Florida Breastfeeding Coalition Statewide Seminar
April 18, 2015

Breastfeeding Friendly Child Care Recognition

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Florida Department of Health

Florida Breastfeeding Coalition, Inc.
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

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Florida</th>
<th>National Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever Breastfed</td>
<td>77%</td>
<td>79.2%</td>
</tr>
<tr>
<td>BF at 6 mos</td>
<td>48.7%</td>
<td>49.4%</td>
</tr>
<tr>
<td>BF at 12 mos</td>
<td>26.9%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Exclusive BF at 3 mos</td>
<td>38.9%</td>
<td>40.7%</td>
</tr>
<tr>
<td>Exclusive BF at 6 mos</td>
<td>18.3%</td>
<td>18.8%</td>
</tr>
</tbody>
</table>
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
**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
- 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

<table>
<thead>
<tr>
<th>Title of Product</th>
<th>August Downloads</th>
<th>Total Downloads</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfeeding and Work: A Guide for Moms</td>
<td>9,998</td>
<td>10,722</td>
</tr>
</tbody>
</table>

### Webpage Outreach

<table>
<thead>
<tr>
<th>Time Frame</th>
<th>Total visits</th>
<th>Visits Via Activities Page</th>
<th>Visits Via URL Redirect</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2014</td>
<td>949</td>
<td>772</td>
<td>177</td>
</tr>
<tr>
<td>August 2014 – November 2014</td>
<td>1297</td>
<td>1050</td>
<td>247</td>
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</tbody>
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Contacts

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Thank you!

www.floridahealth.gov
www.healthiestweightfl.com
www.floridahealth.gov/ccfp

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