

TEN STEPS TO A BREASTFEEDING FAMILY FRIENDLY COMMUNITY

The Breastfeeding Family Friendly Community (BFFC) Designation complements the global revised, updated and expanded Baby-friendly Hospital Initiative. This Ten Step designation signifies that the community has made real strides to support all breastfeeding families to succeed in their breastfeeding goals for the health of the child and family.

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

- The written and signed policy/proclamation, including actions to ensure sustainability of the 10 steps, is widely distributed and shared via local media outlets and social media annually, and local print and other media host discussions with experts.

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

- 'Breastfeeding welcome here' is posted next to the welcome signs to the community in similar prominent positions, AND a "Breastfeeding Welcome Here" seal/logo is posted on community website, social media, or similar platform.

Step 3. Optimal breastfeeding¹ is supported by health leadership.

- The local health department supports this approved definition.

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

- Culturally appropriate non-commercial materials produced or approved by the local designating group are distributed, in hard copy and/or online, through community health providers, social organizations, and faith-based groups.

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

- All maternity care centres are designated Baby-friendly (BF) or designated by their state maternity care breastfeeding designation.
- Healthcare personnel involved in the care of mothers and babies are trained in the skills necessary to support optimal breastfeeding.
- Clinics have been informed about available BF Clinic/Office designation programs, and at least 50% of clinics/offices have applied for the designation OR have provided documentation of their prenatal breastfeeding support.

Step 6. Non-healthcare system breastfeeding support groups and services are fully available in the community, including International Board Certified Lactation Consultants (IBCLCs), La Leche League (LLL), and other skilled breastfeeding support.

- Confirmation that such services are active or being created that would serve the community, with attention to meeting the needs of the racial/ethnic groups in the community. At least one communication to the public on this mutual effort is documented annually.

Step 7. The businesses and social organizations in the community are welcoming to breastfeeding families.

- At least 50% businesses with occupancy permits agree to post a 'breastfeeding welcome here' window cling indicating that they support breastfeeding for customers and staff.

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

- Healthcare facilities will not promote commercial infant or related toddler formula through ads or samples.
- Locally controlled groceries, food markets, convenience stores or pharmacies will not promote commercial infant or related toddler formula by preferential shelf placement or by ads. (All non-locally controlled groceries, food markets, convenience stores and local pharmacies are encouraged to prevent local advertising of formula.)

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

- The laws concerning mandated business support for breastfeeding, and the materials available to all Chamber of Commerce (CoC) members, and similar business groups: <http://www.dol.gov/whd/nursingmothers/>.
- The US Business Case for Breastfeeding or WABA Maternity Care related materials are promulgated by the CoC and similar organizations (available at: <http://www.womenshealth.gov/breastfeeding/employer-solutions/index.php>).

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

- Department of Education/School System cooperates in review of all textbooks to ensure breastfeeding norm and/or breastfeeding-friendly curriculum are introduced at all levels of education.

The Breastfeeding Family Friendly Communities Team and the Carolina Global Breastfeeding Institute. *Ten Steps to a Breastfeeding Family Friendly Community*. Chapel Hill (NC).

¹Definition of optimal breastfeeding: Early and exclusive breastfeeding for up to 6 months and continued breastfeeding with appropriately-timed introduction of complementary foods is encouraged for at least 1-2 years and for as long as the mother and child desire.