



# NATIONAL PLAN FOR INFANT NUTRITION SECURITY

A SHARED FRAMEWORK FOR POLICY, SYSTEMS & ENVIRONMENTAL CHANGE

## OVERVIEW

The *National Plan for Infant Nutrition Security* is a shared national framework to strengthen the policies, systems, and environments that support breastfeeding and infant nutrition. The *Seven Interconnected Objectives* and related strategies, were developed through a national community engagement effort that included voices of families, lactation practitioners, and evidence-informed theory and practice. The Plan urges us to move beyond individual efforts to collective action in order to create culturally responsive lactation care for all.

## WHY THIS PLAN? WHY NOW?

Infant nutrition security is a systems-level issue at the intersection of public health, equity, and resilience.

Systems disruptions (supply chain instability, disasters, access gaps) expose longstanding vulnerabilities.

Human milk feeding is the cornerstone of infant nutrition security.

This plan is a shared national framework to align cross-sector action.

## THE PSE FRAMEWORK

Breastfeeding outcomes are shaped by an ecosystem — not just individual knowledge or intention.



### POLICY

Coverage, protections, funding, and regulations



### SYSTEMS

How services are organized, delivered, and coordinated



### ENVIRONMENT

Social norms, physical spaces, and marketing influences

## OPPORTUNITIES FOR PRACTICE

### HEALTH SYSTEMS & CLINICS

Adopt breastfeeding standards and strengthen referral systems.

### EMPLOYERS

Improve accommodations & paid leave support.

### RESEARCHERS & EVALUATORS

Use participatory methods & share actionable data.

### PUBLIC HEALTH

Expand culturally responsive lactation & peer support services.

### ORGANIZATIONS & COALITIONS

Provide trusted support & lead community engagement efforts.

### POLICY PARTNERS

Advance policy reform, sustained funding, & accountability.



# SEVEN OBJECTIVES AND RELATED STRATEGIES

## NATIONAL PLAN ROADMAP

### VISION

To shape and strengthen policies, systems, and environments that advance community-wide support and ensure equitable, affirming, and culturally responsive care for breastfeeding, lactation practices, and infant nutrition security, by engaging diverse partners that honor families, foster intergenerational knowledge, and promote community self-determination.

#### EXPAND EQUITABLE ACCESS TO LACTATION CARE

- Advocate for access to lactation support and ensure this essential health service is fully covered by both public and private insurers.
- Advance equitable reimbursement for all lactation support providers.
- Invest in community-led, culturally responsive lactation services.
- Integrate lactation support providers into coordinated care teams.
- Embed breastfeeding standards into healthcare and public health systems.

#### STRENGTHEN HUMAN MILK SYSTEMS

- Strengthen donor milk banking and safe community milk sharing systems.
- Expand federal nutrition program support for access to human milk.

#### EMBED BREASTFEEDING EDUCATION ACROSS THE LIFESPAN

- Integrate breastfeeding education across the lifespan and sectors.
- Strengthen infant feeding preparedness and leadership in emergencies.
- Invest in a diverse and culturally responsive lactation workforce.

#### ADVANCE POLICY & FUNDING FOR EQUITABLE LACTATION

- Ensure affected communities lead lactation policy decision-making.
- Leverage public commitments to advance breastfeeding-supportive policies.
- Expand paid family leave and workplace lactation protections.
- Increase sustained funding for community-based lactation support programs.

#### SHIFT SOCIAL NORMS & REDUCE STIGMA

- Promote breastfeeding-friendly public spaces and business practices.
- Launch inclusive breastfeeding public health campaigns for marginalized communities.
- Increase diverse and inclusive breastfeeding representation across media and education.
- Expand community education on breastfeeding benefits and support resources

#### CONFRONT & REGULATE PREDATORY MARKETING PRACTICES

- Strengthen policies that restrict misleading marketing practices that undermine breastfeeding.

#### STRENGTHEN RESEARCH & DATA GOVERNANCE

- Strengthen community capacity for breastfeeding data and research governance.
- Ensure community lived experience informs policy, systems, and environmental change.

## CALL TO ACTION

Infant nutrition security requires structural action. Human milk feeding is the cornerstone — and policies, systems, and environments must make it feasible, protected, and normalized.

**Identify one strategy category to operationalize in your setting or community this year.**