

# 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](#). This Ten Step designation signifies that the community has made real strides to support all chest/breastfeeding families to succeed in their chest/breastfeeding goals for the health of the child, family, and community.

**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, including actions to ensure sustainability of the 10 Steps, is widely distributed and shared via social media and other local media outlets annually, and social media and other local media host discussions with experts.

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

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

**Step 3. Optimal chest/breastfeeding<sup>4</sup> is supported by health leadership.**

The local health department supports the definition.

**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.**

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 centers 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 chest/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 chest/breastfeeding support.

**Step 6. Non-healthcare system chest/breastfeeding support groups and services are fully available in the community, including International Board Certified Lactation Consultants (IBCLCs), peer-to-peer lactation support providers, and other skilled lactation 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 meeting and one communication to the public on this mutual effort is documented annually.

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

At least 50% of businesses with occupancy permits agree to post a 'breastfeeding welcome' window cling indicating that they support chest/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 pharmacies are encouraged to prevent local advertising of formula.)

**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.**

The laws concerning mandated business support for chest/breastfeeding, and the materials available to support the law, are made available to all CoC members and similar business groups: <http://www.dol.gov/whd/nursingmothers/>  
 The US Business Case for Breastfeeding or WABA maternity care and employment-related materials are promulgated by the CoC and similar organizations. (Materials available at <https://bit.ly/OWHBusinessCaseforBreastfeeding> or <http://waba.org.my>)

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

Local School System, or Department of Education, provides books and images that illustrate chest/ breastfeeding as the norm and/or chest/breastfeeding-friendly curriculum are introduced at all levels of education.

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

<sup>4</sup>Definition 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 1 to 2 years and beyond. ([https://bit.ly/WHO\\_Recommendations](https://bit.ly/WHO_Recommendations))