

Florida Breastfeeding Coalition Statewide Seminar
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Breastfeeding Friendly Child Care Recognition

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Florida Department of Health



Objectives

- Identify the goals of the breastfeeding friendly child care initiative
- Understand the process to follow to earn the breastfeeding friendly recognition
- Identify future needs and ways to help promote/expand program



Why?

CDC Breastfeeding Report Card 2014

Indicator	Florida	National Average
Ever Breastfed	77%	79.2%
BF at 6 mos	48.7%	49.4%
BF at 12 mos	26.9%	26.7%
Exclusive BF at 3 mos	38.9%	40.7%
Exclusive BF at 6 mos	18.3%	18.8%



How?

Florida Breastfeeding Coalition + Florida Department of Health
= Collaboration!



Breastfeeding Friendly Recognition

- Recognize breastfeeding friendly child care facilities
- Provide educational opportunities
- Enhance providers' awareness of the importance of breastfeeding



What Does Breastfeeding Friendly Mean?

Facilities:

- Welcome and encourage breastfeeding
- Provide a supportive environment for mothers to continue to breastfeed when returning to work or school
 - For families and staff
- Have accurate written materials available to parents
- Feed infants on cue, not by schedule
- Staff are trained in the benefits of breastfeeding and how to store/handle milk
- Have a written policy regarding a commitment to breastfeeding





www.floridahealth.gov/ccfp



www.flbreastfeeding.org



Storage Guidelines

Breast Milk Freezer Storage

Freezer inside
refrigerator:

5° F
for 2 weeks

-

Freezer with
separate door:

0° F
for 3-6 months

-

Deep Freezer:

-4° F
for 6-12 months

Breast Milk Refrigerator Storage

Refrigerator,
thawed milk:

32-39° F
for 24 hours

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Refrigerator,
fresh milk:

32-39° F
for 48 hours



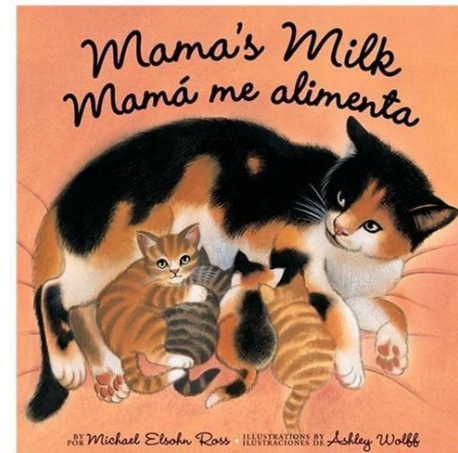
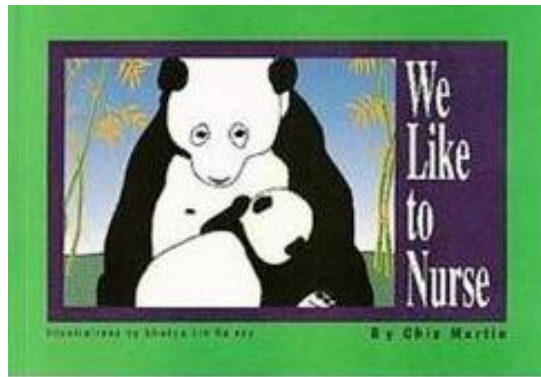
 Florida Breastfeeding
Coalition, Inc.



Breastfeeding Friendly Self-Assessment

1. Your facility welcomes and encourages breastfeeding

- Facility encourages mothers (including employees) to nurse during the day
- There are breastfeeding posters/materials on display
- There are learning/play materials available that normalize breastfeeding (e.g. children's books with pictures of babies or animals nursing)



Breastfeeding Friendly Self-Assessment

2. You provide a supportive environment for mothers to continue to breastfeed when returning to work or school

- Parents are told about the facility's commitment to encouraging breastfeeding
- Families receive written information about breastfeeding (not created by formula companies)
- A quiet, comfortable place to nurse or pump is available for moms (including employees)



Breastfeeding Friendly Self-Assessment

3. Accurate written materials are available

- Staff is familiar with materials and local support available (La Leche League, WIC, etc.)
- Staff refer moms as appropriate



Breastfeeding Friendly Self-Assessment

4. You feed infants on cue, not by schedule

- Breastfed babies do not receive any food or drink (other than breast milk) unless indicated by parents.
- Ask moms what to do if breast milk supply is gone or if baby is hungry and mom is expected to pick up child soon



Breastfeeding Friendly Self-Assessment

5. All staff are trained in the benefits of breastfeeding and how to store/handle milk

- Staff show a positive attitude towards breastfed babies – not that they are “more difficult”
- Staff are familiar with proper breast milk storage and handling



Breastfeeding Friendly Self-Assessment

6. You have a written policy regarding a commitment to breastfeeding

- Staff are familiar with the breastfeeding policy
- Policy is available for staff and parents to review
- Sample policies available on Florida Breastfeeding Coalition (FBC) website: www.flbreastfeeding.org or the Florida Child Care Food Program website: www.floridahealth.gov/ccfp and also on the following slide



The *ABC Child Care Center* is committed to providing a breastfeeding friendly environment for our enrolled children and staff. The *ABC Child Care Center* subscribes to the following policy:

Breastfeeding mothers shall be provided a place to breastfeed or express their milk.

Breastfeeding mothers, including employees, shall be provided a private and sanitary place (other than a bathroom) to breastfeed their babies or express milk. This area has an electric outlet, comfortable chair, and nearby access to running water. Mothers are also welcome to breastfeed in front of others if they wish.

A refrigerator will be made available for storage of expressed breast milk.

Breastfeeding mothers and employees may store their expressed breast milk in the center refrigerator. Mothers should provide their own containers, clearly labeled with name and date.

Sensitivity will be shown to breastfeeding mothers and their babies.

The center is committed to providing ongoing support to breastfeeding mothers, including providing an opportunity to breastfeed their baby in the morning and evening, and holding off giving a bottle, if possible, when mom is due to arrive. Infant formula and solid foods will not be provided unless requested by the mother. Babies will be held closely when feeding.

Staff shall be trained in handling breast milk.

All center staff will be trained in the proper storage and handling of breast milk, as well as ways to support breastfeeding mothers. The center will follow human milk storage guidelines from the American Academy of Pediatrics and Centers for Disease Control and Prevention to avoid waste and prevent food borne illness.

Breastfeeding employees shall be provided flexible breaks to accommodate breastfeeding or milk expression.

Breastfeeding employees shall be provided a flexible schedule for breastfeeding or pumping to provide breast milk for their children. The time allowed would not exceed the normal time allowed to other employees for lunch and breaks. For time above and beyond normal lunch and breaks, sick/annual leave may be used, or the employee can come in earlier or leave later to make up the time.

Breastfeeding promotion information will be displayed.

The center will provide information on breastfeeding, including the names of area resources should questions or problems arise. In addition, positive promotion of breastfeeding will be on display in the center.



Collaboration



Breastfeeding Friendly Recognition Data

- Total number of certificates awarded: 91
 - 64 centers
 - 27 day care homes
 - Includes 2 centers and 2 homes that do not participate on the CCFP





Most Downloaded Materials		
Title of Product	August Downloads	Total Downloads
Breastfeeding and Work: A Guide for Moms	9,998	10,722

Webpage Outreach			
Time Frame	Total visits	Visits Via Activities Page	Visits Via URL Redirect
August 2014	949	772	177
August 2014 – November 2014	1297	1050	247

Contacts

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Thank you!



www.floridahealth.gov

www.healthiestweightfl.com

www.floridahealth.gov/ccfp



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www.flbreastfeeding.org