

North Carolina Division of Public Health
**NC Breastfeeding-Friendly
Child Care Designation
Application**



North Carolina
**Breastfeeding-Friendly
Child Care Designation**



*The ten steps in this designation application were developed by the
Carolina Global Breastfeeding Institute.*

North Carolina Division of Public Health NC Breastfeeding-Friendly Child Care Designation

The NC Breastfeeding-Friendly Child Care Designation recognizes child care facilities that promote, protect, and support breastfeeding.

How It Works

- **Review.**
Read about the 10 Steps to Breastfeeding-Friendly Child Care.
- **Implement.**
Choose which step you would like to start implementing in your child care facility.
- **Apply.**
Submit your completed steps for review.
- **Build.**
It only takes two successful steps to be awarded one gold-starred building block.
- **Get Designated.**
When your child care facility has completed the Ten Steps, it will earn the Breastfeeding-Friendly Child Care Designation.



The **10** Steps to Breastfeeding-Friendly Child Care:

- Step 1.** Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff.
- Step 2.** Train all staff in the skills to support and promote optimal infant and young child feeding.
- Step 3.** Inform women and families about the importance of breastfeeding.
- Step 4.** Provide learning and play opportunities that normalize breastfeeding for children.
- Step 5.** Ensure that all families we serve are able to properly store and label milk for child care facility use.
- Step 6.** Provide a breastfeeding-friendly environment.
- Step 7.** Support breastfeeding employees.
- Step 8.** Ensure that each infant has a feeding plan that supports best feeding practices.
- Step 9.** Contact and coordinate with local skilled breastfeeding support and actively refer.
- Step 10.** Continue updates and learning about the protection, promotion, and support of breastfeeding.



Why Breastfeeding-Friendly in Child Care?

By participating in the NC Breastfeeding-Friendly Child Care Designation your child care can benefit:

- **Babies:** Breastfed babies have less risk of obesity, Type 2 diabetes, asthma, ear infections, diarrhea, vomiting, colic, and Sudden Infant Death Syndrome (SIDS).
- **Mothers:** Breastfeeding lowers a mom's risk of breast and ovarian cancer, enhances the bond with her baby, and speeds recovery from childbirth.
- **Child Care:** Being breastfeeding friendly may lead to better daily attendance, healthier children, higher parent satisfaction, and more public recognition.
- **Everyone:** Breastfeeding- friendly child care helps everyone by improving breastfeeding rates, leading to healthier people in North Carolina.

The 10 Steps to Breastfeeding-Friendly Child Care were adopted from the Carolina Global Breastfeeding Institute (CGBI) at UNC-Chapel Hill and the designation process from the North Carolina Division of Public Health Maternity Center Breastfeeding-Friendly Designation.

Application Instructions

To Apply:

- Complete all parts of the application for your child care facility as a group (recommended) or independently.
- The child care facility's board chairman, president, owner, or equivalent must review the application and sign the Submission Authorization or designate a responsible person to do so. Applications without this authorization will not be reviewed.
- All application questions must be answered to be considered for review. However, only two steps need to be completed and approved to earn a gold-starred building block.
- Steps may be completed in any order.
- Refer to the checklist at the end of the application for the documentation needed to support your child care facility's completion of each step. Be sure to submit one copy of all documentation with your application.
- There are no costs or fees to apply for, or receive the designation.
- Please include the following with your submission:
- Five (5) copies of the completed application (Parts I, II and III). Make sure that the Submission Authorization is signed.
- One (1) copy of each supporting material requested.

Application Review:

- Applications will be reviewed on a quarterly basis by a review committee coordinated by the Nutrition Services Branch of the North Carolina Division of Public Health.
- Child care facilities will be notified via email when their applications are received.



Designation and Recognition:

- Child care facilities will be notified by mail regarding the results of the review.
- Child care facilities awarded gold-starred building blocks will receive a certificate suitable for framing.
- Child care facilities earning one or more gold-starred building blocks will be recognized on the Nutrition Services Branch website of the North Carolina Division of Public Health. A hyperlink to the child care facility's website may be placed there, if desired.
- Child care facilities are encouraged to resubmit an application any time to earn more gold-starred building blocks.
- The Breastfeeding-Friendly Child Care Designation expires after three (3) years, at which time the child care facility may reapply.

Application Submission:

Please mail five (5) hard copies of the completed application (Parts I, II and III) and one (1) copy of each supporting material requested to:

U.S. Mail:

North Carolina Division of Public Health
Nutrition Services Branch
1914 Mail Service Center
Raleigh, NC 27699-1914
c/o Nutrition Training Supervisor

Federal Express/UPS:

North Carolina Division of Public Health
Nutrition Services Branch
5601 Six Forks Road, 1st Floor
Raleigh, NC 27609
c/o Nutrition Training Supervisor

Faxed applications will not be accepted.
For questions about the application or review process, please
contact **childcare_wellnessgrant@dhhs.nc.gov**

Application Part I. Child Care Facility Information

Institution Name: _____

Sponsoring Organization (if applicable): _____

CACFP Agreement Number: _____

Facility Type:

- ☐ Independent Center
☐ Sponsored Center
☐ Family Child Care Home

Mailing Address: _____

City and ZIP: _____

Physical Address (If different from above):

City and ZIP: _____

Telephone Number: (_____) _____

Submission Authorization

I have reviewed the completed **NC Breastfeeding-Friendly Child Care Designation**

application for: _____

(Name of Facility)

OR

My designee (_____) has

(Name and Title of Designee)

reviewed the completed **NC Breastfeeding-Friendly Child Care Designation**

application for: _____

(Name of Facility)

and hereby consent to the submission of the application for consideration by the review committee appointed by the Nutrition Services Branch of the North Carolina Division of Public Health. I agree to have the designation publicly listed on the NC Breastfeeding-Friendly Child Care Designation recognition webpage.

(Print Name of President/Owner/Director/Board Chair or Equivalent)

(Title)

(Signature)

(Date)

Application Part I. Child Care Facility Information

Child Care Facility Contact Information

The review committee may need additional information pertaining to this application. The review committee reserves the right to require additional documentation when estimates are used for more than 50 percent of responses in the completed application. Please provide a name and contact information for the responsible individual.

Name: _____ Title: _____

Phone: _____ Email: _____

Address : _____

Child Care Facility Web Address: _____

** If permission is granted for a hyperlink to appear on the NC Breastfeeding-Friendly Child Care Designation recognition webpage.*

Child Care Facility Data

Staff

_____ Number of teaching staff

_____ Number of non-teaching or support staff (administrative, dietary, janitorial, etc.)

_____ Number of volunteers and interns (at time of application)

_____ Total number of staff

Infants and Children

_____ Number of infants/children receiving any breast milk

_____ Number of infants/children receiving only breast milk

_____ Number of infants/children breastfed by mother on site

_____ Total number of enrolled children 5 years of age and younger (may not equal total of above rows)

Application Part I. Child Care Facility Information

Our facility is applying for recognition of the following steps toward the Breastfeeding-Friendly Child Care Designation (place a checkmark next to at least two steps):

- ☐ **Step 1.**
Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff.
- ☐ **Step 2.**
Train all staff in the skills to support and promote optimal infant and young child feeding.
- ☐ **Step 3.**
Inform women and families about the importance of breastfeeding.
- ☐ **Step 4.**
Provide learning and play opportunities that normalize breastfeeding for children.
- ☐ **Step 5.**
Ensure that all families we serve are able to properly store and label milk for child care facility use.
- ☐ **Step 6.**
Provide a breastfeeding-friendly environment.
- ☐ **Step 7.**
Support breastfeeding employees.
- ☐ **Step 8.**
Ensure that each infant has a feeding plan that supports best feeding practices.
- ☐ **Step 9.**
Contact and coordinate with local skilled breastfeeding support and actively refer.
- ☐ **Step 10.**
Continue updates and learning about the protection, promotion, and support of breastfeeding.

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 1: Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff.

Creating a breastfeeding-friendly child care facility begins with a written breastfeeding policy. Having such a policy in place is the first step toward promoting and supporting breastfeeding, especially exclusive breastfeeding, for children, families, and staff at the child care facility. It should describe the environmental changes, education, training, and support the facility will put in place based on the 10 Steps to Breastfeeding-Friendly Child Care.

Policies should include:

- A clear statement that the child care facility welcomes mothers who breastfeed their babies, and provides space for breastfeeding or expressing and storing milk;
- A list of the health benefits of exclusive breastfeeding for the infant, mother, and family;
- A description of what it means to practice exclusive breastfeeding for the first six months, when babies are fed only breast milk—no infant formula, water, juice, or solid food;
- A plan to assure staff are trained in skills needed to support breastfeeding; and
- A summary of each of the 10 Steps to Breastfeeding-Friendly Child Care.

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

The child care facility's commitment to breastfeeding helps promote it as the normal way to feed infants. Share the breastfeeding policy with all child care staff and families.

- 1.1** The child care facility has a written policy promoting and supporting breastfeeding, especially exclusive breastfeeding.
- ☐ Yes, continue to 1.1a ☐ No, proceed to 1.2
- 1.1a** Attach a copy of the written policy with the application submission.
- ☐ Documentation attached
- 1.1b** Is this breastfeeding policy actively communicated to all staff within one month of hire?
- ☐ Yes, , continue to 1.1c ☐ No , proceed to 1.2
- 1.1c** How is this policy communicated to new staff members?
- ☐ Orientation materials
- ☐ Orientation presentation
- ☐ Competency assessment
- ☐ Newsletters
- ☐ Staff meetings
- ☐ Other:
- 1.1d** Attach a copy of the materials described in 1.1c with the application submission.
- ☐ Documentation attached
- 1.2** Do staff evaluations include observing or tracking staff providing breastfeeding support activities?
- ☐ Yes, continue to 1.2a ☐ No, proceed to 1.3
- 1.2a** Place a checkmark next to the types of staff activities evaluated.
- ☐ Providing families with educational materials about exclusive breastfeeding
- ☐ Providing families with the child care facility's written breastfeeding-friendly policy
- ☐ Responding to infant feeding cues
- ☐ Handling and storage of expressed breast milk
- ☐ Other:
- 1.2b** Attach a copy of the staff evaluation form or log with the application submission.
- ☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

- 1.3** Is a written breastfeeding-friendly policy shared with families in your facility?
☐ Yes , continue to 1.3a ☐ No , proceed to 1.4

1.3a. If different from the policy shared with staff, attach a copy of the policy for families with the application submission.
☐ Documentation attached

1.3b How do you ensure that families receive the child care facility's written breastfeeding-friendly policy?
☐ Individual new and potential enrollee/family meeting
☐ Group meeting
☐ Newsletter
☐ Orientation materials
☐ Other: _____

- 1.4** Does your child care facility have culturally appropriate, non-commercial * educational materials about the benefits of breastfeeding?
☐ Yes, continue to 1.4a ☐ No, proceed to Step 2

1.4a Place a checkmark next to the source of the educational materials.
☐ North Carolina Division of Public Health Nutrition Services Branch
☐ North Carolina Breastfeeding Coalition
☐ Carolina Global Breastfeeding Initiative
☐ Other: _____
(Please specify)

1.4b Attach samples of brochures or other educational materials with the application submission.
☐ Documentation attached

** Non-commercial educational materials are those that are not sponsored by an entity (such as a food or infant formula company) for financial gain.*

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 2: Train all staff in the skills to support and promote optimal infant and young child feeding.

Knowledgeable staff play an important role in providing a breastfeeding-friendly child care facility.

With training, staff gain skills needed to carry out optimal infant and young child feeding. Training topics related to optimal infant and young child feeding include:

- What it means to exclusively breastfeed;
- Benefits of exclusive breastfeeding for mother, infant, and family;
- Risks and benefits of different feeding options;
- Recognizing and responding appropriately to infant hunger cues;
- Safe storage, labeling, and preparation of breast milk for feeding and;
- Appropriate introduction of solid foods with continued breastfeeding for one year or longer, as mutually desired by mother and baby.

After training, staff should be able to describe the health benefits of breastfeeding, especially exclusive breastfeeding, demonstrate skills in handling breast milk, and feed infants and young children according to their hunger cues. Training helps staff make your breastfeeding-friendly policy a success.

2.1 In the past 12 months, have at least 80 percent of all paid teaching staff had at least three hours of training on optimal infant and young child feeding?

- ☐ Yes, continue to 2.1a ☐ No, proceed to 2.2

2.1a What is this percentage based on?

- ☐ An estimate
☐ A training sign in sheet
☐ Other:

(Please specify)

2.2 What method is used to train staff about optimal infant and young child feeding?

- ☐ Workshops delivered by live trainer
☐ Presentations at staff meeting
☐ On-line training
☐ Self-study materials
☐ Other: _____

(Please specify)

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

2.2a Attach any training agendas, outlines, objectives, and resources with the application submission. Include the name, position and credentials of the trainer for formal training sessions.

☐ Documentation attached

2.3 Which resource(s) does the facility use for breast milk storage training? Check all that apply.

☐ North Carolina Department of Health and Human Services / Division of Public Health, Child Care Sanitation Rules

☐ North Carolina Department of Health and Human Services /Division of Public Health Women's and Children's Health Section, Nutrition Services Branch, "Child Care Sheet: How to Handle Pumped Milk"

☐ Centers for Disease Control and Prevention, "Proper Handling and Storage of Human Milk"

☐ United States Department of Agriculture, Food and Nutrition Services, "Feeding Infants: A Guide for Use in the Child Nutrition Programs"

☐ Human Milk Banking Association of North America, Best Practice for Expressing, Storing, and Handling Human Milk in Hospitals, Homes and Child Care Settings

☐ National Research Center for Health and Safety in Child Care and Early Education, Caring for Our Children: National Health and Safety Performance Standards; Guidelines for Early Care and Education Programs, 3rd Edition

☐ Other: _____
(Please specify)

2.4 Is there a staff evaluation to observe how well staff recognize infant hunger cues?

☐ Yes, continue to 2.4a

☐ No, proceed to 2.5

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

2.4a How often is the observation?

- ☐ Monthly
- ☐ Every six months
- ☐ Annually

2.4b If the observation is documented, attach a copy of the most recent observation documentation with the application submission.

- ☐ Documentation attached

2.5 In the past 12 months, have at least 50 percent of all paid non-teaching staff or support staff (administrative, dietary, janitorial, etc.), interns, and volunteers had orientation on optimal infant and young child feeding?

- ☐ Yes, continue to 2.5a
- ☐ No, proceed to Step 3

2.5a What is this percentage based on?

- ☐ An estimate
- ☐ A training sign in sheet
- ☐ Other: _____

(Please specify)

Step 3: Inform women and families about the importance of breastfeeding.

Breastfeeding benefits babies, mothers, and child care facilities. Breastfed infants have less risk of asthma, childhood obesity, Type 2 diabetes, sudden infant death syndrome (SIDS), ear infections, diarrhea, and vomiting. Mothers who breastfeed have a decreased risk of developing breast and ovarian cancer. Breastfeeding-friendly child care facilities have healthier infants, less colic and spitting up, greater parent satisfaction, and more public recognition.

Breastfeeding babies benefit everyone. Breastfed babies grow into healthier children and adults. Families may have questions about your breastfeeding-friendly policy. Having a policy in place may encourage pregnant women to consider breastfeeding as their feeding option. Child care providers have a great opportunity to give reliable information about the importance of breastfeeding. Important topics include:

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

- ☐ What it means to exclusively breastfeed;
- ☐ Benefits of exclusive breastfeeding for mother, infant, and family;
- ☐ Risks and benefits of different feeding options;
- ☐ Feeding in response to hunger cues;
- ☐ Appropriate introduction of solid foods with continued breastfeeding for one year or longer, as mutually desired by mother and baby;
- ☐ Continuing to breastfeed when mom returns to work or school; and
- ☐ Choosing a breastfeeding-friendly child care facility.

Breastfeeding promotion and education with families may be done in groups or with individuals. The community may have resources available to provide this type of training. Print materials used should be appropriate to families served in the child care facility.

3.1 How does your facility educate pregnant women and families about breastfeeding?

Educational materials ☐ Yes ☐ No

Newsletter ☐ Yes ☐ No

Infant feeding class ☐ Yes ☐ No

DVD or video ☐ Yes ☐ No

Other: _____
(Please specify)

3.1a Attach training agendas, outlines, objectives, and resources with the application submission. Include the name, position and credentials of the trainer if there was a formal training session.

☐ Documentation attached

3.1b Are the materials used to promote breastfeeding culturally appropriate to the families served and free of commercial advertisement?

☐ Yes, continue to 3.1c ☐ No, proceed to 3.2

3.1c Attach samples of the brochures or other educational materials with the application submission.

☐ Documentation attached

3.2 Are designated staff members available to discuss breastfeeding with all families?

☐ Yes, continue to 3.2a ☐ No, proceed to Step 4

3.2a Check all positions that apply:

☐ Director

☐ Teacher

☐ Assistant

☐ Administrator

☐ Cook

☐ Dietary staff

☐ Other: _____
(Please specify)

3.2b Attach any applicable scripts or educational materials used by staff to discuss breastfeeding with the application submission.

☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 4: Provide learning and play opportunities that normalize breastfeeding for children.

Children learn through books or play about how mammals feed their young, which helps normalize breastfeeding at the child care facility.

- 4.1** Do teachers discuss the feeding interaction between mothers and babies with the children in your facility?

☐ Yes, continue to 4.1a

☐ No, proceed to 4.2

- 4.1a** Attach a copy of any lesson plan or outline of activities (games, books, toys, etc.) that normalize breastfeeding with the application submission.

☐ Attached

- 4.2** Are age-appropriate children's books available in the facility that portray mammals feeding or human babies breastfeeding?

☐ Yes, continue to 4.2a

☐ No, proceed to Step 5

- 4.2a** If yes, list the breastfeeding book titles for children by title and author below.

TITLE

AUTHOR

- 4.2b** How are these books used in the facility?

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 5: Ensure that all families we serve are able to properly store and label milk for child care facility use.

Offering a safe storage space for breast milk at the child care facility supports breastfeeding, especially exclusive breastfeeding. Families should have access to adequate refrigerator and freezer space at the facility. Milk brought for use at the child care facility must be clearly labeled with the child's name and date it was expressed. Families should be educated on the facility's policy for breast milk storage and labeling. Safe storage and preparation of breast milk helps to ensure that the infant is given the highest quality breast milk.

5.1 Is a refrigerator and freezer space available for storing expressed breast milk at the child care facility?

☐ Yes, continue to 5.1a

☐ No, proceed to 5.2

5.1a Attach a picture of the refrigerator and freezer space with the application submission.

☐ Documentation attached

5.2 Is a written policy or educational materials available for families on how to properly store and label breast milk?

☐ Yes, continue to 5.2a

☐ No, proceed to Step 6

5.2a Attach a copy of the policy and/or educational materials with the application submission.

☐ Attached

5.2b How are families made aware of this policy?

☐ Individual meeting

☐ Group meeting

☐ Newsletter

☐ Orientation materials

☐ Other: _____

5.2c If there is documentation about making families aware of the policy, attach a copy with the application submission.

☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 6: Provide a breastfeeding-friendly environment.

Creating a space for mothers to breastfeed their babies or express milk helps make the child care facility breastfeeding friendly, and is also required by state child care rules. The Division of Child Development and Early Education (DCDEE) North Carolina Child Care Rule 10A NCAC 09 .0901j states that seating and an electrical outlet in a place other than a bathroom must be available in child care settings for mothers to use while breastfeeding or expressing milk. This could be in the infant room, a separate breastfeeding room, or anywhere the mother feels comfortable.

The child care facility may design a breastfeeding-friendly environment by displaying breastfeeding brochures, posters, photos and books. No advertising or promotion of infant formula is displayed in a breastfeeding-friendly environment.

State law protects a mother's right to breastfeed anywhere she has a legal right to be. The North Carolina State Law GS_14-190.9 states that a woman is allowed to breastfeed in any public or private location, and that she is not in violation of indecent exposure laws.

6.1 Is there at least one breastfeeding-friendly space that may be shielded from view by staff and the public and is available for mothers to breastfeed their children or express milk? (Note: Bathrooms are not considered breastfeeding-friendly spaces).

☐ Yes, continue to 6.1a

☐ No, proceed to 6.2

6.1a Describe the space in as much detail as possible.

6.1b Provide a picture of the space for mothers to breastfeed their babies or express milk with the application submission.

☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

6.2 Are posters displayed with breastfeeding information appropriate for the families that you serve?

- ☐ Yes, continue to 6.2a ☐ No, proceed to 6.3

6.2a Provide a picture of any breastfeeding promotion posters and photos displayed in the child care facility with the application submission.

- ☐ Documentation attached

6.3 How are mothers informed about the breastfeeding space?

- ☐ Written material
☐ Poster or flyer
☐ Tour
☐ Other: _____

6.3a Are mothers actively invited to come to the facility and nurse their babies?

- ☐ Yes, continue to 6.3b ☐ No, proceed to 6.4

6.3b How do you invite them?

- ☐ Written material
☐ Poster or flyer
☐ Verbal invitation
☐ Other: _____

6.3c Provide any available documentation with application submission.

- ☐ Documentation attached

6.4 Do any posters, brochures, or photos displayed in the child care facility promote or advertise infant formula?

- ☐ Yes ☐ No

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 7: Support breastfeeding employees.

The space available to mothers to breastfeed their children at the child care facility may also be used to support breastfeeding employees. Federal law, Section 4207 of the Patient Protection and Affordable Care Act, requires employers to provide reasonable break time to breastfeeding hourly employees and a private, non-bathroom space to express breast milk during the workday, for one year after the child's birth.

Businesses that provide time and space for women to express their milk while apart from their babies have significant cost savings. These include employees taking fewer days of sick leave, lower health care costs, better retention of employees, and higher company loyalty.

- 7.1** Is there a breastfeeding-friendly space that is shielded from view by the public and is available for staff to breastfeed their children or express milk? (Note: Bathrooms are not considered breastfeeding-friendly spaces.)

☐ Yes, continue to 7.1a ☐ No, proceed to 7.2

7.1a Describe the space in as much detail as possible.

- 7.1b** Attach a picture of the space for staff to nurse their babies or express milk with the application submission.

☐ Documentation attached

- 7.2** How are staff informed about the breastfeeding space?

☐ Staff meeting
☐ Presentation (slides and handouts)
☐ Newsletter
☐ Orientation
☐ Other: _____

- 7.3** Does the facility have a policy for breastfeeding employees who need to breastfeed or express milk while they are working?

☐ Yes, continue to 7.3a ☐ No, proceed to Step 8

7.3a Attach a copy of this policy.

☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 8: Ensure that each infant has a feeding plan that supports best feeding practices.

A detailed feeding plan should be developed for each infant in the child care facility. The plan is a helpful tool for promoting optimal nutrition in child care and at home. It should be updated periodically throughout the first 15 months. This plan aids discussion between child care staff and families about feeding practices such as:

- Does your baby drink breast milk or formula?
- How often does your baby feed?
- About how much milk or formula does your child usually drink in one feeding?
- Has your child started eating solid foods? If so, what type?
How often?
- At home, is the baby fed in response to feeding cues or on a schedule?

A detailed feeding plan can help families succeed at breastfeeding, including exclusive breastfeeding. With a written plan for those infants who should only be given breast milk, a baby is less likely to be given formula by mistake. The American Academy of Pediatrics recommends exclusive breastfeeding for the first 6 months, with continuation of breastfeeding for one year or longer as mutually desired by mother and infant. It is entirely appropriate for the child to continue to receive breast milk well beyond his or her first birthday.

8.1 Do all infants and children up to 15 months of age have a written feeding plan?

- ☐ Yes, continue to 8.1a ☐ No, proceed to 8.2

8.1a Do staff meet with and discuss the feeding plan with each family?

- ☐ Yes, continue to 8.1 ☐ No, proceed to 8.2

8.1b Provide an example of a written feeding plan with the application submission.

- ☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

8.2 How does the child care facility encourage families to respond to feeding cues and nurse the infant on demand rather than on a feeding schedule?

- ☐ Individual meeting
- ☐ Group meeting
- ☐ Newsletter
- ☐ Orientation material
- ☐ Education material
- ☐ Other: _____

(Please specify)

8.2a Include a copy of the materials with the application submission.

- ☐ Documentation attached

8.3 What resources does the child care facility use to discuss current infant feeding guidelines in support of breastfeeding?

- ☐ North Carolina Nutrition Services Branch, Help Me Be Healthy Birth to Six Months
- ☐ Let's Move Childcare, Infant Feeding
- ☐ American Academy of Pediatrics, Switching to Solid Foods
- ☐ USDA Team Nutrition, Feeding Solid Foods
- ☐ Other: _____

8.3a Attach a copy of the materials with the application submission.

- ☐ Documentation attached

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 9: Contact and coordinate with local skilled breastfeeding support and actively refer.

A supportive community network helps mothers continue to breastfeed. Child care facilities can connect families with breastfeeding support resources in their community. An experienced, trained breastfeeding counselor, an International Board Certified Lactation Consultant (IBCLC) or local support groups can offer valuable help to breastfeeding mothers. Each community has unique breastfeeding resources, so be sure to investigate in the local area and/or online. Some good places to start may be:

- Zipmilk.org. Use this website to locate an IBCLC, support group, or other breastfeeding resource. Search by zip code to find resources in your area.
- North Carolina Breastfeeding Coalition (NCBFC.org). Connect with other champions from health care and community organizations to develop and exchange breastfeeding resources.
- Breastfeeding Promotion and Support in WIC, The Special Supplemental Nutrition Program for Women, Infants, and Children (www.fns.usda.gov/wic/Breastfeeding/mainpage.HTM). Local agencies have trained breastfeeding coordinators, and may have peer counselors or breastfeeding support groups available to assist families.
- La Leche League International (LLL.I.org). Find local support groups, connect with breastfeeding mothers nearby, and get answers to common questions.

Partnering with these community groups can assist the child care facility to better serve breastfeeding women. Let them know that the child care facility is promoting breastfeeding. Be sure to keep a list of external community breastfeeding resources in the child care facility, and track the number of times that staff uses the resources.

9.1 Does the child care facility have a list of community breastfeeding resources for referral purposes?

☐ Yes, continue to 9.1a

☐ No, proceed to 9.2

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

- 9.1a** Does the list include local IBCLCs, WIC breastfeeding staff, support groups, and community providers that can answer breastfeeding questions?

☐ Yes

☐ No

- 9.1b** Attach a copy of the breastfeeding community resources with the application submission.

☐ Documentation attached

- 9.2** Is there a process to track the number of referrals to breastfeeding community resources that the facility makes?

☐ Yes, continue to 9.2a

☐ No, proceed to Step 10

- 9.2a** If yes, explain your process for tracking the referrals.

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

Step 10: Continue updates and learning about the protection, promotion, and support of breastfeeding.

Once the child care facility has begun working toward Breastfeeding-Friendly Child Care Designation, how will efforts continue? Yearly staff training, current breastfeeding resources on site, and family feedback all play a role in the support of breastfeeding at the child care facility. Train staff for at least an hour annually so they remain current in breastfeeding knowledge. Update resources in the child care facility as needed to assure that staff can access the latest recommendations. Track how families respond to the breastfeeding promotion and support. Incorporate feedback to remain breastfeeding friendly.

10.1 Does staff receive annual training about breastfeeding?

- ☐ Yes, continue to 10.1a ☐ No, proceed to 10.2

10.1a In what format does staff receive training about breastfeeding?

- ☐ Lecture training
☐ Self-study
☐ Online training
☐ Other: _____

10.1b Provide training agendas, outlines, objectives, and resources with the application submission. Include the name, position and credentials of the trainer if there was a formal training session.

- ☐ Documentation attached

10.1c Provide a list of the current breastfeeding references available for staff in the child care facility, such as the Breastfeeding Answer Book from La Leche League International.

- ☐ Documentation attached

10.2 What percentage of total staff receives breastfeeding training hours per year?

___ % of total staff receive 1-2 hours breastfeeding training per year
___ % of total staff receive 2-4 hours breastfeeding training per year
___ % of total staff receive 4 or more hours breastfeeding training per year
= 100 %

Application Part II. 10 Steps to Breastfeeding-Friendly Child Care

10.2a What are these percentages based on?

- ☐ An estimate
- ☐ A training sign-in sheet
- ☐ Other: _____

10.2b Attach a copy of the training sign-in sheets with the application submission.

- ☐ Documentation attached

10.3 Does the child care facility have a plan for receiving feedback about the facility's breastfeeding support and promotion to families?

- ☐ Yes, continue to 10.3a
- ☐ No

10.3a Indicate the plan.

- ☐ Written survey
- ☐ Telephone poll
- ☐ Focus groups
- ☐ Other: _____

10.3b Attach a copy of the survey or poll questions with the application submission.

- ☐ Documentation attached

Application Part III. Supporting Materials Checklist

Please place a checkmark next to the supporting materials that you will be providing with your application. Remember, it only takes two successful steps to be awarded one gold-starred building block. You only need to turn in supporting materials for the Steps that you have completed.

Step 1. Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff.

- ☐ 1.1a A written policy promoting and supporting breastfeeding, especially exclusive breastfeeding.
- ☐ 1.1d A copy of materials used to communicate the breastfeeding policy to new staff members.
- ☐ 1.2b A copy of the staff evaluation form or log showing observations of staff providing breastfeeding support activities.
- ☐ 1.3a If different from policy submitted in Step 1.1a, a written policy promoting and supporting breastfeeding, especially exclusive breastfeeding shared with families.
- ☐ 1.4b Samples of the non-commercial education materials about the benefits of breastfeeding and/or the risks of formula feeding.

Step 2. Train all staff in the skills to support and promote infant and young child feeding.

- ☐ 2.2a Training agendas, outlines, objectives, and resources on optimal feeding guidelines. Include the name, position and credentials of the trainer if there was a formal training session.
- ☐ 2.4b The most recent copy of staff evaluation that includes observation of how well staff recognize infant hunger cues.

Step 3. Inform women and families about the importance of breastfeeding.

- ☐ 3.1a Training agendas, outlines, objectives, and resources on optimal feeding guidelines. Include the name, position and credentials of the trainer if there was a formal training session.
- ☐ 3.1c Materials your facility uses to promote breastfeeding that are culturally appropriate to the families you serve.
- ☐ 3.2b Applicable scripts or educational materials used by staff to discuss breastfeeding.

Application Part III. Supporting Materials Checklist

Step 4. Provide learning and play opportunities that normalize breastfeeding for children.

- ☐ 4.1a Lesson plan or outline of activities (games, books, toys, etc.) that normalize breastfeeding.

Step 5. Ensure that all families we serve are able to properly store and label milk for child care facility use.

- ☐ 5.1a A picture of the facility's refrigerator and freezer space for storing expressed breast milk.
- ☐ 5.2a A copy of the policy and/or educational materials for families on how to label and store breast milk.
- ☐ 5.2c If used, documentation that families have been made aware of the breast milk labeling and storage policy.

Step 6. Provide a breastfeeding-friendly environment.

- ☐ 6.1b A picture of the facility's breastfeeding-friendly space other than a bathroom that is shielded from view by staff and the public for mothers to breastfeed their children or express milk.
- ☐ 6.2a A picture of breastfeeding promotion posters and photos displayed in the child care facility.
- ☐ 6.3c Documentation or sample materials used to invite mothers to nurse their babies in the child care facility.

Step 7. Support breastfeeding employees.

- ☐ 7.1b A picture of the facility's breastfeeding-friendly space other than a bathroom that is shielded from view by staff and the public and is available for staff to breastfeed their children or express milk.
- ☐ 7.3a A copy of the facility's policy for breastfeeding employees who need to breastfeed or express milk while they are working.

Application Part III. Supporting Materials Checklist

Step 8. Ensure that each infant has a feeding plan that supports best feeding practices.

- ☐ 8.1b An example of a written breastfeeding-friendly feeding plan.
- ☐ 8.2a A copy of the materials used to educate families on responding to feeding cues and nursing infants on demand rather than on a strict feeding schedule.
- ☐ 8.3a A copy of the materials used to educate families about current infant feeding guidelines in support of breastfeeding.

Step 9. Contact and coordinate with local skilled breastfeeding support and actively refer.

- ☐ 9.1b A copy of a community breastfeeding resources referral list.

Step 10. Continue updates and learning about protection, promotion, and support of breastfeeding.

- ☐ 10.1b A copy of annual breastfeeding training agendas, outlines, objectives, and resources. Include the name, position and credentials of the trainer if there was a formal training session.
- ☐ 10.2b A copy of breastfeeding training sign-in sheets.
- ☐ 10.3b A copy of the survey or poll questions to receive feedback about the child care facility's breastfeeding support and promotion to families.





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