

ten steps to
*breastfeeding friendly
child care programs*

RESOURCE KIT





To obtain a copy or more information about this publication:

The toolkit is in the WIC catalog and has a publication number P-00022 and can be ordered at: www.dhs.wisconsin.gov/wic/forms.htm

For more information about this publication, contact:

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Limited printed copies may be available. Download the resource at www.dhs.wisconsin.gov/publications/p0/p00022.pdf

Approved for Continuing Education Hours:

This resource has been approved for continuing education hours for child care providers. Local health departments and breastfeeding coalitions can become a training sponsor through the Professional Development Approval System (PDAS) sponsored by Wisconsin Registry: wiregistry.org. Training information can be shared on the PDAS system and child care providers can obtain a training completion certificate to use to document continuing education hours. If a person reads the material without attending a formal training session, the person may still count the time spent reading the material (up to 2.5 or 5 hours annually) and complete a documentation form. Forms are available on the DCF website: <https://dcf.wisconsin.gov/cclicensing/ccformspubs>

The *Ten Steps to Breastfeeding Friendly Child Care Centers Resource Kit* was originally developed by the Breastfeeding Committee of the Wisconsin Partnership for Activity and Nutrition, Chair, Kate Pederson, MPH, RD, CD, CLS.



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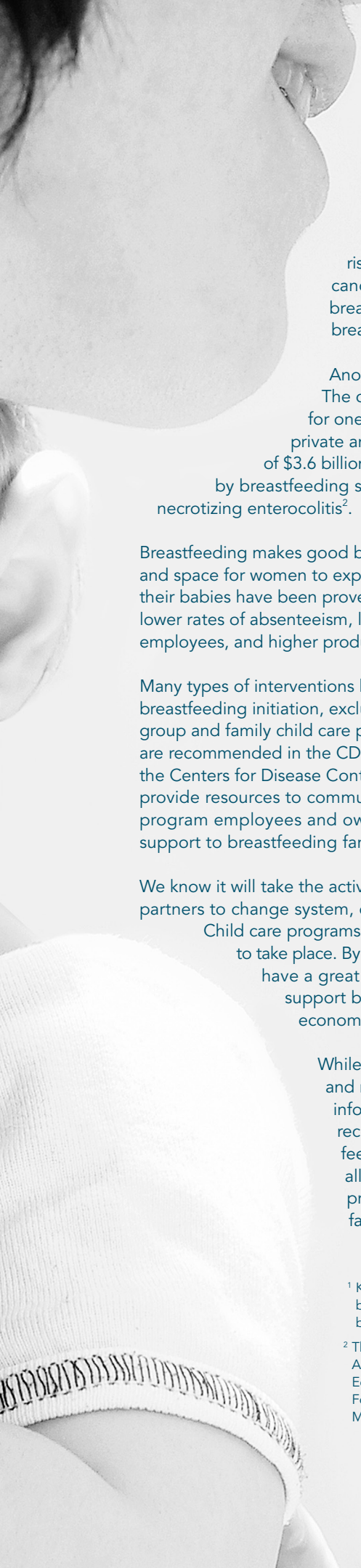
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For all of human history, human babies have been nourished on their mothers' milk. It is only for the past 70 years that a highly processed, artificial food, known as infant formula, has been available. Breastfed babies experience lasting health benefits including reduced risk of infectious diseases, diabetes, childhood cancers, obesity and asthma. Women who breastfeed their children are at lower risk for breast cancer and ovarian cancer.

Another benefit of breastfeeding is financial. The cost of feeding a standard infant formula for one year is over \$1,500¹. It is estimated that private and government insurers spend a minimum of \$3.6 billion to treat diseases and conditions preventable by breastfeeding such as otitis media, gastroenteritis, and necrotizing enterocolitis².

Breastfeeding makes good business sense. Companies that provide time and space for women to express their milk when they must be apart from their babies have been proven to enjoy significant cost savings, including lower rates of absenteeism, lower health care costs, better retention of employees, and higher productivity and company loyalty.

Many types of interventions have been implemented to try to increase breastfeeding initiation, exclusivity and duration. Strategies to assist both group and family child care providers to offer support for breastfeeding are recommended in the CDC Guide to Breastfeeding Interventions from the Centers for Disease Control and Prevention. This toolkit serves to provide resources to community stakeholders to assist child care program employees and owners with accurate and consistent lactation support to breastfeeding families whose babies are in their care.

We know it will take the active involvement of many public and private partners to change system, community and individual behaviors.

Child care programs are one key environment for that change to take place. By working together, the people of Wisconsin have a great opportunity to create communities that support breastfeeding and reduce the health and economic burden of obesity and chronic diseases.

While this toolkit uses the term "breastfeeding" and may refer to "mothers," we intend for this information to be inclusive of all families. We recognize there are other ways to describe the feeding of human milk to a child and that not all lactating people use female-gendered pronouns. We respect and support all families and their infant feeding decisions.

¹ Kellymom. Financial costs of not breastfeeding...or cost benefits of breastfeeding. <https://kellymom.com/pregnancy/bf-prep/bfcostbenefits/>. Accessed August 2021.

² The Economic Benefits of Breastfeeding: A Review and Analysis. By Jon Weimer. Food and Rural Economics Division, Economic Research Service, U.S. Department of Agriculture. Food Assistance and Nutrition Research. Report No. 13. March 2001.



Self-Appraisal Questionnaire

The Self-Appraisal Questionnaire is designed to help child care programs perform a review of their existing practices and their current compliance with the requirements for the Breastfeeding Friendly designation. It's an ideal tool to assess key areas where improvements are necessary in order to support breastfeeding families. Once the Self-Appraisal Questionnaire is complete, it can be used to prioritize areas where improvements are needed.

Staff

Name and title of person completing this form _____

Date form completed _____

Name and title(s) of person responsible for initiating and assessing progress in completing the steps to become "Breastfeeding Friendly" _____

10 Steps to Successful Breastfeeding for Child Care Centers

| | Yes | No |
|---|--------------------------|--------------------------|
| Step 1 Designate an individual or group who is responsible for development and implementation of the 10 Steps. | | |
| • Does the Child Care Program have a designated individual or group responsible for initiating and assessing progress in completing the steps to become "Breastfeeding Friendly?" | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the Child Care Program have a designated individual or group responsible for reviewing policies, procedures and protocols for practice? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the Child Care Program have a designated individual or group responsible for ensuring staff receive orientation and continuing education? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 2 Establish a supportive breastfeeding policy and require that all staff are aware of and follow the policy. | | |
| • Does the Child Care Program have a written breastfeeding policy? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are all staff trained on the policy and monitored for compliance? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Is the policy available for review by families if requested? | <input type="checkbox"/> | <input type="checkbox"/> |

| | Yes | No |
|---|--------------------------|--------------------------|
| Step 3 Establish a supportive worksite policy for staff members who are breastfeeding. | | |
| • Are breastfeeding employees provided a flexible schedule for breastfeeding or pumping to provide human milk for their children? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are breastfeeding employees provided a private and clean place to breastfeed their babies or express milk? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does this area have an electrical outlet, comfortable chair, and nearby access to running water? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 4 Train all staff so that they are able to carry out breastfeeding promotion and support activities. | | |
| • Are new staff oriented to the breastfeeding policy and appropriately trained within six months? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are all staff who have responsibility for care of infants and toddlers able to provide breastfeeding information and support to help families continue breastfeeding? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do staff work with family members to develop babies' individual infant feeding plans and regularly update the plans? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does staff promote exclusive breastfeeding until babies are about six months old with continued breastfeeding to one year and beyond? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 5 Create a culturally appropriate breastfeeding friendly environment. | | |
| • Does the Child Care Program display culturally appropriate pictures and posters of breastfeeding and exclude those supplied by formula manufacturers? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are brochures, pamphlets and other resources about breastfeeding displayed for easy access? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the Child Care Program offer information on the benefits of breastfeeding to all families enrolled at the program? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are family members/partners included in breastfeeding discussions? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 6 Inform expectant and new families and visitors about your program's breastfeeding friendly policies. | | |
| • Are all staff able to explain the benefits of exclusive breastfeeding for six months and do families receive this information? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Do staff members willingly tell visitors about your breastfeeding policies? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are breastfeeding policy and practice materials included in the Program's information package? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are current and prospective families encouraged to drop in and view the breastfeeding friendly environment? | <input type="checkbox"/> | <input type="checkbox"/> |

| | Yes | No |
|---|--------------------------|--------------------------|
| Step 7 Stimulate participatory learning experiences with the children related to breastfeeding. | | |
| • Do learning activities incorporate the concept that animals have baby animals of the same kind, and have special ways they are prepared to care for them, including how they are fed? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the Program offer children’s books that contain pictures of breastfeeding, play dolls that are nursing and other learning experiences that normalize breastfeeding? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 8 Provide a comfortable place for people to breastfeed or pump their milk in privacy, if desired. Educate families and staff that a parent may breastfeed their child wherever they have a legal right to be. | | |
| • Is a private, clean, quiet space available for people to breastfeed and/or express milk? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does this area have a comfortable chair, electrical outlet and nearby access to running water? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the Program provide refrigerator space for storage of expressed human milk? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Does the Program educate staff and families that a parent may breastfeed their child wherever they have a legal right to be? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 9 Establish and maintain connections with your local breastfeeding coalition or other community resources. | | |
| • Does the Child Care Program coordinate and exchange information with the local breastfeeding coalition or other community resources, e.g., WIC, Head Start, UW-Extension, schools, and health care providers? | <input type="checkbox"/> | <input type="checkbox"/> |
| Step 10 Maintain an updated resource file of community breastfeeding services and resources in an accessible area for families. | | |
| • Are all breastfeeding families given contact details of community based breastfeeding support groups, breastfeeding peer counselors, and lactation specialists? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are families with breastfeeding concerns referred to community resources? | <input type="checkbox"/> | <input type="checkbox"/> |
| • Are current printed or electronic lactation resources available to families and employees? | <input type="checkbox"/> | <input type="checkbox"/> |



1

STEP 1

Designate an individual or group who is responsible for development and implementation of the 10 steps.

Planning is needed to develop and implement the components of a Breastfeeding Friendly Child Care Center program. The following activities offer a manageable process:

Gain support from management and staff

The key to the success of the program is support from all levels of management as well as commitment from staff members. Beginning with key child care personnel, provide both verbal and written information on the goals and benefits of this program to the agency and community. Use staff meeting time to present the program's concepts and solicit both ideas and volunteers for a planning workgroup.

Assemble a team

The number in the team or workgroup will depend on the size of the child care program and the scope of the program activities. A small program or family provider will only need one individual, while a large program may want 2–4 staff. It is best if the team includes both management and direct care staff members. Team members can be charged with the responsibility for plans to develop, implement and sustain steps 2–10 within the child care program.

Designate a coordinator

Although the team or workgroup can share the responsibilities of the program, having one enthusiastic, goal-oriented person coordinating efforts increases the likelihood that the program will be well managed and implemented. It is important that a portion of the coordinator's time be dedicated to the program and that those responsibilities are reflected in the person's job description and work plan.

Team meetings

People working on the 10 steps will need to regularly meet and link to community resources (e.g., public health departments, lactation consultants, breastfeeding coalitions and breastfeeding support groups).

Planning is key for a quality program

Once the energetic and enthusiastic team is identified, take time to plan the program components before implementation. Start with the Self-Appraisal Questionnaire to identify components that need improvement. Plan for sustainability to avoid the team being overworked and ensure a long-term commitment for the child care center to increase the likelihood for the program's success. Make sure the plans are geared to meet the needs of the families served and the child care program's employees.

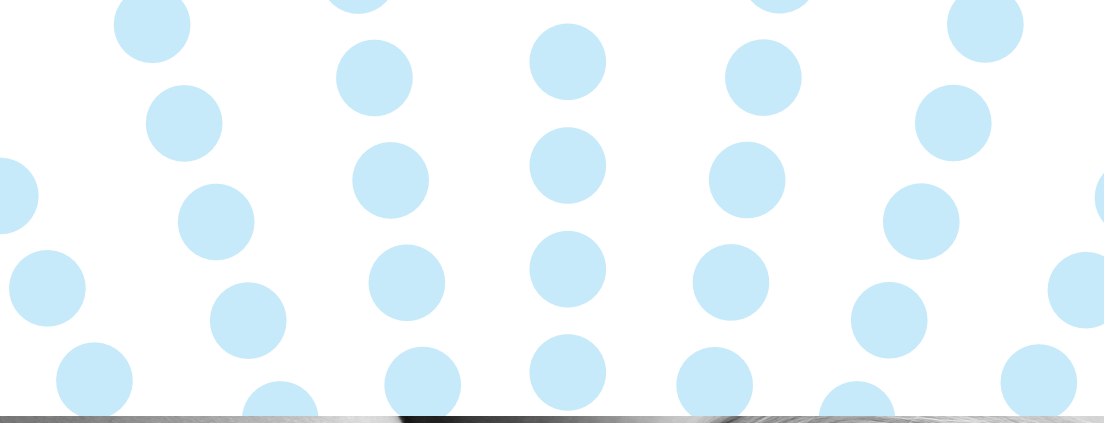
Action Plan

Child care programs can develop an action plan to document program components identified from the Self-Appraisal Tool. An action plan provides written guidance toward implementing specific measures in becoming a breastfeeding friendly child care center. See Appendix A: Sample and Blank Planning Worksheets, pages 34 and 35.

Quality Care

YoungStar, Wisconsin's child care quality rating and improvement system, is committed to improving the quality of care for Wisconsin's youngest children. Implementing the 10 Steps could help providers meet YoungStar Health and Well-being and/or Family Engagement rating criteria. Providers should contact their licensing specialists or technical consultants with any questions. Learn more on the DCF website: dcf.wisconsin.gov/youngstar





2

STEP 2

Establish a supportive breastfeeding policy and require that all staff be aware of and follow the policy.

A breastfeeding policy is designed to assist child care providers in supporting breastfeeding families in protecting the health of breastfed infants.

A breastfeeding friendly child care center policy will address a certain standard of care:

- The environment will be welcoming for breastfeeding families;
- Families will receive accurate information about breastfeeding, and;
- Child care program staff will be trained on how to provide information and support to breastfeeding families.

Resources

See the sample policy on the next page as well as Appendix C: Additional Resources, page 40.



Sample Child Care Program Breastfeeding Policy

Human milk is the ideal form of infant nutrition, providing a multitude of benefits to both the infant and lactating parent. Breastfeeding families and employees need ongoing support from childcare programs to provide human milk for their babies. <<Child Care Program Name>> commits to the following:

1. Respect will be shown to all families regardless of their infant feeding decision.

We will work with each family to develop an infant feeding plan that meets their needs. We will provide breastfeeding information to all families and will support families who choose to provide human milk for as long as they wish to do so.

2. The program and staff will strive to use inclusive language and images to support all lactating families.

We recognize that not all lactating people use female-gendered pronouns or the term "breastfeeding." We will use the language preferred by each individual family. We will also ensure that program materials, written information, displayed images, and other communications reflect the families we serve.

3. Program staff will be trained in breastfeeding support and infant feeding best practices.

Infant feeding plans will be followed to ensure babies are fed only what families approve. All infants will be fed on-demand and according to their level of development. The program will support family preferences related to feeding around pick-up time.

4. The program will provide information on community resources available to families, including those that provide breastfeeding support.

In addition to the promotion of community services, staff will refer families to local lactation consultants, when appropriate. The program will maintain communications with local resource providers to ensure contact information and service details shared with families are current.

5. The program will provide a private space for families and staff to breastfeed or express milk.

This space will include, at a minimum, an electrical outlet, a comfortable chair, a small table or counter, and nearby access to running water. Families are welcome to use the space to breastfeed onsite.

6. A refrigerator will be available for storage of human milk.

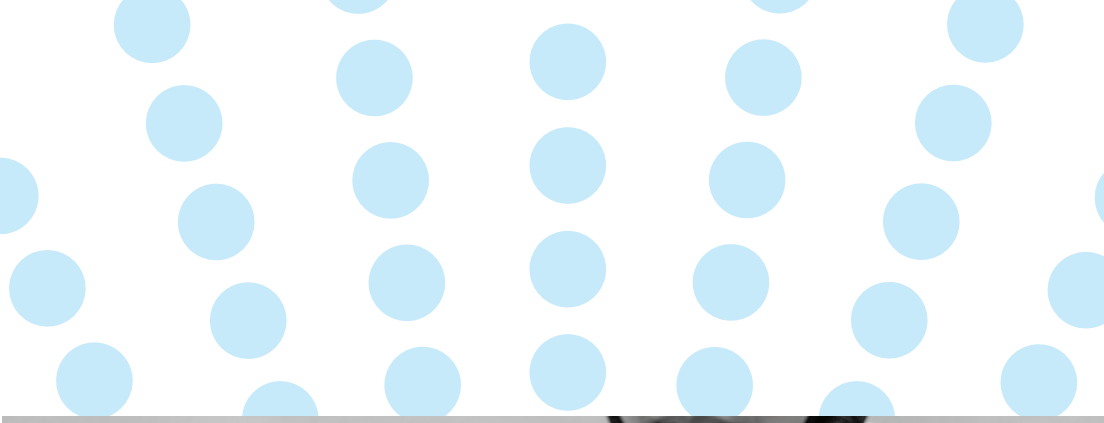
Both families and employees can store expressed human milk in the program's refrigerator(s). Families should provide their own containers, clearly labeled with name and date. The program will follow human milk handling and storage guidelines from the Academy of Breastfeeding Medicine and state licensing regulations.

7. Program staff will be provided with flexible breaks to accommodate breastfeeding or milk expression needs.

The program will work with each individual employee to utilize normal break times and/or to allow for flexible scheduling to ensure sufficient time for milk expression.

8. The program will comply with state licensing regulations related to infant feeding and care.

Developed by Wisconsin Breastfeeding Friendly Child Care Team (12/2021)



3

STEP 3

Establish a supportive worksite policy for staff members who are breastfeeding.

A supportive work environment can have a positive influence on breastfeeding parents as they return to work. It can be an informal support system for breastfeeding families. People need access to supportive individuals and safe environments to breastfeed or express milk comfortably in common places where parents and children go — including work and child care settings.

Supporting breastfeeding employees by reducing worksite barriers will relieve stress. Many people choose not to breastfeed or to discontinue breastfeeding because of workplace constraints.

Families who do not continue breastfeeding longer-term may miss more work time caring for sick children and may have higher health care costs. When breastfeeding is supported at work, returning employees are happier, more productive and less likely to resign.

Source

U.S. Department of Health and Human Services,
The Business Case for Breastfeeding.
www.womenshealth.gov/breastfeeding/breastfeeding-home-work-and-public/breastfeeding-and-going-back-work/business-case

Resources

See Appendix C: Additional Resources, pages 40-43.



4

STEP 4

Train all staff so that they are able to carry out breastfeeding promotion and support activities.

All staff are oriented to the breastfeeding policy and appropriately trained within six months of hire

- Employees identify and promote the location of private space where people can breastfeed or express their milk.
- Staff demonstrates safe storage and handling of human milk. Human milk is properly labeled. Gloves are not required when handling human milk. Refer to the *USDA Feeding Infants in the Child and Adult Care Food Program* guide for detailed information: www.fns.usda.gov/tn/feeding-infants-child-and-adult-care-food-program.
- Breastfeeding is promoted and encouraged throughout the child care program.
- Infant care plans are designed to avoid large feedings prior to parent's scheduled arrival.
- All employees are encouraged to attend a class or continuing education session on breastfeeding once a year to keep current on supportive techniques.

Hints to Bottle-Feeding

- Human milk is digested quickly and easily. Thus breastfed babies usually eat more frequently than formula fed babies. Timing of feedings may range between 1-1/2 to 3 hours. Feed babies when their cues indicate hunger, not on a time schedule. Early hunger cues include mouth movements, rooting, sucking on hands, and restlessness. Note crying is a late hunger cue.
- Feed the baby in a way that mimics breastfeeding. Hold the baby in an upright position, and never put a baby to bed with a bottle. Switch holding the baby from your right arm to your left arm midway through a feeding. This provides equal eye stimulation and facial muscle development, helps pace feedings, and keeps the baby from developing a preference for one side.
- Let the baby control the start of the feeding. Stroke the baby's lips with the nipple to prompt a rooting response and a wide-open mouth. Allow the infant to gape widely for the bottle nipple (rather than pushing it in). Allow the baby to "accept" or draw in the nipple.
- Feed slowly. Liquid flows faster out of bottling equipment. Sucking on a bottle nipple may need to be paced. Pause frequently during feedings to burp, switch sides, or talk to the baby, and avoid holding the bottle in a vertical position. Rapid feedings can lead to overfeeding, which puts the milk supply at risk and can cause discomfort in the baby. Infants need time to recognize that they are full.

- Stop feeding when the baby is ready. Do not force a baby to finish “just the last bit” of a bottle. If the baby is drowsing off and releasing the bottle nipple before the bottle is empty, the baby is done. Don’t wake the baby to take more. If bottles are often left unfinished, try giving the baby smaller amounts at one time.
- Breastfed babies sometimes eat smaller amounts at each feeding than babies who are formula fed. The amount of milk consumed may or may not increase with the age of the baby. A breastfed baby often consumes higher quantities when at the breast at other times within the 24 hours.

Verbalize and Initiate support

Staff that have responsibility for care of infants and children provide breastfeeding information and support to help families continue breastfeeding when working or going to school.

- Recognize that families may have strong feelings about continuing to breastfeed when they are separated from their babies. Providing breastfeeding support may increase their confidence in you as their child care provider.
- Put families in touch with other families who have successfully combined breastfeeding and working or going to school.
- Encourage parents to breastfeed onsite when baby is dropped off or picked up, as well as during the day if they can leave their work site.
- Share written and web-based resources about successfully combining breastfeeding and returning to work or school.

Infant Care Plans

Staff work with family members to develop babies’ individual breastfeeding support plans and regularly update their plans.

- Ensure that the family clarifies what they want you do to if their baby is hungry and they are late, or if their supply of expressed milk is gone.
- Encourage nursing parents to come and breastfeed and/or express milk comfortably and at their convenience.

Provide Information on Introduction of Solid Foods

Staff promote exclusive breastfeeding until babies are about six months old with continued breastfeeding to one year and beyond.

- Educate the family that the only food their baby needs for the first six months of life is human milk.
- Infant formula and solid foods will not be provided without parents' consent.

Resources

See Appendix C: Additional Resources, page 40.





5

STEP 5

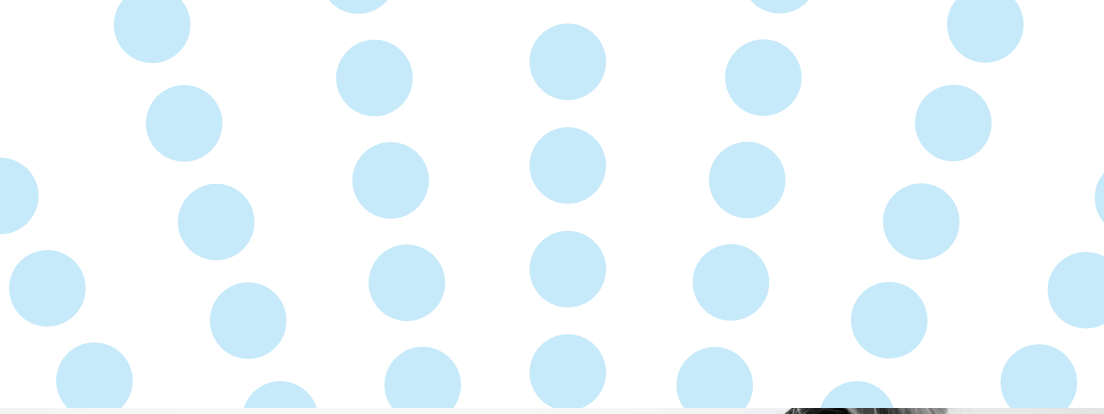
*Create a culturally appropriate
breastfeeding friendly environment.*

Child care programs can create a culturally appropriate breastfeeding friendly environment by:

- Mentioning breastfeeding first in all written and verbal communication when educating families regarding infant feeding.
- Limiting the visibility of infant formula and related materials.
- Storing supplies of baby bottles and infant formula out of view of families.
- Excluding the use of materials supplied by infant formula manufacturers.
- Displaying posters and pictures of racially and ethnically diverse breastfeeding families.
- Using culturally diverse breastfeeding educational materials (see Steps 7 and 10)
- Monitoring child care staff interactions with families regarding infant feeding decisions and breastfeeding support. Provide additional staff training as needed.

Resources

See Appendix C: Additional Resources, page 40.



6

STEP 6

Inform expectant and new families and visitors about your program's breastfeeding friendly policies.

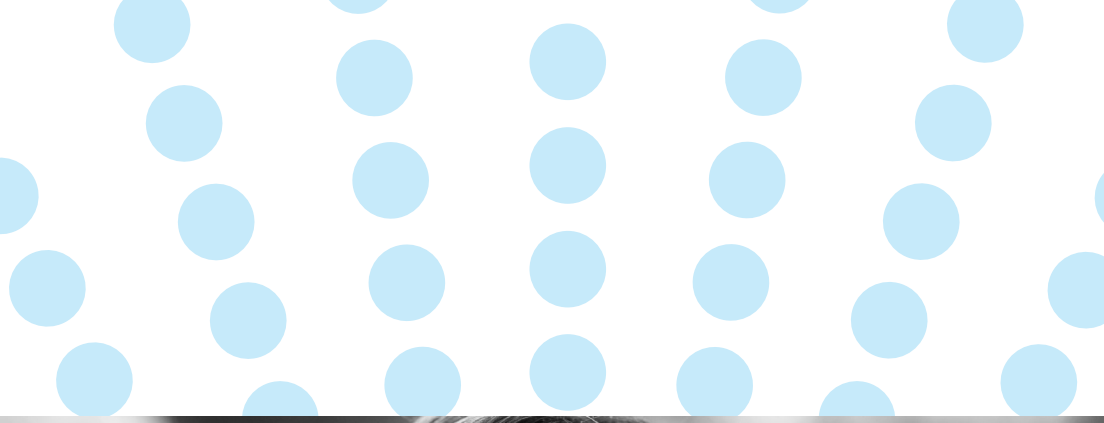
One of the most-often-cited barriers to breastfeeding reported by families is embarrassment and perceived lack of a supportive environment. A clear message that the child care setting sees breastfeeding as the normal and accepted way to feed babies and that efforts are made to provide a comfortable and welcoming environment for breastfeeding is important for all families, children, staff and visitors who use the facility.

- 1)** Include information on the program’s supportive breastfeeding policies in informational handouts for prospective families.
- 2)** Point out supports for breastfeeding, such as a comfortable chair for nursing, refrigerator space for storing milk and a listing of local breastfeeding resources, when giving tours of the facility.
- 3)** Have information available on local (city, county and state) laws protecting the right to breastfeed in public. Inform staff about how to deal with questions or concerns raised by visitors or others who may object to seeing someone breastfeed. (See Step 8)
- 4)** Consider posting “Breastfeeding is welcome here” messages or posters.



Resources

See Appendix C: Additional Resources, pages 40-43.



7

STEP 7

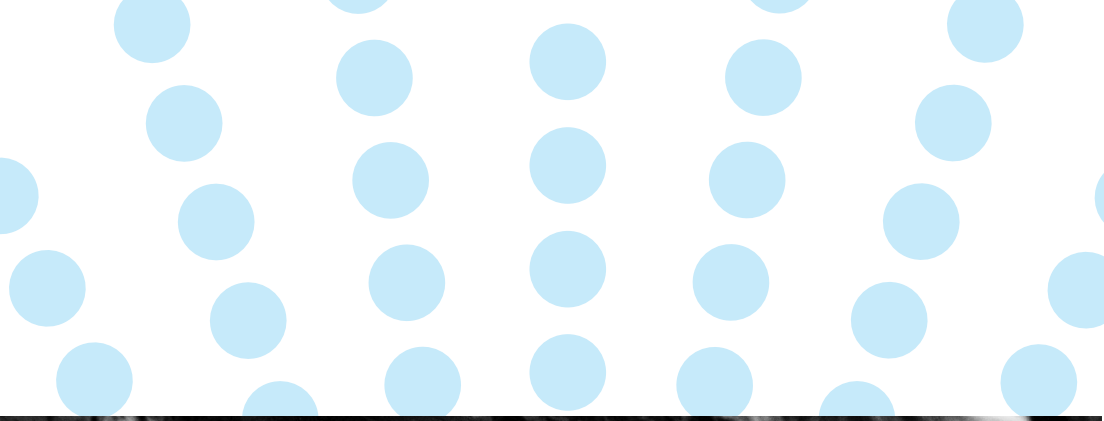
Stimulate participatory learning experiences with the children related to breastfeeding.

Exposing children to breastfeeding is an important way to teach about natural infant feeding. Provide appropriate learning activities for children to learn about breastfeeding, including how mammals provide species-specific milk for their young.

Resources

See Appendix B: Children's Books, page 36 and Appendix C: Additional Resources, pages 40-43.





8

STEP 8

Provide a comfortable place for people to breastfeed or pump their milk in privacy, if desired.

Educate families and staff that a parent may breastfeed their child wherever they have a legal right to be.

Providing a welcoming atmosphere in a child care program encourages families to continue breastfeeding after returning to work or school. Some people may prefer a quiet, private, clean space with a comfortable chair to breastfeed. At times, they may wish to breastfeed in the presence of others.

A private space for safe expression of human milk is also advisable. A breast pumping area provides both families and staff the opportunity to pump at the center. Labeled expressed milk can be left at the center for feedings when the parent is not available to breastfeed.

A toilet stall in a restroom is not suitable as a lactation space. The following chart provides information for furnishing a lactation space.

Resources

See Appendix C: Additional Resources, pages 40-43.

Furnishing a Lactation Space

Essential Accommodations

- Private space
- “Occupied/vacant” signage
- Electrical outlet
- Chair
- Small table or counter
- Sanitizing wipes or other cleaning supplies
- Waste basket
- Sink with running water nearby
- Small refrigerator nearby or storage space for cooler
- User provides own breast pump

Moderate Accommodations

- All Essential elements plus:
 - Sink with running water nearby *or in room*
 - Small refrigerator nearby *or in room*
 - Wi-Fi or Ethernet cable
 - USB charging port
 - Foot stool
 - Towel dispenser
 - Wall clock
 - Mirror
 - Electronic scheduling of space, if applicable

Deluxe Accommodations

- All Moderate elements plus:
 - Radio or Bluetooth speakers
 - Wall art, attractive décor
 - Telephone
 - Bulletin board for sharing local events, educational materials, baby photos, etc.
 - Employer supplies multi-user breast pump, if applicable.
 - User brings own attachments.

Breastfeeding Laws in Wisconsin Communities

State of Wisconsin Law

State Statute 253.165 Right to breastfeed

A mother may breastfeed her child in any public or private location where the mother and child are otherwise authorized to be. In such a location, no person may prohibit a mother from breastfeeding her child, direct a mother to move to another location to breastfeed her child, direct a mother to cover her child or breast while breastfeeding, or otherwise restrict a mother from breastfeeding.

Dane County Law

34.015 Interference with breastfeeding prohibited

No person shall interfere with a mother breastfeeding her child or expressing breast milk within any public accommodation where the mother would otherwise be authorized to be.

Penalty is \$10 to \$100 forfeiture.

City of Madison Law

23.37 Interfering with breastfeeding prohibited

Notwithstanding any other provision of law, a mother or her surrogate may breastfeed her child and may express breast milk in any location, public or private, except the private home or residence of another, where the mother or her surrogate and the child are otherwise authorized to be present. Any person who intentionally interferes with a mother's or her surrogate's attempts to breastfeed her child or to express breast milk, except the owner or resident of a private home or residence, shall be subject to a forfeiture of not less than \$25 nor more than \$250 for each such violation.

*If you experience a violation of either Dane County's or Madison's law, Contact Your Local Police Department and file a report.

Also consider reporting challenges that arise and share these with public health agencies or breastfeeding coalitions, so we can work together to address and overcome barriers successfully.



9

STEP 9

Establish and maintain connections with local breastfeeding coalition or community breastfeeding resources.

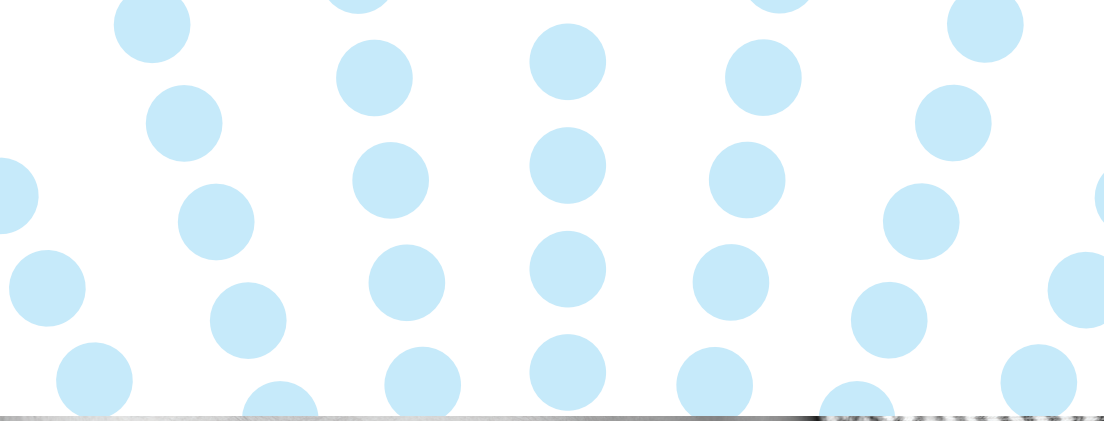
Explore how your program can support breastfeeding promotional campaigns within your community. Join breastfeeding advocacy groups, coalitions, councils or networks. Share with other businesses your employee and client policies to extend breastfeeding duration of working families. Support legislation, fundraising projects and health fairs to further breastfeeding education of the general public.

Resources

Wisconsin Breastfeeding Coalition
www.wibreastfeeding.com/local-coalitions/directory

Well Badger Resource Center
www.wellbadger.org

Also, see Appendix C: Additional Resources, page 43.



10

STEP 10

Maintain an updated resource file of community breastfeeding services and resources in an accessible area for families.

A breastfeeding information resource file can be a great asset to families. You can provide printed pamphlets or contact information for local lactation professionals, peer support groups, and other community resources. Having this information available electronically would also be helpful. Child care employees can direct families to this information and also have personal access.

Resources

See Appendix D: Community Resources, page 44.

A

APPENDIX A

Sample & Blank Action Plans

Planning Worksheet

Recommendations: Describe the strategies selected from the Self-Appraisal Questionnaire

Activities: List the activities required to meet the recommendation

Materials, Resources and Personnel: List the individuals who will do the work & the resources and tools they need to get the job done.

Time Frame: When will implementation begin? How long will it take to finish?

Evaluation: How will you measure your successes and/or misfortunes?

| recommendations: strategies to implement | activities | materials, resources & personnel | time frame | evaluation method |
|--|---|--|---|---|
| step 1: Promote work of Breastfeeding Friendly Team to staff and families in child care center | Team member gives report at staff meetings; write article for parent newsletter | Team leader or designated member | Monthly staff meetings; quarterly newsletters | Meeting minutes; copy of parent newsletter |
| step 2: Assure all staff are aware of and follow a breastfeeding policy | Draft and implement a policy on breastfeeding for the childcare center | Staff input, management support, and sign-off | 1 month January | Policy in place |
| step 3: Create a policy and environment for employees | Draft and implement a policy; create a lactation space for staff | Staff input, management support, and sign-off, space and funding | 2 months February | Policy in place and lactation room available to staff |
| step 10: Create a resource file | Inventory current resources; add new resources | Staff time, funding | 4 months January – April | Pre/Post listing of resources in file |

Blank Planning Worksheet

The table header below fits at the top of an 8.5" x 11" page.
To duplicate, align the lower right edge of this page on a copy machine.

recommendations:
strategies to
implement

activities

materials, resources
& personnel

time frame

evaluation method

B

APPENDIX B Children's Books

Below is a list of children's books that can be used as part of learning experiences that normalize breastfeeding. Books are available at libraries, bookstores or online. Illustrations are by the author where not otherwise indicated. Remember that no book is perfect or will fit every need.

For Nursing Toddlers

We Like to Nurse by Chia Martin. Illustrated by Shukyo Lin Rainey. Hohm Press, 1995. Paperbound. Fourteen animal pairs are shown nursing in bright, flat pictures with simple text, ending with a human mother and baby. A favorite of breastfed toddlers. (ages 1 - 3)

Mama Outside, Mama Inside by Dianna Hutts Aston. Illustrated by Susan Gaber. Henry Holt, 2006. A mother bird in a tree and a human mother in the house nearby prepare for the births of their babies and tenderly care for them with the fathers' help. One breastfeeding illustration. (ages 1 - 4)

Breastmilk Makes My Tummy Yummy by Cecilia Moen. Midsummer Press, Sweden, 1999. This book is ideal for a nursing toddler. Simple, rhymed verse accompanies the multicultural illustrations of babies and toddlers nursing in various situations: when angry or sad, in the bath tub, when mummy is on the phone, in a family bed, etc. Tandem nursing is also shown: "Two can breastfeed without fuss, there is room for both of us." (ages 2 - 4)

Mama's Milk by Michael Elsohn Ross. Illustrations by Ashley Wolff. Tricycle Press, 2007. Beautiful illustrations of 17 different mammals nursing as well as human mothers and babies from three different ethnic groups accompany a simple, rhyming text. The final pages give some facts about nursing. Includes cosleeping, nursing in the park, carrying baby in a sling. (ages 2 - 5)
Available as an English/Spanish edition.

Maggie's Weaning by Mary Joan Deutschbein. Moon Gold Press, 1993. Reissued in smaller format by La Leche League International, 1999. Preschooler Maggie shares the story of her gradual and gentle weaning process. A helpful note to parents begins the book. Nice for home use. (ages 2 - 5)

For the Sibling of a Breastfed Baby

My New Baby by Annie Kubler. *Child's Play (International) Ltd., 2000.* This 14-page, wordless board book shows a toddler helping his family to care for the new baby. Two breastfeeding pictures. (ages 1 - 2)

We Have a Baby by Cathryn Falwell. *Clarion Books, 1993.* This is a picture book for the very young child with a new sibling. The book shows a loving family with both parents actively involved in the care of the toddler and the new baby. The mother is shown nursing the baby, her arm around the toddler who is nestled against her and having milk and a cookie. (ages 1 - 3)

Hello Baby! By Lizzy Rockwell. *Crown Publishers, 1999.* A young boy describes his mother's pregnancy, his sister's hospital birth, homecoming and first day at home. One nice breastfeeding illustration. (ages 3 - 6)

What Baby Needs by William Sears MD, Martha Sears RN, and Christie Watts Kelly. *Little Brown & Company, 2001.* The needs of a new baby are described in terms a preschooler can understand and relate to. The baby is carried in a sling and sleeps in the parents' room. The father is very involved in this baby's care. Feelings of the older siblings are recognized as the book models many positive ways for children to interact with a new baby. Includes two nice breastfeeding pictures and one of bottle feeding mother's milk.

A companion book about pregnancy, **Baby on the Way**, explains the emotional and physical changes that occur when a mother is expecting a new baby. Includes a nice breastfeeding illustration. (ages 3 - 6)

Best Milk by Kate Carothers, RN, IBCLC. *Illustrated by Jessica Scheberl. Katalac Books, 2010.* Told from the older sibling's perspective, this book explains and normalizes breastfeeding and demonstrates ways it fits into everyday life. Filled with beautiful illustrations. Versions available as light hair (White/Caucasian), dark hair (Black/African American), and bilingual English/Spanish. (ages 2-8)

Will There Be a Lap for Me? by Dorothy Corey. Illustrated by Nancy Poydar. Albert Whitman & Company, 1992. Preschooler Kyle, from a middle class African-American family, misses his special place on his mother's lap as her pregnancy advances and the new baby arrives. A full-page illustration shows Mother nursing the new baby with Kyle beside her on the sofa. Kyle is sad that the baby needs to eat so often, but Mother makes room on her lap and special time in her day for him again. (ages 3 - 8)

Stories That Include Breastfeeding

Supermom by Mick Manning. Illustrated by Brita Granström. Albert Whitman & Company, 2001. A wide variety of human and animal mothers feed, shelter, talk, play with, protect, cuddle and nurse their babies to sleep. (ages 3 - 6)

Look What I See! Where Can I Be? In the Neighborhood by Dia L. Michels. Photographs by Michael J. N. Bowles. Platypus Media, LLC, 2001. Clues help children to guess where the baby wakes up as a busy family explores a multicultural urban neighborhood. The baby is carried in a sling, a front pack, a back pack, a stroller, and a wagon. The last picture shows the mother and baby nursing outdoors on the grounds of the U.S. Capitol. (ages 2 - 4)

Happy Birth Day! by Robie H. Harris. Illustrated by Michael Emberley. Candlewick Press, 1996. A mother tells her child about her hospital birth and first day of life. Large, beautiful illustrations capture the essence of a newborn baby breastfeeding and falling asleep cuddled up with both parents. (ages 3 - 8)

Only the Cat Saw by Ashley Wolff. Originally published in 1982. Walker and Company, 1996. Softcover. In this colorful picture book the cat sees all the details in a typical 24-hour day in the life of a busy farm family. The mother is shown breastfeeding the baby in a rocking chair at dawn. (ages 3 - 8)

The Best Gifts by Marsha Forchuk Skrypuch. Illustrated by Halina Below. Fitzhenry & Whiteside, 1998. Growing up from infancy to adulthood, Sara receives the most important gifts from her parents (including breastfeeding, time, love and caring) and passes them on to her own baby son. (ages 4 - 8)

Over the Green Hills by Rachel Isadora. Greenwillow, 1992. A young boy in the Transkei, on the east coast of South Africa, accompanies his mother on a long walk to visit Grandma Zindzi in another village. Baby sister Noma is carried wrapped close on her mother's back. They make several nursing stops, and this older baby is shown breastfeeding in one picture. (ages 4 - 8)

Breasts by Genichiro Yagyu. First published in Japan in 1989. Kane/Miller Book Publishers, 1999. Alternately silly and tender, this book introduces young children to the real purpose of women's breasts: feeding babies. (ages 5 - 8)

A Teeny Tiny Baby by Amy Schwartz. Orchard Books, 1994. Reissued in 2006. This first baby is the center of attention in his family. Dad is shown feeding a bottle in one illustration, Mother is nursing in eight other pictures. Baby sleeps between his parents in a family bed and is carried in a sling by his father. (ages 3 and up)

The Wonders of Mother's Milk by Mishawn Purnell-O'Neal. Art by Dana T.C. Simpson. 2005. Colorful and diverse images enhance this introduction to breastfeeding. Early readers will enjoy learning about the benefits of mother's milk. (ages 6-8)



APPENDIX C

Additional Resources

Step 2

Establish a supportive breastfeeding policy and require all staff be aware of and follow the policy.

- ABM Clinical Protocol #8: Human Milk Storage
www.bfmed.org/assets/DOCUMENTS/PROTOCOLS/8-human-milk-storage-protocol-english.pdf
- USDA Feeding Infants in the Child and Adult Care Food Program guide
www.fns.usda.gov/tn/feeding-infants-child-and-adult-care-food-program
- Sample Child Care Breastfeeding Policy
www.wibreastfeeding.com/wp-content/uploads/2022/04/I-SampleChildCareBFPolicy_v2.pdf

Step 3

Establish a supportive worksite policy for staff members who are breastfeeding.

U.S. Department of Health and Human Services

- The Business Case for Breastfeeding.
www.womenshealth.gov/breastfeeding/breastfeeding-home-work-and-public/breastfeeding-and-going-back-work/business-case
- Supporting Nursing Moms at Work.
www.womenshealth.gov/supporting-nursing-moms-work

Centers for Disease Control and Prevention

- The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
www.cdc.gov/breastfeeding/pdf/BF-Guide-508.PDF

United States Breastfeeding Committee

- Workplace Breastfeeding Support
Federal nursing/break time law:
www.usbreastfeeding.org/workplace-law

Step 4

Train all staff so that they are able to carry out breastfeeding promotion and support activities.

Wisconsin Breastfeeding Friendly Child Care

- Online Training:
www.wibreastfeeding.com/wi-initiatives/breastfeeding-friendly-childcare-project/breastfeeding-friendly-child-care-online-training
- Additional Resources:
www.wibreastfeeding.com/wi-initiatives/breastfeeding-friendly-childcare-project/breastfeeding-friendly-child-care-additional-resources

Step 5

Create a culturally appropriate breastfeeding friendly environment.

Posters

- www.infactcanada.ca/mall/Posters_Pin_Up.ASP

Posters plus more

brochures, DVDs, various multicultural items for sale

- <https://babygooroo.com/store>
- <https://texaswiccatalog.specialbee.com/product-category/breast-feeding>



Step 6

Inform expectant and new families and visitors about your program's breastfeeding friendly policies.

- Breastfeeding Information
<https://illusa.org/bfinfo/>
- Feeding Your Newborn
<http://kidshealth.org/en/parents/pregnancy-newborn>
- 'Breastfeeding Welcome Here' image
kellymom.com/blog-post/breastfeeding-welcome-here
- Breastfeeding Laws
www.wibreastfeeding.com/advocacy/laws

Step 7

Stimulate participatory learning experiences with the children, related to breastfeeding.

Toys

- Plush toys: Nursing Nana Dog, Nursing Nina Cat, Nursing Nissa Hedgehog, Nursing Nola Rabbit available from Manhattan Toy

Books

- See Appendix B: Children's Books, page 36.

Videos

- "Sesame Street" (1977): "Buffy Nurses Cody"
Folksinger Buffy Saint-Marie nurses her son Dakota "Cody" Starblanket. www.youtube.com/watch?v=l2RwZW2j3-U
- Mister Rogers' Neighborhood (1984): 'Episode 1536'
Mister Rogers talks about food and shows a video of all kinds of babies drinking milk.
<https://misterrogers.org/episode-playlist/batch-30-1536-1537-1538-1539-1540>

Step 8

Provide a comfortable place for people to breastfeed or pump their milk in privacy, if desired. Educate families and staff that a parent may breastfeed their child wherever they have a legal right to be.

- Supporting Nursing Moms at Work
www.womenshealth.gov/supporting-nursing-moms-work
- Furnishing a Lactation Space
www.wibreastfeeding.com/wp-content/uploads/2021/10/L-FurnishingaLactationSpace_v3.pdf

Step 9

Establish and maintain connections with your local breastfeeding coalition or other community resources.

- Wisconsin's Local Breastfeeding Coalitions
www.wibreastfeeding.com/local-coalitions
- Wisconsin Breastfeeding Coalition
wibreastfeeding@gmail.com
www.wibreastfeeding.com
- Well Badger Resource Center
wellbadger.org
- La Leche League USA
<https://llusa.org/locator>
- United States Lactation Consultant Association
<https://uslca.org/resources/find-an-ibclc>
- Wisconsin Association of Lactation Consultants (WALC)
www.walc.net

D

APPENDIX D Community Resources

- The **Well Badger Resource Center** aims to connect Wisconsin families to community, social, health, and government programs. Various breastfeeding support services are listed, including local and tribal health agencies, local WIC agencies, lactation professionals, support groups, and community organizations. The directory is searchable by topic and location. wellbadger.org
- The **Special Supplemental Nutrition Program for Women, Infants, and Children** – better known as the WIC program – serves to safeguard the health of low-income pregnant, post-partum, and breastfeeding women, infants, and children up to age 5 who are at nutritional risk by providing nutritious foods to supplement diets, information on healthy eating including breastfeeding promotion and support, and referrals to health care. Local WIC agencies are located throughout the state. www.dhs.wisconsin.gov/wic/wic-offices.htm
- The **Wisconsin Breastfeeding Coalition** aims to improve the health of Wisconsin by working collaboratively to protect, promote, and support breastfeeding. Local breastfeeding coalitions and community organizations are also active throughout the state. www.wibreastfeeding.com/local-coalitions
- **La Leche League** is an international organization of parent-to-parent support for breastfeeding, chestfeeding, and human milk feeding. Local resources and meeting information can be found through the La Leche League USA locator tool <https://llusa.org/locator>. General breastfeeding information is also available on the website <https://llusa.org/bfinfo>.
- The **Wisconsin Department of Health Services** supports breastfeeding through multiple programs and their collaborative initiatives, including the Wisconsin WIC Program, Maternal and Child Health Program, and Chronic Disease Prevention Unit. www.dhs.wisconsin.gov/nutrition/breastfeeding/index.htm

Working and Breastfeeding

- La Leche League USA – Working and Breastfeeding
<https://llusa.org/working-and-breastfeeding>
- DHHS Office on Women’s Health – Breastfeeding resources and support for nursing employees
www.womenshealth.gov/supporting-nursing-moms-work/resources/#3
- U.S. Breastfeeding Committee – Workplace Support in Federal Law
www.usbreastfeeding.org/workplace-law

Pumps and Pumping

- DHHS Office on Women’s Health – Pumping and storing breastmilk www.womenshealth.gov/breastfeeding/pumping-and-storing-breastmilk
- FDA Breast Pumps www.fda.gov/medical-devices/consumer-products/breast-pumps



General Breastfeeding Websites

- **KellyMom**
www.kellymom.com
General breastfeeding information and resources website of Kelly Bonyata, IBCLC.
- **International Breastfeeding Centre**
<https://ibconline.ca>
Information sheets and videos in multiple languages from Dr. Jack Newman.
- **101 Reasons to Breastfeed Your Child**
www.promom.org
Site promoting awareness and acceptance of breastfeeding through general information about its benefits.
- **baby gooroo**
babygooroo.com
Education website focused on health, nutrition, and safety, with an emphasis on breastfeeding.
- **Breastfeeding State Laws**
www.ncsl.org/research/health/breastfeeding-state-laws.aspx
Summary of state laws compiled by the National Conference of State Legislatures.
- **La Leche League USA**
<https://lllusa.org/bfinfo>
General Breastfeeding information on various common topics.
- **U.S. Breastfeeding Committee**
www.usbreastfeeding.org/faqs
Resources for breastfeeding families formatted as frequently asked questions.
- **CDC Breastfeeding**
www.cdc.gov/breastfeeding/faq/index.htm
Basic breastfeeding questions and answers.

Resource Kit Credits

10 Steps to Breastfeeding Friendly Child Care Centers

This toolkit was originally developed as a collaborative effort of the Wisconsin Partnership for Activity and Nutrition — Breastfeeding Committee. The resource kit focuses on strategies to offset the risk factors that contribute to not breastfeeding. References to additional resources are for informational purposes and not an endorsement of organizations or products.

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visit our website at:
dhs.wisconsin.gov/physical-activity/index.htm

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