcomes and promotes breastfeeding.* YES _____ NO _____

The facility encourages mothers to visit and breastfeed during the day, if their schedules permit. Facility employees are also encouraged to breastfeed their infants in care. There are breastfeeding posters on display and learning/play materials that promote breastfeeding (e.g., books that contain pictures of babies or animals nursing).

2. *Our facility helps mothers continue to breastfeed their babies when they return to work or school.* YES _____ NO _____

Parents are told about the facility's policies and services regarding breastfeeding. The facility's information packet for new families includes information on breastfeeding that is not provided by or produced by formula companies. There is a quiet comfortable place that mothers can feed their babies or express breast milk.

3. *Our facility has accurate written materials on breastfeeding topics available for all parents.* YES _____ NO _____

Staff is familiar with written materials and available community resources (support groups, La Leche League, lactation consultants, and local WIC agency) and refers moms as appropriate.

4. *Our facility feeds infants on cue and coordinates feeding times with the mother's normal schedule.* YES _____ NO _____

Breastfed babies do not receive food or drink (other than breast milk) unless indicated. Parents are asked what they want the facility to do if mom will be late and their baby is hungry or the supply of breast milk is gone.

5. *Our facility trains all staff so they are able to support breastfeeding.* YES _____ NO _____

Facility staff convey a positive attitude that moms can work and continue to breastfeed and that the facility can help them. Staff is trained about the benefits and normalcy of breastfeeding; the preparation, storage, and feeding of breast milk; and resources available for staff and parents.

6. *Our facility has a written policy that reflects the facility's commitment to breastfeeding.* YES _____ NO _____

Staff is familiar with the policy and it is available so that staff can refer to it.

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Self-Assessment Criteria (Our facility...)	% Meeting Criterion	Conflicting Quotes
Feeds infants on cue	98%	Regarding policies and procedures for infant feeding: “The children are fed as needed... Or they’re – you know, every child is on a schedule. The parents tell us the schedule, and we adhere to that, but if the – you know, it’s not like every four hours, oh, it’s four hours, boom, you can’t feed.” (05)
Provides an atmosphere that welcomes and promotes breastfeeding	97%	“I know that, um, breast milk could sit out longer than formula, but I don’t treat it no differently... If it can sit out for an hour, breast milk is only an hour, and I tell my parents it’s disposed of. Like, you know that a lot of times parents are like ‘Oh, I pump so much, and this...’ And I’m like, ‘OK, if this is what you’re gonna do here, this is how it works... So if you don’t want to do that, then, you know, you could do the formula. But just know that this is what’s going on.’” (16)
Coordinates feeding times with the mother’s schedule	93%	Regarding mother scheduling a time to come to the center to breastfeed: “I would say that might be the difficult thing, because who wants their baby to be screaming and hollering for a formula when the parent don’t want to break it till twelve o’clock.” (07)
Trains all staff so they are able to support breastfeeding	80%	Regarding comfort of infant staff in feeding breast milk: “...not that they’re against it, I can just tell that sometimes it makes them feel uncomfortable because it is coming from someone as opposed to, you know, just formula.” (04) “Um, they know my urgency on breast milk, and I make it like it’s – I make them think like I feel it’s the worst thing in the world, in that it can hurt them, because in all reality, it can. Um, and so, I tell them my high importance of if you touch it, you need to have gloves on.” (16)
Helps mothers continue to breastfeed their babies when they return to work or school	60%	Regarding resources for a mom having trouble breastfeeding: “What I’ll tell them is maybe they can go over the Health Department and talk to someone at WIC and see what information they can give them as far as milk. And most likely, they’ll say follow up with your doctor to see what’s the best milk to start giving your baby...” (07)
Has accurate written materials on breastfeeding topics available for all parents	40%	“See, I – I don’t un—like, making breastfeeding resources available to all parents. I don’t understand that. They either come in – they’re not coming into us as infants – I mean, as newborns – out of the womb. They’re coming to us to – at three months, six weeks. Those will – patterns have already been established. So – Well, you can’t start – you can’t give them – parents, when they come in, if they’re already doing formula, and all of the sudden, decide they want to breastfeed. That’s not going to happen... I mean, that’s ridiculous.” (22)
Has a written policy that reflects the facility’s commitment to breastfeeding	40%	“...we don’t have a written breastfeeding policy. OK. That would be – have to be something – that, you know, we’d have to come up with, hopefully, with some help, because I wouldn’t know what I need to put in a breastfeeding policy – that’s different from my bottle-feeding policies. Other than, please don’t get up half naked and dance around our room.” (03)