

TEN STEPS TO A BREASTFEEDING FAMILY FRIENDLY COMMUNITY

The Breastfeeding Family Friendly Community (BFFC) Designation complements the [Baby-friendly Hospital Initiative Ten Steps to Successful Breastfeeding](#). The BFFC Ten Step designation signifies that the community has made real strides to support all chest/breastfeeding families to succeed in their infant feeding goals, for the health of the child, family, and community.

Learn more about the [Ten Steps with Suggested Approaches and Measures](#).

Step 1. The community's elected or appointed leadership has a written statement supporting breastfeeding that is routinely communicated to all.

Step 2. The community as a whole provides a welcoming atmosphere for chest/breastfeeding families.

Step 3. Optimal chest/breastfeeding¹ is supported by health leadership.

Step 4. During pregnancy, all families in the community are informed about the benefits of chest/breastfeeding, as well as about the risks of unnecessary formula use, and where to access support as needed.

Step 5. Health care in the community is breastfeeding-friendly.

Step 6. Community chest/breastfeeding support groups and lactation services are fully available, including peer-to-peer lactation support providers, International Board Certified Lactation Consultants (IBCLCs), and other skilled chest/breastfeeding support.

Step 7. The businesses and organizations in the community welcome chest/breastfeeding families.

Step 8. Local businesses and healthcare clinics/offices follow the principles of *The International Code of Marketing of Breast-Milk Substitutes*.

Step 9. The World Alliance for Breastfeeding Action (WABA) maternity care and employment or, in the US, The US Business Case for Breastfeeding is promulgated by the government and the Chamber of Commerce (CoC) or equivalent.

Step 10. Education systems, including childcare, K-12, colleges and universities, are encouraged to include chest/breastfeeding-friendly curricula at all levels.

¹Definition of optimal chest/breastfeeding: Children initiate breastfeeding within the first hour of birth and be exclusively breastfed for the first six months of life...From the age of six months, children should begin eating safe and adequate complementary foods while continuing to breastfeed for up to 2 years and beyond. (https://bit.ly/WHO_Recommendations)