

# Breastfeeding Friendly Child Care

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How to Apply



Presented by:  
Love Anderson, Breastfeed Durham  
Chiara Phillips, State Breastfeeding Coordinator

# Agenda

- Welcome, video, benefits of breastfeeding (10 min)
- Learn how to Apply for a Breastfeeding Friendly Child Care Designation
  - Hear from local experts about breastfeeding designations (15 mins)
  - Hear from state experts about breastfeeding designations (15 mins)
- Question and Answer (15 mins)
- Post Evaluation (5 mins)
- Start an Application Right Now: Self Eval, State Award, Local Award, NCBC Award
- TA will be available until 3 pm to assist and answer questions

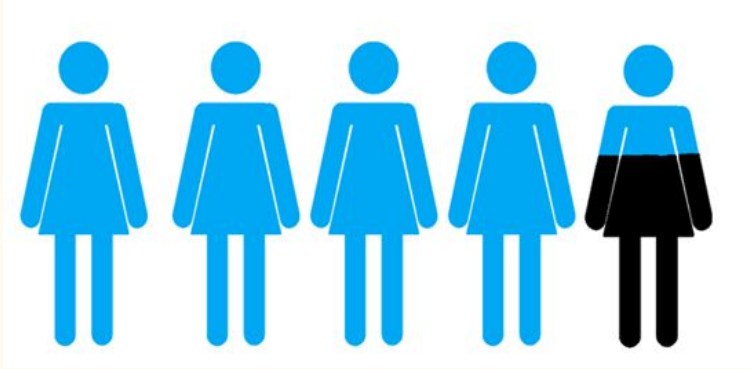
Breastfeeding Friendly Child Care.....

# Achieving Health Equity in Every Community

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<https://www.youtube.com/watch?v=8sLQ-xCiS5Q&feature=youtu.be>

# Benefits of Being Breastfeeding Friendly



North Carolina Parents:

85% are initiating breastfeeding

42% are exclusively breastfeeding at 3 months

56% are providing some human milk at 6 months

- Meet Families' Needs
- Free marketing
- Build loyalty
- Continued enrollment
- Cost savings
- Employee retention
- Health benefits for families, moms, children, and the community

# Breastfeeding Friendly Child Care (BFCC) Designation

- Local-level **BFCCD**
  - Available in some counties
  - Includes technical assistance from local partners
  - Achievement automatically qualifies program for NC BFCCD
- State-level **NC BFCCD**
  - Relunched Aug. 2021

The Local and the State Breastfeeding-Friendly Child Care Designation have five standards that include:

1. Written Policy
2. Community Connections
3. Professional Development
4. Environment
5. Curriculum

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Based on the Carolina Global Breastfeeding Institute (2017)  
*Ten Steps to a Breastfeeding Friendly Child Care.*

[https://sph.unc.edu/files/2017/10/CGBI\\_Ten-Steps-to-BFCC-SW.pdf](https://sph.unc.edu/files/2017/10/CGBI_Ten-Steps-to-BFCC-SW.pdf)

# Self Assessment

The self-assessment is a training tool to help the child care center determine current breastfeeding-friendly strengths and needs in order to improve its breastfeeding support. The self-assessment is based on the Ten Steps to Breastfeeding – Friendly Child Care.

- [Sample Version](#)
- [Printable Download](#)

## Breastfeeding-Friendly Child Care: Self-Assessment

Your Name: \_\_\_\_\_ Date: \_\_\_\_\_

Child Care Facility Name: \_\_\_\_\_

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.

Please read each statement and check one of the boxes based on what is happening in your child care center 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. Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff.				
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 all staff in the skills to support and promote optimal infant and young child feeding.				
1. Caregivers receive training on age-appropriate infant feeding practices, including safe handling and storage of human milk:	<input type="checkbox"/> Rarely or never on these topics	<input type="checkbox"/> Only as a part of new staff orientation	<input type="checkbox"/> 1 time per year on some of these topics	<input type="checkbox"/> 1 time per year on all of these topics
2. Caregivers receive training on recognizing infant hunger cues and feeding in response to those cues:	<input type="checkbox"/> Rarely or never on these topics	<input type="checkbox"/> Only as a part of new staff orientation	<input type="checkbox"/> 1 time per year on some of these topics	<input type="checkbox"/> 1 time per year on all of these topics
3. Caregivers receive training on the risks and benefits of different infant feeding options:	<input type="checkbox"/> Rarely or never on these topics	<input type="checkbox"/> Only as a part of new staff orientation	<input type="checkbox"/> 1 time per year on some of these topics	<input type="checkbox"/> 1 time per year on all of these topics
4. Caregivers receive training on breastfeeding promotion, including support of exclusive breastfeeding:	<input type="checkbox"/> Rarely or never on these topics	<input type="checkbox"/> Only as a part of new staff orientation	<input type="checkbox"/> 1 time per year on some of these topics	<input type="checkbox"/> 1 time per year on all of these topics

# Local Breastfeeding-Friendly Child Care Designation: for when you are still completing the steps

Start putting in information right now

- Get local support
- Get local recognition
- Separated into 12 sections.
- Move directly to a specific section
- Return and complete it at a later time
- Request technical support
- Link...[Local Breastfeeding-Friendly Child Care Designation](#)

## Breastfeeding Friendly Child Care Designation Application - Details

The application is separated into 12 sections. You have options to complete the application. You can complete the entire application at one time; move directly to a specific section; return to this document and complete it at a later date; and request technical support at any point during the application.

### General Information

- Section 1: Breastfeeding Friendly Child Care Designation Application
- Section 2: Child Care Program General Information
- Section 3: Program Staff
- Section 4: Enrollment Information

### Standards

- Section 5: Written Policy Standard
- Section 6: Community Connections Standard
- Section 7: Professional Development Standard
- Section 8: Environment Standard
- Section 9: Curriculum Standard

### Review and Authorization

- Section 10: Submission and Public Authorization
- Section 11: Application Review
- Section 12: Thank you

The first step is to submit your email address here:

The name and photo associated with your Google account will be recorded when you upload files and submit this form



# Local Breastfeeding-Friendly Child Care Designation: for when you are still completing the steps

- Turnaround post submission
- Communications to be received/anticipate around application submissions
- Tips for successful submission via the online forms
- With applications now live, questions that have been coming in from applicants and/or TAs
- Who to reach out to if applicants have questions regarding application completion
- In general - Ensuring attendees know folks/partners organizing the learning bursts as well as their local TAs are available if they have questions around demonstrating and implementing BFCC (i.e. programs do not have to embark on this journey alone)

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North Carolina

# **Breastfeeding-Friendly Child Care Designation**

# Applying for the NC Breastfeeding-Friendly Child Care Designation

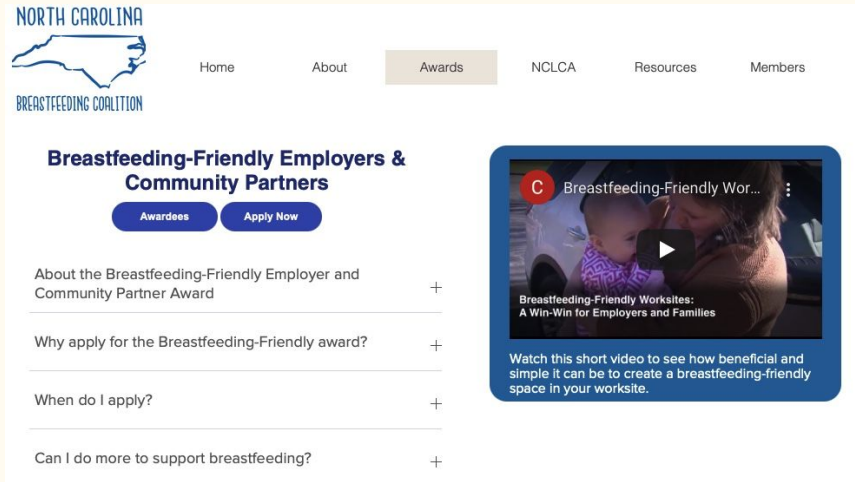
- Apply at any time

<b>Application Received</b>	<b>Review Period</b>	<b>Award Notification</b>
April 1 <sup>st</sup> to September 30 <sup>th</sup>	October 1 <sup>st</sup> to November 30 <sup>th</sup>	By December 31 <sup>st</sup>
October 1 <sup>st</sup> to March 31 <sup>st</sup>	April 1 <sup>st</sup> to May 31 <sup>st</sup>	By June 30 <sup>th</sup>

- Easy online application
- Free
- No site visits
- Awarded for three years
- Must achieve all five standards

# North Carolina Breastfeeding Coalition

## Breastfeeding-Friendly Employers & Community Partners for when you are still completing the steps



The screenshot shows the website's navigation menu with 'Awards' highlighted. The main content area features a section titled 'Breastfeeding-Friendly Employers & Community Partners' with 'Awardees' and 'Apply Now' buttons. Below this are four expandable sections: 'About the Breastfeeding-Friendly Employer and Community Partner Award', 'Why apply for the Breastfeeding-Friendly award?', 'When do I apply?', and 'Can I do more to support breastfeeding?'. A video player is embedded on the right, titled 'Breastfeeding-Friendly Worksites: A Win-Win for Employers and Families', with a play button and a description: 'Watch this short video to see how beneficial and simple it can be to create a breastfeeding-friendly space in your worksite.'

- “Breastfeeding-Friendly Community Partners”
  - Welcome breastfeeding anywhere and everywhere
- “Breastfeeding-Friendly Employers”
  - Lactation support for employees
    - Policy for employees
    - Lactation space

For all businesses, not necessarily childcare providers. The North Carolina Breastfeeding Coalition (NCBC) recognizes local companies that support breastfeeding families.

<https://www.ncbfc.org/business-case-for-breastfeeding-1>

# Questions?

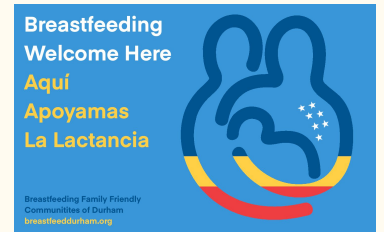


Link to post assessment:

Join us on right now,  
from 2p-3p as we discuss  
start the application  
process.

# Thanks to all of our partners!

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





Join us on right now as we start the application process.



- [CGBI Self-Assessment](#)
- [Local Designation](#)
- [NC Breastfeeding-Friendly Child Care Designation](#)
- [NC Breastfeeding Coalition Award Employers & Community Partners](#)

## Written Policy

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

- Policy is communicated to:
  - Staff
  - Current families
  - ALL potential families
- Understanding the policy is part of staff evaluations
- Policy supports program activities

**Ensures staff and families have a common understanding of your program's commitment to breastfeeding**



# Written Policy

Ensure that each infant has a **feeding plan** that supports best feeding practices.



- Develop & regularly update the plan with each family
  - Accessible
  - Update according to development changes
  - Breastfeeding support is explicitly included
  - Part of the standard form
- Respond to infants' hunger and fullness cues
  - Rather than feeding on a schedule
  - Feed on demand
- Support and Inform families about
  - Developmentally appropriate practices
  - Introduction of solid foods

Ensure that all breastfeeding families you serve are able to properly store and label their breast milk for child care use.

## Written Policy

### Human Milk Storage: Guidelines for Child Care Facilities

**Note: These guidelines are for childcare facilities only, and are stricter than home milk storage guidelines.**

#### North Carolina Guidelines:

	Refrigerator	Freezer
Freshly expressed milk	Up to 24 hours	Do not freeze
Frozen milk from home	Up to 24 hours	Up to 7 days
Previously frozen, thawed in refrigerator, but not warmed	Up to 24 hours	Do not refreeze
Previously frozen, brought to room temperature	Send home or discard, per feeding plan	Do not refreeze

#### National Guidelines\* (to be used where supported by state guidelines):

	Refrigerator	Freezer
Freshly expressed milk	5 days	3-6 months

\*These guidelines are in keeping with best practices described in *Caring for Our Children: National Health and Safety Performance Standards, Guidelines for Early Care and Education Programs, 3rd Ed. (2011)*. Individual states may have regulations that differ, so be sure you know what rules apply to your center.

References: Academy of Breastfeeding Medicine Protocol Committee, 2010. Breastfeeding Med 5:127-30, and "Proper Handling and Storage of Human Milk" available from <http://www.cdc.gov/breastfeeding/>.

#### Important Reminders

- o The CDC classifies human milk as a FOOD, not a bodily fluid. It is not considered a biohazardous substance.
- o To prevent the spread of germs, wash your hands before preparing any bottle.
- o All human milk containers should have the child's name, the date received, and the date thawed.
- o An unfed bottle of human milk can be left at room temperature for up to 2 hours if brought from home, and up to 4 hours if freshly expressed at the child care center.
- o Thaw and feed the oldest milk first.
- o Do not refreeze previously-frozen human milk.
- o **NEVER** use a microwave to thaw or warm human milk.
- o Return all thawed and frozen milk to the child's parent/guardian, or discard, as indicated in the family's feeding plan.

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<http://AmBreastfeeding.org/>

In Collaboration With:  
NC Department of Health and Human Services  
NC Child Care Health and Safety  
Resource Center  
NC Infant/Toddler Enhancement Project  
Shape NC: Healthy Starts for Young Children  
Wake County Human Services and  
Wake County SmartStart

Breastfeeding and Child Care:  
What Moms Can Do



At our child care...

Breastfeeding: Making It Work



A Guide for  
Parents and  
Caregivers

Interested in breastfeeding?

Like many parents or caregivers, you probably have questions about breastfeeding. This booklet will cover many topics, including

• Breastfeeding as your baby grows  
• Breastfeeding and feeding your baby

# Written Policy

## Support breastfeeding employees



Breastfeeding employees are given appropriate breaks so that they may express milk and/or nurse their babies as needed.

The center provides a clean, comfortable, private place for employees to pump/express milk and/or nurse their babies as needed.

# Community Connections

Contact and **coordinate with community breastfeeding** support resources; the center actively refers mothers and families

- Provide a list of community breastfeeding resources to be used for referral
- Regularly refer families to community breastfeeding resources
- Track community referrals and follow up with families as needed





## Professional Development

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



- Age-appropriate
- Storage and handling of human milk
- Recognizing infant hunger cues
- Risks and benefits of different infant feeding options
- Training in breastfeeding protection, promotion, and support, including support of exclusive breastfeeding

# Professional Development

Train all staff (teaching and non-teaching) annually on the protection, promotion, and support of breastfeeding.



- The center has **up-to-date materials** on hand that include **information on breastfeeding** and human milk feeding
- Each staff member receives at least one hour per year of continuing education on human milk feeding and breastfeeding support
- The center provides a resource list, for staff, of local lactation consultants and community providers who can answer breastfeeding and human milk feeding questions

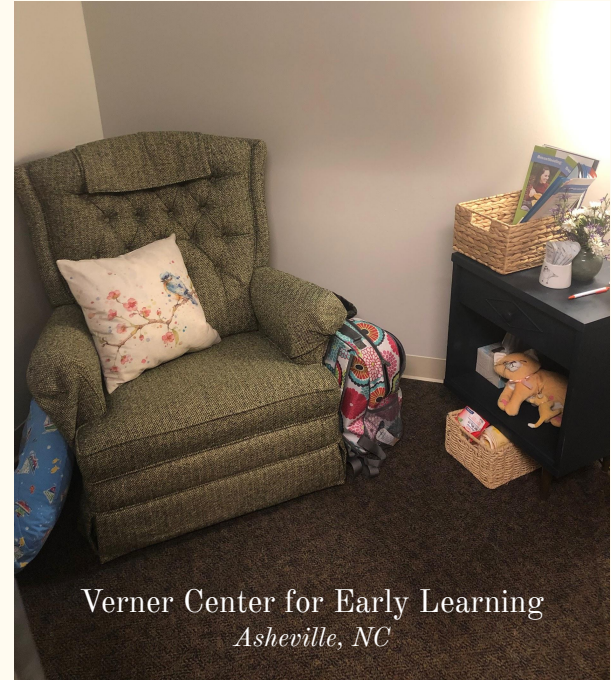
## **Environment: Inform** women and **families** about the importance of breastfeeding.

- The written policy is actively distributed
- Risks and benefits of different feeding options are:
  - Displayed
  - Actively distributed
  - Culturally Appropriate
  - Includes Educational Materials



## Environment: Provide a breastfeeding-friendly environment.

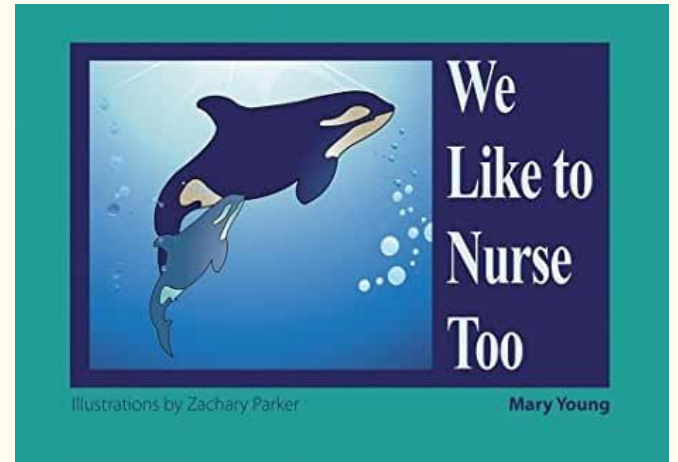
- Breastfeed Everywhere and Anywhere
  - Actively invite (families & program staff)
- Clean-comfortable place(s)
- Display posters
- Distribute materials





## Curriculum

Provide learning  
and play  
opportunities that  
normalize  
breastfeeding for  
children.



Illustrations by Zachary Parker

Mary Young