

Normalizing Breastfeeding throughout your program

Building Blocks of Breastfeeding Child Care Learning Burst
March 2021

Anja Mayr, Verner Center for Early Learning (Asheville, NC)



Today's Agenda

1. Welcome 5 Minutes
 - a. Our Why (Healthy Communities video)

2. What is Normalizing? 5 Minutes
 - a. CGBI 10 Steps & Self-assessment

3. Verner Center for Early Learning 25 minutes

4. Next steps Groups (Moderators) 10 minutes

5. Wrap-up discussion/announcements 5 minutes

Our Why - Achieving Health Equity in Every Community



Why normalizing Breastfeeding in child care programs?

1. Supports families who may want to breastfeed, but don't know how to manage during the transition into child care.
2. Shows potential/new families that you welcome all feeding styles
3. Allows children who have breastfeeding experiences to see and share in the experiences of their peers (and siblings)
4. Supports teaching children and families that breastfeeding is a normal way to feed infants around the world.



CGBI Ten Steps to Breastfeeding Friendly Child care & self-assessment

Breastfeeding-Friendly Child Care: Self-Assessment

Your Name: _____ Date: _____

Child Care Facility Name: _____

The following ten steps describe ways that Child Care Centers and Family Child Care Homes can provide optimal support for breastfeeding families. Below each step are specific actions to support that step.

Please read each statement and check one of the boxes based on what is happening in your child care program most of the time. For more detailed information on filling out this form, refer to the additional "Breastfeeding-Friendly Child Care" Self-Assessment Instruction Sheet.

Step 1. Have a written policy that reflects the program's commitment to promoting and supporting breastfeeding, especially exclusive breastfeeding, and share with employees and families.

1. An explicit policy for promoting and supporting breastfeeding:	<input type="checkbox"/> Does not exist.	<input type="checkbox"/> Exists informally, but it is not written or regularly communicated to staff or parents.	<input type="checkbox"/> Is written, but it is not always communicated to staff or parents.	<input type="checkbox"/> Is written, readily available, and regularly communicated to staff and parents.
2. Staff evaluations include a review of breastfeeding support activities:	<input type="checkbox"/> Rarely or Never.	<input type="checkbox"/> Sometimes.	<input type="checkbox"/> Usually.	<input type="checkbox"/> Always.
3. Educational materials on the risks and benefits of different infant feeding options:	<input type="checkbox"/> Are not available at our facility.	<input type="checkbox"/> Are available, but not displayed.	<input type="checkbox"/> Are displayed.	<input type="checkbox"/> Are actively distributed.
4. The facility's breastfeeding-friendly policy is communicated to potential client families:	<input type="checkbox"/> Rarely or never.	<input type="checkbox"/> Sometimes, if asked.	<input type="checkbox"/> Usually.	<input type="checkbox"/> Always.

Step 2. Train and evaluate all staff in the skills to support and promote optimal infant and young child feeding.

Ten Steps for Breastfeeding-Friendly Child Care Centers

The following ten steps describe ways that child care centers can provide optimal support for breastfeeding families. Below each step are specific actions to support that step.

Step 1. Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff

- 1.1 Our center has a written policy for promoting and supporting breastfeeding.
- 1.2 Staff evaluations document a review of breastfeeding support activities.
- 1.3 Our center has educational materials for our parents on the risks and benefits of different infant feeding choices.
- 1.4 Our center's breastfeeding support is part of discussion with all potential clients.

Step 2. Train all staff to promote optimal infant and young child feeding in families we serve.

- 2.1 All new staff at our center receives training on the risks and benefits of different infant feeding choices.
- 2.2 All new staff at our center receives training in breastfeeding promotion, including support of exclusive breastfeeding.

Step 3. Inform women and families about the importance of breastfeeding

- 3.1 At our center, we provide families with our written policy for promoting and supporting breastfeeding.
- 3.2 At our center, we explain to families how we (a) develop a sustainable feeding plan, (b) provide a comfortable place in our center for mothers to sit and nurse their babies or pump/express milk, and (c) store and label milk for child care center use.

Step 4. Train all staff in skills necessary to handle, store and feed mother's milk properly.

- 4.1 All staff receive at least one hour of training in proper handling and feeding of mother's milk.
- 4.2 All staff are trained to recognize infant hunger cues.

Step 5. Ensure that all clients are able to properly store and label milk for child care center use

- 5.1 We have a written policy on the proper way to label human milk, and we share this policy with all parents.
- 5.2 All milk at our center is properly labeled.

Step 6. Provide a breastfeeding friendly environment.

- 6.1 We provide all mothers with written materials inviting them to come to the center and nurse their babies while under our care.
- 6.2 There is a comfortable place in our center for mothers to sit and nurse their babies, or pump (express) milk if necessary.

Step 7. Display posters and provide brochures for new moms and parents of breastfeeding babies that demonstrate that your child care supports breastfeeding and that illustrate best practices.

- 7.1 Our center displays posters with information about breastfeeding, with photos appropriate for the families we serve.
- 7.2 At our center, we provide appropriate brochures or other educational materials about breastfeeding for our families.
- 7.3 At our center, we provide families with materials about the importance of exclusive breastfeeding.

Step 8. Develop a sustainable feeding plan with each family.

- 8.1 We develop a written feeding plan with each new family at our center.
- 8.2 Our written materials encourage breastfeeding mothers to nurse on demand when with their baby.
- 8.3 Our written materials encourage mothers to respond to feeding cues rather than feeding on a schedule.
- 8.4 We discuss with all families how expressed milk will be handled at our child care center.

Step 9. Contact and coordinate with local skilled breastfeeding support and actively refer.

- 9.1 Our center has a list of community breastfeeding resources to be used for referral.
- 9.2 Our center regularly refers families to community breastfeeding resources.
- 9.3 Our center tracks community referrals and follows up with families as needed.
- 9.4 Our center provides a resource list for our staff of local lactation consultants and community providers that can answer breastfeeding and human milk feeding questions.

Step 10. Continue updates and learning about protection, promotion, and support of breastfeeding.

- 10.1 Our center has up-to-date materials on hand that include information on breastfeeding and human milk feeding.
- 10.2 Each staff member receives at least one hour per year of continuing education on human milk feeding and breastfeeding support.



A project of
Carolina Global Breastfeeding Institute
<http://sph.unc.edu/breastfeeding>



Normalizing Breastfeeding - a program-wide perspective

with Anja Mayr

Anja has worked at Verner Center for Early Learning as the Health Coordinator for the last 3 years.

Anja is a graduate of UNC Chapel Hill with a Masters in Public Health and UNC Asheville with Bachelors in Psychology and Health & Wellness Promotion. She is passionate about research and advocacy work, especially as it supports early childhood education and early childhood health. When she is not at her computer, she is helping in an infant classroom, and when she is out of the office she enjoys skating with friends, hiking with her dog, reading, or trying new recipes at home.



Verner Center for Early Learning, Asheville





Breastfeeding Welcome Here!



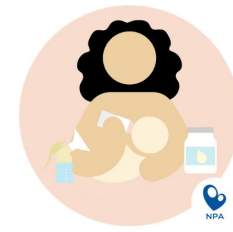
¡Aqui Aceptamos La
Lactancia Materna!



Supplemental Nursing



Breastfeeding



Combination Feeding



Chestfeeding

However you choose to feed your child, you are
Welcome Here!



Supported Feeding



Formula Feeding



Supported Feeding



Exclusive Pumping



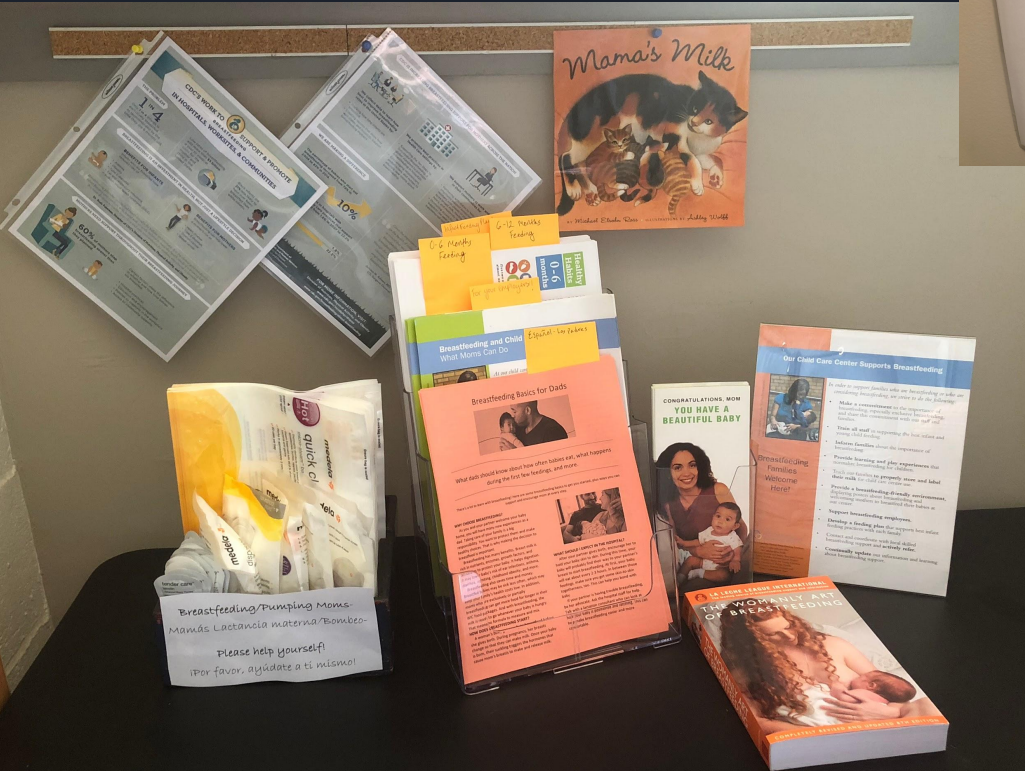
Verner
Center for Early Learning

Let us know how we can support you!

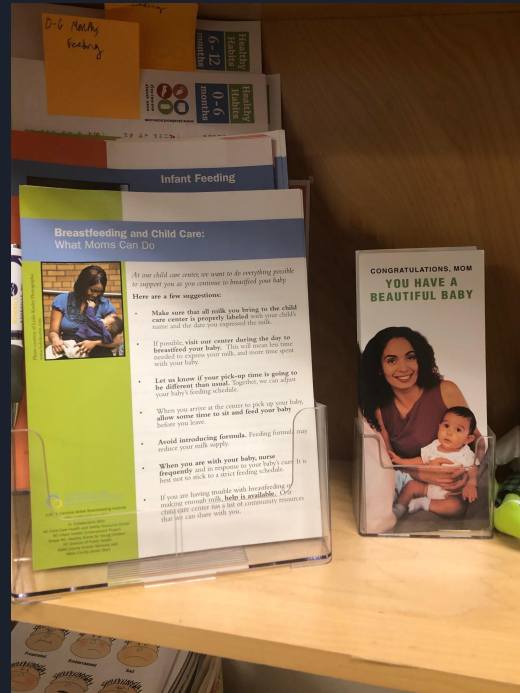
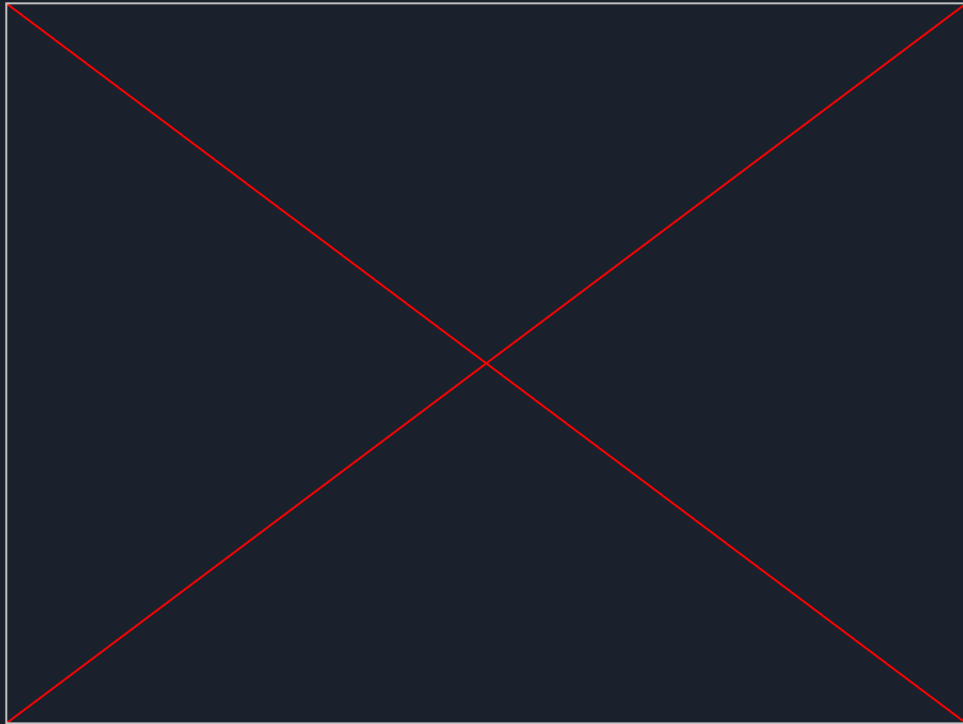
Verner Central



Verner West



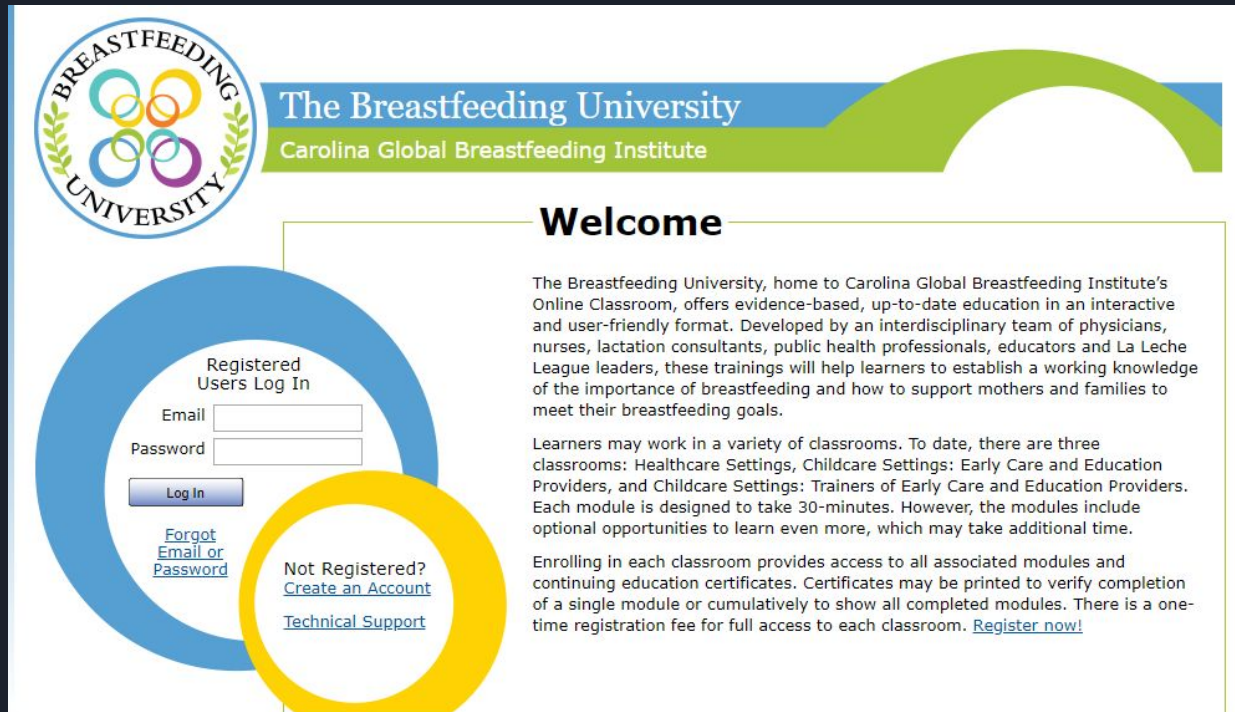
Verner East



Community Connections



Professional Development



The screenshot shows the login page for The Breastfeeding University. At the top left is the logo, which consists of four interlocking rings in blue, green, yellow, and purple, surrounded by a laurel wreath and the text "BREASTFEEDING UNIVERSITY". To the right of the logo, the text "The Breastfeeding University" is displayed in a blue banner, with "Carolina Global Breastfeeding Institute" below it in a green banner. The main heading is "Welcome". Below this, there is a paragraph of introductory text. To the left of the text is a login form with fields for "Email" and "Password", a "Log In" button, and links for "Forgot Email or Password", "Not Registered? Create an Account", and "Technical Support".

The Breastfeeding University
Carolina Global Breastfeeding Institute

Welcome

The Breastfeeding University, home to Carolina Global Breastfeeding Institute's Online Classroom, offers evidence-based, up-to-date education in an interactive and user-friendly format. Developed by an interdisciplinary team of physicians, nurses, lactation consultants, public health professionals, educators and La Leche League leaders, these trainings will help learners to establish a working knowledge of the importance of breastfeeding and how to support mothers and families to meet their breastfeeding goals.

Learners may work in a variety of classrooms. To date, there are three classrooms: Healthcare Settings, Childcare Settings: Early Care and Education Providers, and Childcare Settings: Trainers of Early Care and Education Providers. Each module is designed to take 30-minutes. However, the modules include optional opportunities to learn even more, which may take additional time.

Enrolling in each classroom provides access to all associated modules and continuing education certificates. Certificates may be printed to verify completion of a single module or cumulatively to show all completed modules. There is a one-time registration fee for full access to each classroom. [Register now!](#)

Registered Users Log In

Email

Password

[Forgot Email or Password](#)

[Not Registered? Create an Account](#)

[Technical Support](#)



The image shows a close-up of a baby lying down, drinking from a yellow-topped baby bottle. The baby is looking towards the camera. Below the image is a blue banner with the text "Responsive Feeding for Infants and Young Toddlers". At the bottom of the banner, there is a dark blue bar with the text "Nemours. Children's Health System" and a circular orange button with the word "Start".

Responsive Feeding for Infants and Young Toddlers

Nemours. Children's Health System

Start

In the classroom

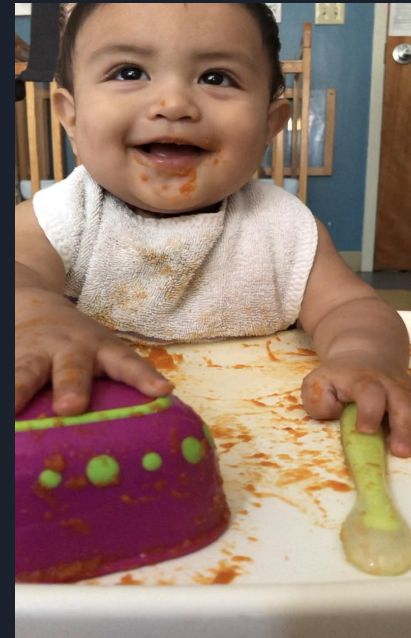


Breastfeeding Friendly Feeding Practices

Paced Bottle Feeding



Image Source: <https://mykidslickthebowl.com/paced-bottle-feeding/>



Responsive Feeding

Family Engagement

- Infant Feeding Plans
- Surveys
 - Water Bottles
 - Noise Machine/Bluetooth speaker
 - Large chair
 - Lamps vs. overhead lights

Survey on how we can support your family's infant feeding journey



Supplemental Nursing



Breastfeeding



Combination Feeding



Chestfeeding

However you choose to feed your child, you are
Welcome Here!



Supported Feeding



Formula Feeding



Supported Feeding



Exclusive Pumping



Verner Let us know how we can support you!
Center for Early Learning

Breastfeeding Employee supports

SECTION FOUR: HEALTH AND SAFETY

K. SUPPORTING BREASTFEEDING MOTHERS

POLICY

In recognition of the well-documented health advantages of breastfeeding for infants and mothers, Verner provides a supportive environment to allow breastfeeding employees to express their milk during work hours. Verner shall have procedures to support this policy.

PROCEDURE

Breastfeeding employees who choose to continue providing milk for their infants after returning to work should notify their supervisor of the need for lactation support. Breastfeeding employees wishing to conduct lactation sessions during their work hours will keep supervisors informed of their needs so that appropriate accommodations can be made to satisfy both the needs of Verner and the employee.

Breastfeeding employees are allowed to breastfeed or express milk during work hours. For classroom staff, coverage will be provided and will be scheduled in consultation with their supervisor. Hourly employees may remain "clocked in" while pumping, so long as this time is used for expressing milk.

The breastfeeding employee shall have access to a private room (not a toilet stall or restroom) for their lactation session. If the designated room is unavailable, the supervisor will work with the employee to find another private location. The location will be private, sanitary, located near a sink, and have an electrical outlet. If the employee prefers, they may conduct their session in their own private office. It is the responsibility of the breastfeeding employee to clean and sanitize the milk expression area after each lactation session.

If an employee is unable to obtain a breast pump on their own, Verner will work with the employee to obtain one. If the employee uses a shared pump, it is the responsibility of the employee to clean and sanitize the pump and parts after each use.

Supervisors will support Verner's worksite lactation program and negotiate practices that will help facilitate each employee's infant feeding goals.

Breastfeeding employees should label all expressed milk with their name and date collected. The collected milk may be stored in a designated refrigerator temporarily, as long as it is properly labeled.

When more than one employee needs to use the designated lactation room, employees should utilize the sign-in log provided in the room to negotiate milk expression times that are most convenient or best meet their needs.

Supporting Breastfeeding Employees

- Breastfeeding/Pumping on the clock!
 - (staggered staffing)
 - Limited time
- Pumping room with designated fridge

Is it worth it?

- Retention

Questions/Comments for Anja?

EMAIL HER AT: health@vernerearlylearning.org



Breakout groups

Next Steps

Take a few minutes in your break out group to discuss:

1. What did you hear that might work in your center?
2. If you are already doing these things, how can you start writing your policy to reflect your support of BF families and staff?

Thanks to all of our partners!

- ENRICH Carolinas - Carolina Global Breastfeeding Institute (CGBI)
- Buncombe County Partnership for Children
- Orange County Partnership for Young Children
- Wake County Smart Start
- NC Partnership for Children
- Breastfeed Durham
- Breastfeed Orange NC



The Orange County Partnership
for Young Children

WAKE COUNTY



Smart Start



Buncombe
Partnership
for Children

a partner in the
Smart Start network

