

Ideas to Build a Breastfeeding Family Friendly Community

A Resource Page for the Regional Action Lab — Co-Creating the Lactation Landscape

Each idea below aligns with the [BFFC 10 Steps to a Breastfeeding Family Friendly Community](#) and the new US National Plan. The cards give two entry points — what one person can do this year, and what a coalition can take on together. Pick one. Start there.

Clickable links to all resources available at: breastfeedingcommunities.org/nbcc2026

Proclamation & Policy Foundation	
<p>ONE PERSON CAN</p> <p>Submit a city or county Breastfeeding Month proclamation in your name. Use the toolkit, take it door to door at city hall, get it on the agenda, post the result on your socials.</p>	<p>A COALITION CAN</p> <p>Coordinate proclamations across every municipality in your region for National Breastfeeding Month. Track which jurisdictions sign on and publish the map publicly.</p>
<p>Aligns with National Plan: <i>Sponsor and Leverage Proclamations and Statements</i> Resources: BFFC Proclamation Toolkit</p>	
Write a Local Strategic Plan	
<p>ONE PERSON CAN</p> <p>Read the new USBC National Plan when it's released. Share it with colleagues. Give a slide presentation or submit a blog article to your state or local coalition, health department, or a group of colleagues.</p>	<p>A COALITION CAN</p> <p>Develop your own multi-year Human Milk Feeding Strategic Plan modeled on Breastfeed Durham's. Tie every objective to community-identified priorities.</p>
<p>Aligns with National Plan: <i>Affected Communities in Decision-Making Roles</i> Resources: Breastfeed Durham Strategic Plan</p>	
Visible Welcoming Signage & Public Art	
<p>ONE PERSON CAN</p> <p>Put "Breastfeeding Welcome Here" signs up at your own workplace. Post them where employees and patrons can see them.</p>	<p>A COALITION CAN</p> <p>Run a public art campaign across your region. Develop the imagery with local artists and partner with public health to install in libraries, parks, transit stops, and city facilities.</p>
<p>Aligns with National Plan: <i>Welcoming Environments and Inclusive Imagery</i> Resources: Breastfeed Durham — Public Art • BFFC Welcoming Families</p>	
County IYCF-E Policy in Emergency Plans	
<p>ONE PERSON CAN</p> <p>Email your county emergency manager. Ask for one meeting. Bring one model policy. Walk out with a follow-up date.</p>	<p>A COALITION CAN</p> <p>Get an IYCF-E policy formally adopted in your county's emergency operations plan. Build the relationship before the next disaster.</p>
<p>Aligns with National Plan: <i>Strengthening IYCF-E through Preparedness and Community Leadership</i> Resources: IYCF-E County Policy Adoption Toolkit</p>	
Train First Responders (IYCF-E)	
<p>ONE PERSON CAN</p> <p>Review the SAFE Infant Feeding Team's video series on infant and young child feeding in emergencies.</p>	<p>A COALITION CAN</p> <p>Build a standing training partnership with your county emergency management agency. Get IYCF-E into onboarding for every new first responder.</p>
<p>Aligns with National Plan: <i>Strengthening IYCF-E through Preparedness and Community Leadership</i> Resources: SAFE Infant Feeding Video Series</p>	

Educate Families During Pregnancy	
<p>ONE PERSON CAN</p> <p>WIC offices and health departments should already have breastfeeding resources. Review the resources at your WIC office, local health department, or breastfeeding coalition to make sure they're still accurate and up to date.</p>	<p>A COALITION CAN</p> <p>Standardize a prenatal breastfeeding curriculum (like Ready Set Baby) across every prenatal care site in your region. Build it into routine OB, midwifery, and birth center visits.</p>
<p>Aligns with National Plan: <i>Embed Breastfeeding Education Across Lifespan and Sectors</i> Resources: BFFC Informing Families • Breastfeed Durham</p>	
Doula & Midwife Integration Meeting	
<p>ONE PERSON CAN</p> <p>Convene a 90-minute virtual or in-person meeting with the doulas and midwives in your community. You don't need a coalition — you need a calendar invite and a shared doc.</p>	<p>A COALITION CAN</p> <p>Make this an annual regional summit. Track commitments quarterly. Publish gaps closed each year as a public accountability report.</p>
<p>Aligns with National Plan: <i>Invest in Lactation Workforce Development</i> Resources: BFFC Community Organizations</p>	
Affinity Group Convening — Your Community	
<p>ONE PERSON CAN</p> <p>If you identify as part of an affinity community — Indigenous or Tribal, Black Breastfeeding Coalition, LGBTQIA+, single parents, fathers and co-parents, recovery community, non-English-speaking, rural, military families, or any community you call your own — convene a 90-minute meeting for the people who share your identity to map resources and gaps for your own community.</p>	<p>A COALITION CAN</p> <p>Host affinity-group convenings as a recurring track in your coalition. Resource them with translation, childcare, and stipends so the people doing this work aren't doing it for free.</p>
<p>Aligns with National Plan: <i>Affected Communities in Decision-Making Roles</i> Resources: Breastfeed Durham Belonging</p>	
Recruit Breastfeeding Friendly Businesses	
<p>ONE PERSON CAN</p> <p>Take or create a Breastfeeding Friendly Business form and bring it door to door. Recruit one business per Thursday lunch break. Submit each one to your state coalition. Post each new business on your social media.</p>	<p>A COALITION CAN</p> <p>Aim for one business per 10,000 residents per year — building toward the BFFC designation target of one business per 500 residents to normalize breastfeeding across the community. Publish a public directory. Produce a rack card for clinics, libraries, and community centers.</p>
<p>Aligns with National Plan: <i>Welcoming Environments and Supportive Business Practices</i> Resources: BFFC Business Case • Breastfeed Durham — Breastfeeding Welcome Here</p>	

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ONE PERSON CAN

If you work in a clinical setting (OB, pediatrics, family medicine, midwifery, peds nursing, hospital), audit your own practice and fix the gap closest to you. Ask: Are coworkers trained in lactation support? Could you set up a quarterly lunch-and-learn on nutrition through the first thousand days — breastfeeding, safely preparing breastmilk substitutes, introducing solids? Have you removed commercial formula materials (free tape measures, prescription pads, coupons)? Is your lactation referral list current? Does everyone understand the CDC formula prep guidelines? When you understand the complexity, the benefits of breastfeeding become self-evident.

A COALITION CAN

Does your coalition have an outpatient clinic award or a breastfeeding-friendly provider award? Find a way to independently recognize breastfeeding-friendly providers within offices that aren't meeting all the BFFC guidelines — a “Breastfeeding-Friendly Provider” award lets you celebrate individuals doing the work even when their broader practice hasn't pursued designation.

Aligns with National Plan: *Equitable Lactation Care Across the Continuum*

Resources: [Breastfeeding-Friendly Health Care](#) • [Sample Lactation Policy for Medical Offices](#) • [Journey to Baby-Friendly Designation](#)

Educate Pharmacists (WHO Code, Locally)

ONE PERSON CAN

Make a list of every pharmacy in your community. Visit one per week on your lunch break with a rack card. 52 pharmacies in a year.

A COALITION CAN

Partner with the local pharmacy school. Embed lactation-supportive medication counseling into pharmacy CE. Train every pharmacist in the region.

Aligns with National Plan: *Confront and Regulate Predatory Marketing Practices*

Resources: [BFFC Pharmacy Outreach](#) • [Breastfeed Durham Pharmacy Outreach](#)

Workplace Lactation Accommodations

ONE PERSON CAN

Are your coworkers getting their lactation accommodations met? Find out whether your employer has a written lactation accommodation policy. If not, advocate for one. If yes, find out whether coworkers can actually use it.

A COALITION CAN

Partner with your local chamber of commerce to convene an employer cohort. Develop a regional standard for lactation accommodations beyond the legal minimum. Promulgate the US Business Case for Breastfeeding annually.

Aligns with National Plan: *Paid Family and Medical Leave with Lactation Protections*

Resources: [BFFC Business Case](#)

Paid Family Leave Advocacy

ONE PERSON CAN

Write one letter to one legislator each month. Tell one story about why paid family leave protects breastfeeding. Twelve letters in a year.

A COALITION CAN

Build a paid family leave campaign tied explicitly to lactation protections (PUMP Act and beyond). Partner with labor, maternal health, and family policy organizations.

Aligns with National Plan: *Paid Family and Medical Leave with Lactation Protections*

Resources: [BFFC Business Case](#)

Normalize Breastfeeding in Preschools

ONE PERSON CAN

Read one book about mammals that normalizes breastfeeding — like *Babies Nurse / Así se alimentan los bebés* by Phoebe Fox — at one preschool story time in your community. Donate the book to the classroom.

A COALITION CAN

Embed breastfeeding-normalizing content into the preschool curriculum across your region. Train preschool teachers. Stock classroom libraries.

Aligns with National Plan: *Embed Breastfeeding Education Across Lifespan and Sectors*

Resources: [BFFC Support in Child Cares](#)

Childcare Provider Training

ONE PERSON CAN

Deliver one training to one childcare site (daycare or family childcare home) on safe milk handling, paced bottle feeding, and supporting breastfeeding parents at drop-off.

A COALITION CAN

Integrate breastfeeding-supportive practices into your state's childcare licensing requirements and CCR&R training. Train every provider in the region.

Aligns with National Plan: *Embed Breastfeeding Education Across Lifespan and Sectors*

Resources: [BFFC Support in Child Cares](#)

Engage K–12 Schools to Normalize Breastfeeding

ONE PERSON CAN

Put together a nursing basket for any pregnant teacher or staff member at your kid's school. Include a few of your favorites and a few generic, less-personal items — a breastmilk storage bag, a small cooler for milk transport, a teething necklace, a list of local lactation support resources, and a copy of *If My Mom Were a Platypus* by Dia Michels.

A COALITION CAN

Work with your K–12 schools to welcome breastfeeding patrons (including volunteers nursing at school events), support lactating students and employees, and normalize breastfeeding as part of mammal education within the school system curriculum.

Aligns with National Plan: *Embed Breastfeeding Education Across Lifespan and Sectors*

Resources: [BFFC Support in K–16 Schools](#)

Engage Local Universities

ONE PERSON CAN

Reach out to your local university. Ask if you can give one presentation to one class in your field of study or expertise — about how folks in your field can normalize breastfeeding.

A COALITION CAN

Use the BFFC university checklist to collaborate with one university to complete the checklist. Send the results to one administrator with one specific ask.

Aligns with National Plan: *Embed Breastfeeding Education Across Lifespan and Sectors*

Resources: [BFFC Self-Assessment for a Breastfeeding-Friendly University](#)

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