

ten steps to
breastfeeding friendly
child care centers

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

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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 The Registry: www.the-registry.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 5 hours annually) and complete the form "Continuing Education Record – Independent Reading/Video Viewing." The form can be found on the DCF website: www.dcf.wisconsin.gov.

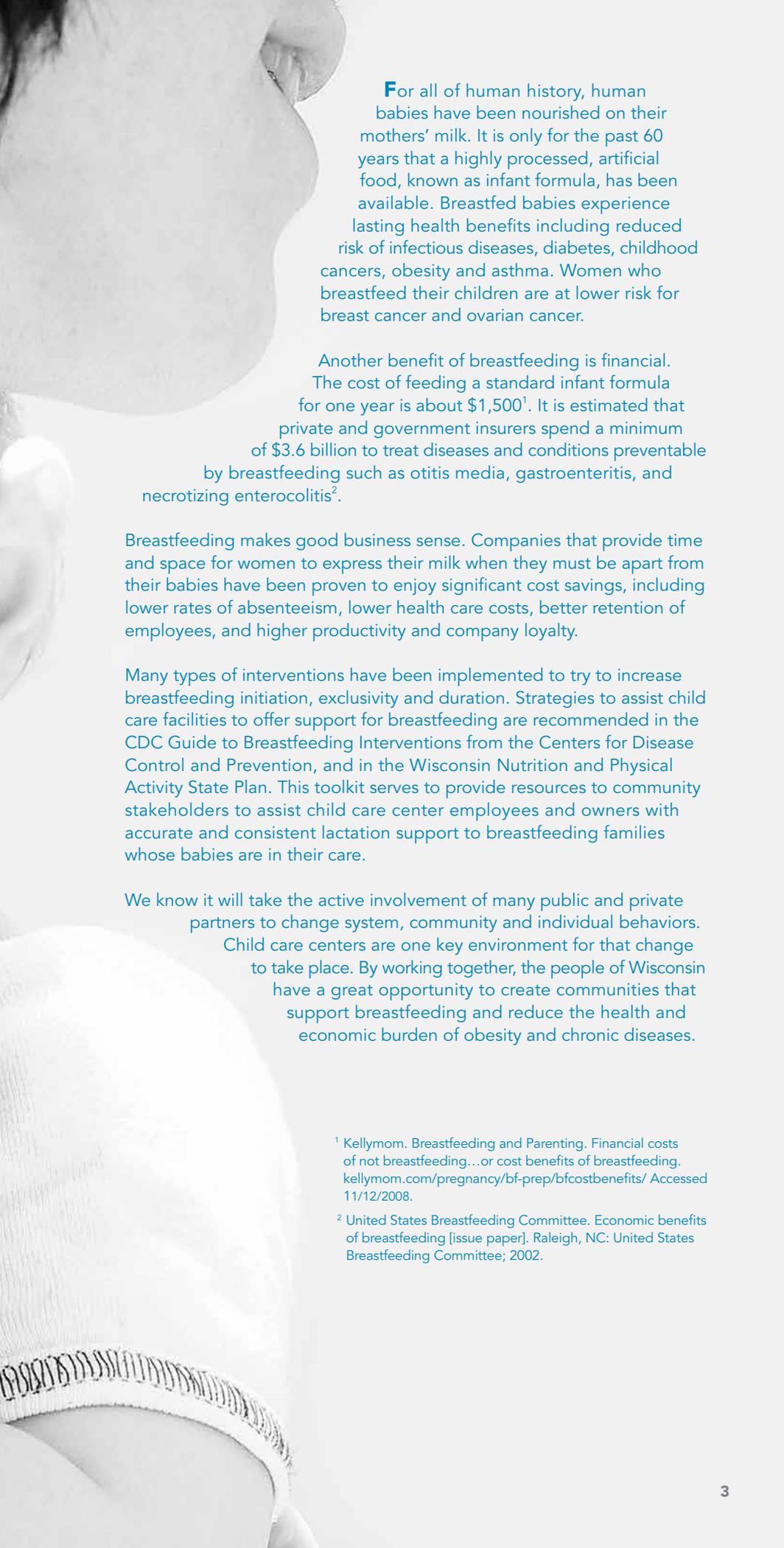
The *Ten Steps to Breastfeeding Friendly Child Care Centers Resource Kit* was developed by the Breastfeeding Committee of the Wisconsin Partnership for Activity and Nutrition, Chair, Kate Pederson, MPH, RD, CD, CLS.



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For all of human history, human babies have been nourished on their mothers' milk. It is only for the past 60 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 about \$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 child care facilities to offer support for breastfeeding are recommended in the CDC Guide to Breastfeeding Interventions from the Centers for Disease Control and Prevention, and in the Wisconsin Nutrition and Physical Activity State Plan. This toolkit serves to provide resources to community stakeholders to assist child care center 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 centers 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.

¹ Kellymom. Breastfeeding and Parenting. Financial costs of not breastfeeding...or cost benefits of breastfeeding. kellymom.com/pregnancy/bf-prep/bfcostbenefits/ Accessed 11/12/2008.

² United States Breastfeeding Committee. Economic benefits of breastfeeding [issue paper]. Raleigh, NC: United States Breastfeeding Committee; 2002.



Self-Appraisal Questionnaire

The Self-Appraisal Questionnaire is designed to help child care centers 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 mothers and babies. 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 Center have a designated individual or group responsible for initiating and assessing progress in completing the steps to become "Breastfeeding Friendly?"	<input type="radio"/>	<input type="radio"/>
• Does the Child Care Center have a designated individual or group responsible for reviewing policies, procedures and protocols for practice?	<input type="radio"/>	<input type="radio"/>
• Does the Child Care Center have a designated individual or group responsible for ensuring staff receive orientation and continuing education?	<input type="radio"/>	<input type="radio"/>
Step 2 Establish a supportive breastfeeding policy and require that all staff are aware of and follow the policy.		
• Does the Child Care Center have a written breastfeeding policy?	<input type="radio"/>	<input type="radio"/>
• Does the policy cover all 10 Steps?	<input type="radio"/>	<input type="radio"/>
• Are all staff trained on the policy and monitored for compliance?	<input type="radio"/>	<input type="radio"/>
• Is the policy available for review by women and their families if requested?	<input type="radio"/>	<input type="radio"/>

	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 breastmilk for their children?	<input type="radio"/>	<input type="radio"/>
• Are breastfeeding employees provided a private and clean place to breastfeed their babies or express milk?	<input type="radio"/>	<input type="radio"/>
• Does this area have an electrical outlet, comfortable chair, and nearby access to running water?	<input type="radio"/>	<input type="radio"/>
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="radio"/>	<input type="radio"/>
• Are all staff who have responsibility for care of infants and children able to provide breastfeeding information and support to help mothers continue breastfeeding when working or going to school?	<input type="radio"/>	<input type="radio"/>
• Do staff work with family members to develop babies' individual breastfeeding support plans and regularly update the plans?	<input type="radio"/>	<input type="radio"/>
• Do staff promote exclusive breastfeeding until babies are about six months old with continued breastfeeding to one year and beyond?	<input type="radio"/>	<input type="radio"/>
Step 5 Create a culturally appropriate breastfeeding friendly environment.		
• Does the child care center display culturally appropriate pictures and posters of breastfeeding and exclude those supplied by formula manufacturers?	<input type="radio"/>	<input type="radio"/>
• Are brochures, pamphlets and other resources about breastfeeding displayed for easy access?	<input type="radio"/>	<input type="radio"/>
• Does the child care center offer information on the benefits of breastfeeding to all families enrolled at the child care center?	<input type="radio"/>	<input type="radio"/>
• Are fathers included in discussions about breastfeeding?	<input type="radio"/>	<input type="radio"/>
Step 6 Inform expectant and new families and visitors about your Center's breastfeeding friendly policies.		
• Are all staff able to explain the benefits of exclusive breastfeeding for six months and do mothers receive this information?	<input type="radio"/>	<input type="radio"/>
• Do staff members willingly tell visitors about your breastfeeding policies?	<input type="radio"/>	<input type="radio"/>
• Are breastfeeding policy and practice materials included in the Center's information package?	<input type="radio"/>	<input type="radio"/>
• Are current and prospective parents encouraged to drop in and view the breastfeeding friendly environment?	<input type="radio"/>	<input type="radio"/>

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? Yes No
- Does the Center offer children's books that contain pictures of breastfeeding, play dolls that are nursing and other learning experiences that normalize breastfeeding? Yes No

Step 8 Provide a comfortable place for mothers to breastfeed or pump their milk in privacy, if desired. Educate families and staff that a mother may breastfeed her child wherever they have a legal right to be.

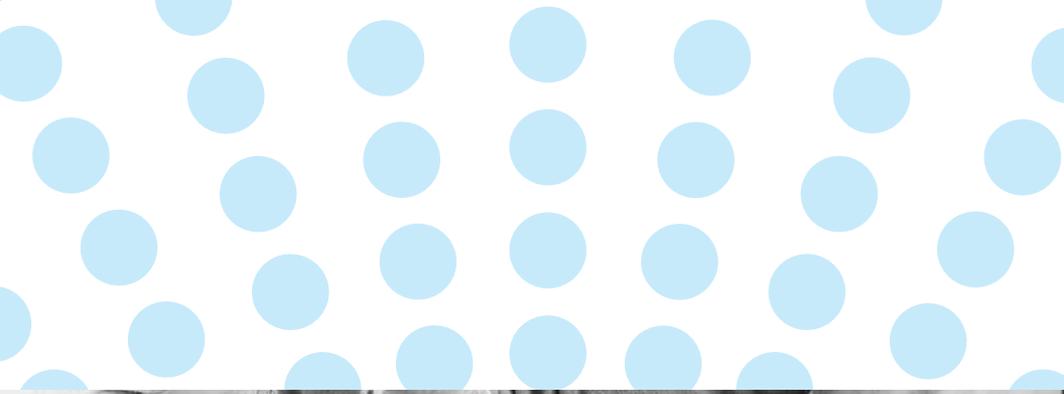
- Is a private, clean, quiet space available for mothers to breastfeed and/or express milk? Yes No
- Does this area have a comfortable chair, electrical outlet and nearby access to running water? Yes No
- Does the Center provide refrigerator space for breastfeeding mothers to store their expressed breast milk? Yes No
- Does the Center educate staff and families that a mother may breastfeed her child wherever they have a legal right to be? Yes No

Step 9 Establish and maintain connections with your local breastfeeding coalition or other community resources.

- Does the child care center coordinate and exchange information with the local breastfeeding coalition, e.g., WIC Project, Head Start, UW-Extension, schools, and health care providers? Yes No

Step 10 Maintain an updated resource file of community breastfeeding services and resources in an accessible area for families.

- Are all breastfeeding mothers given contact details of community based breastfeeding support groups, breastfeeding peer counselors, and lactation specialists? Yes No
- Are mothers with breastfeeding concerns referred to above community resources? Yes No
- Are current printed or electronic lactation resources available to breastfeeding clients and employees? Yes No



1 STEP

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. The United States Breastfeeding Committee's "Breastfeeding and Child Care" document, [www.usbreastfeeding.org/Issue-Papers/Child care.pdf](http://www.usbreastfeeding.org/Issue-Papers/Child%20care.pdf), provides information to initiate a conversation with key child care center personnel. 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 center and the scope of the program activities. This group could be a subcommittee of an existing wellness team or health promotion committee. 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 center.

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 work. Plan for sustainability to avoid the team / workgroup 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 center's employees.

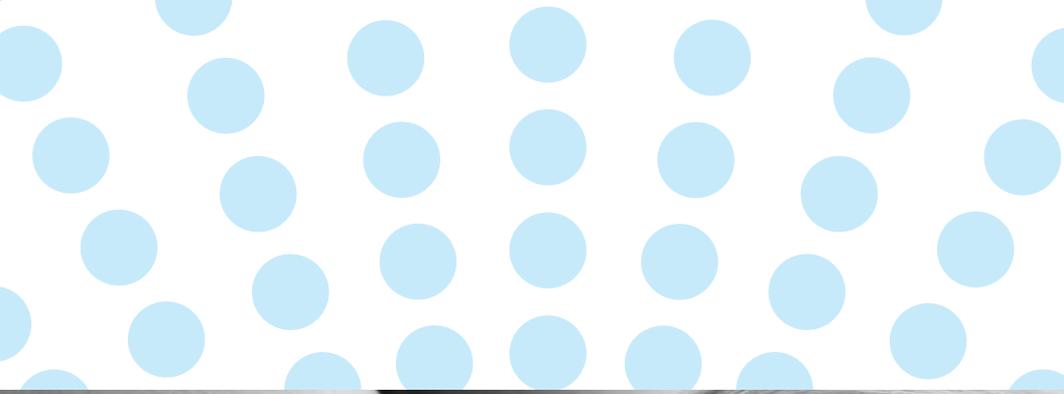
Action Plan

Child care centers 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.

Continuing Education Hours for directors & teachers

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 The Registry: www.the-registry.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 5 hours annually) and complete the form "Continuing Education Record – Independent Reading/Video Viewing." The form can be found on the DCF website: www.dcf.wisconsin.gov.





2

STEP

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 mothers and infants and in protecting the health of breastfed infants.

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

- Mothers will be welcome to breastfeed in the center;
- Families will receive accurate information about breastfeeding, and;
- Child care center staff are trained to provide breastfeeding information and support to help mothers continue to breastfeed when they return to work or school.

Resources

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



Sample Child Care Center Breastfeeding Policy

The ABC Child Care Center is committed to providing ongoing support to breastfeeding mothers. Well-defined research has documented a multitude of health benefits to both the mother and infant. 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 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.

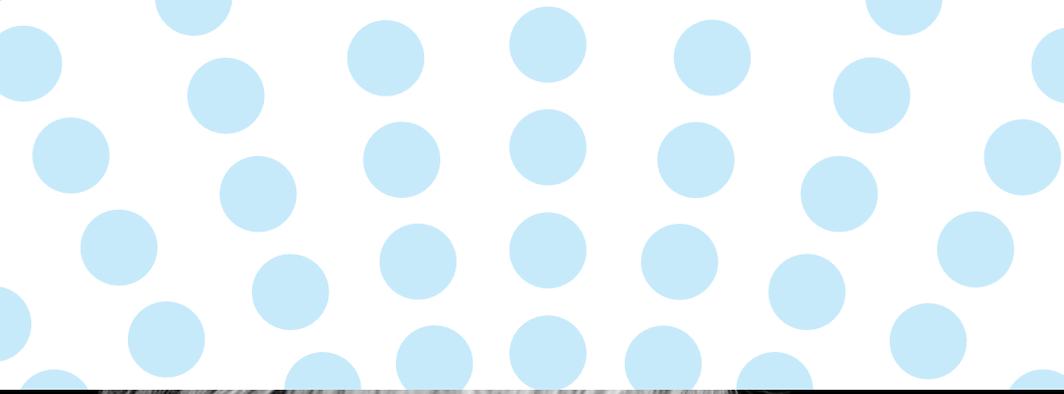
All center staff will be trained in the proper storage and handling of breast milk, as well as ways to support breastfeeding mothers. The center will follow human milk storage guidelines from the American Academy of Pediatrics and Centers for Disease Control and Prevention to avoid waste and prevent food borne illness. Special precautions are not required in handling breast milk.

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.



3

STEP

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

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

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

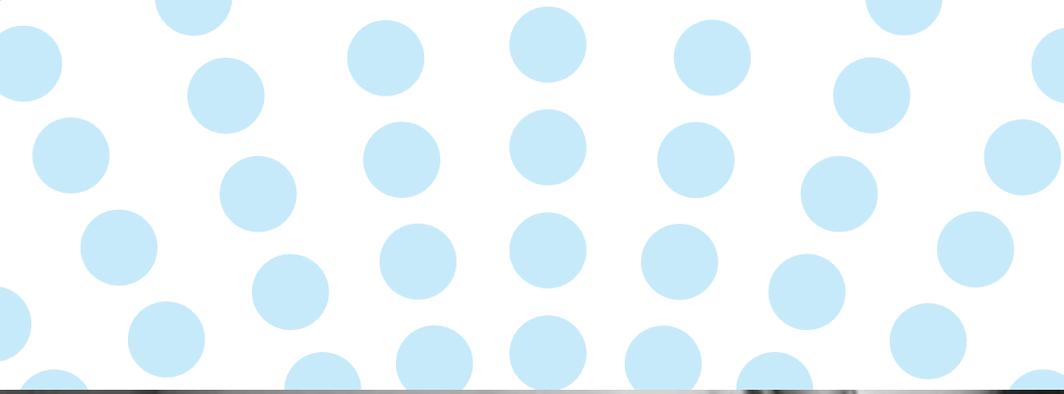
Women who do not breastfeed after returning to work miss more work time caring for sick children and their family health care costs are greater. Women whose breastfeeding is supported at work are happier, more productive and less likely to resign.

Source

U.S. Department of Health and Human Services, *The Business Case for Breastfeeding. Steps for Creating a Breastfeeding Friendly Worksite: Bottom Line Benefits* [Kit], <http://www.women-shelth.gov/breastfeeding/business-case-for-breastfeeding.html> or call 1.888.ASK.HRSA

Resources

See Appendix C: Additional Resources, pages 40-41.



4 STEP

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 the room where mothers can breastfeed or express their milk.
- Staff demonstrates safe storage and handling of human milk. Breastmilk is properly labeled. Gloves are not required when handling human milk. Go to www.bfmed.org/Media/Files/Protocols/Protocol%208%20-%20English%20revised%202010.pdf for detailed information.
- Breastfeeding is promoted and encouraged whenever the mother is at the child care center.
- Infant care plans are designed to avoid large feedings prior to mother'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 the Breastfed Baby

- Breast 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 breastfed 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 illicit 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 mother's 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 reawaken the baby to take more. If bottles are often left unfinished, ask the mother to send milk in smaller amounts.
- 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 mothers continue breastfeeding when working or going to school.

- Recognize that mothers 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 mothers in touch with other mothers who have successfully combined breastfeeding and working or going to school.
- Encourage mothers to breastfeed onsite when baby is dropped off or picked up, as well as during the day if mother can leave work site.
- Share written and web-based resources about successfully combining breastfeeding and returning to work or school with the mother.

Infant Care Plans

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

- Ensure that the mother clarifies what she wants you to do if her baby is hungry and she is late, or her supply of expressed breast milk is gone.
- Encourage nursing mothers to come and breastfeed and/or express milk comfortably and at their convenience.

Provide Information on Introduction of Baby Foods

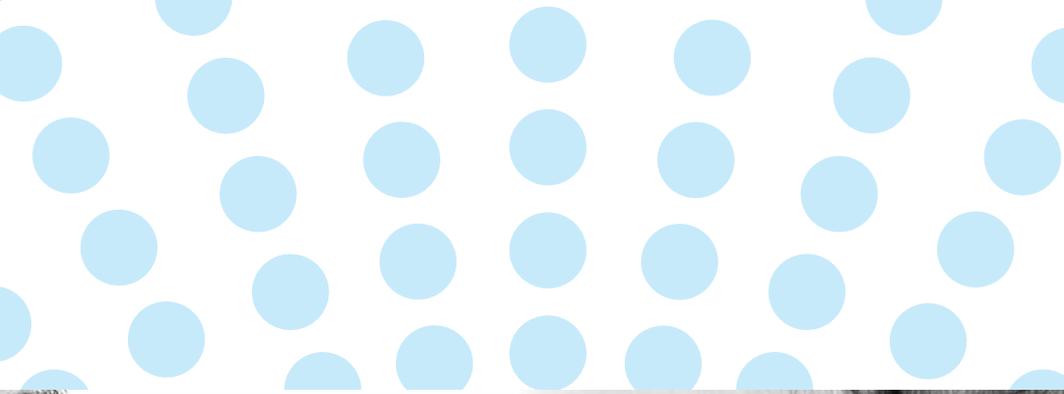
Staff promote exclusive breastfeeding until babies are about six months old with continued breastfeeding to one year and beyond.

- Educate the mother that the only food her baby needs for the first six months of life is breast milk.
- Infant formula and solid foods will not be provided at the center unless prescribed by the infant's medical provider.

Resources

See Appendix C: Additional Resources, page 41.





5 STEP

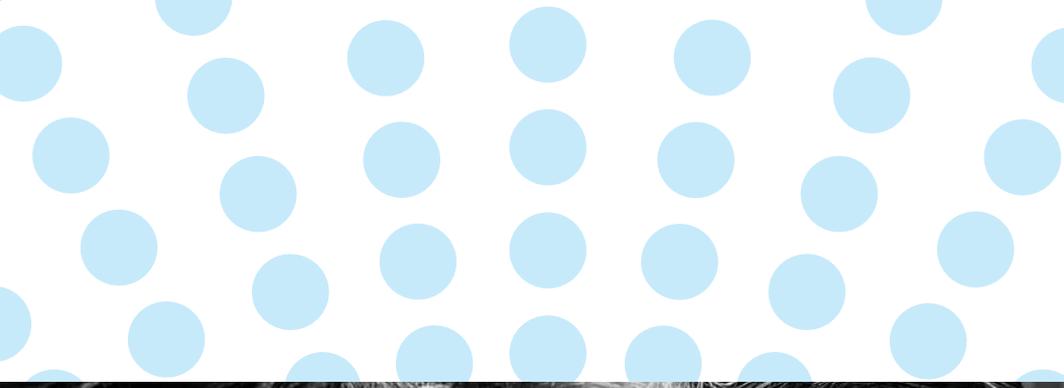
Create a culturally appropriate
breastfeeding friendly environment.

Child care centers 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 with pictures of baby bottles or those 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 center staff interactions with families regarding infant feeding decisions and breastfeeding support. Provide additional staff training as needed.

Resources

See Appendix C: Additional Resources, page 42.



STEP

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

One of the most-often-cited barriers to breastfeeding reported by mothers 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.

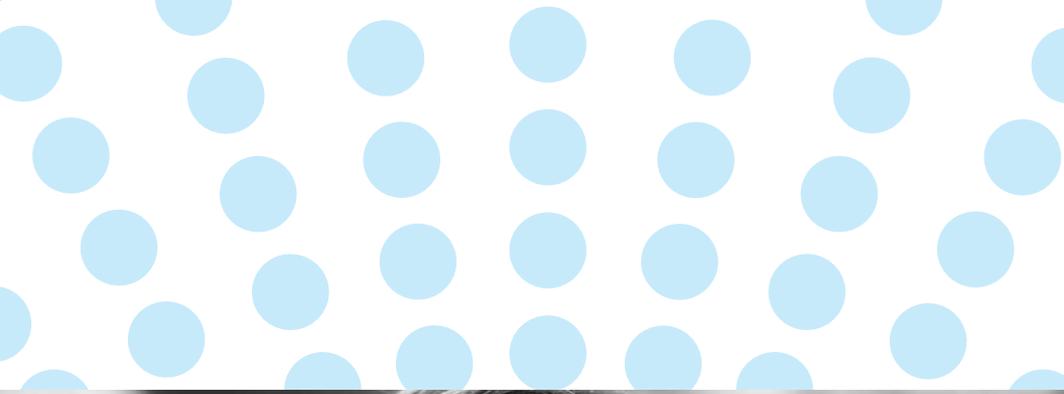
- 1) Include information on the Center’s supportive breastfeeding policies in informational handouts for prospective families.
- 2) Point out supports for breastfeeding, such as a comfortable chair for nursing, refrigerator space for storing milk and a listing of local breastfeeding resources, when giving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



The international breastfeeding icon can be downloaded from the website at www.mothering.com/sections/action_alerts/iconcontest/icon-winner.html.

Resources

See Appendix C: Additional Resources, pages 42-43.



7

STEP

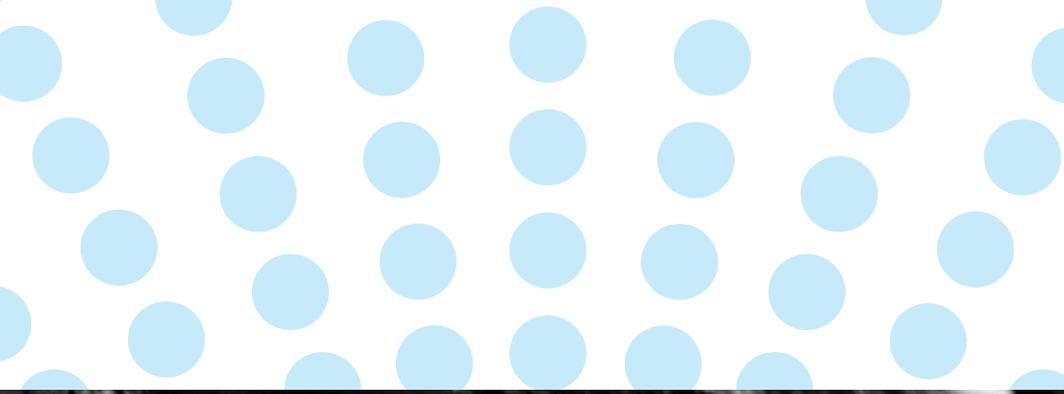
Stimulate participatory learning experiences with the children related to breastfeeding.

Exposing children to breastfeeding women 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 43-44.





8 STEP

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

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

Providing a welcoming breastfeeding friendly atmosphere in a child care center encourages mothers to continue breastfeeding after returning to work or school. Mothers 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 breast milk is also advisable. A breast pumping area provides mothers the opportunity to pump at the center. Labeled expressed mother's milk can be left at the center for feedings when mother is not available to breastfeed. Employees can also use this pumping area.

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

Resources

See Appendix C: Additional Resources, page 45.

Furnishing a Lactation Space

Accommodation Essentials

- Private space
- Electrical outlet
- Chair
- Small table
- Waste basket
- Nearby sink with running water
- Nearby refrigerator or storage space for small cooler
- Mother provides her own breast pump

Modest Accommodations

- Private space
- Electrical outlet
- Chair - upholstered, comfortable
- Small table
- Waste basket
- Sink with running water nearby or in room
- Small refrigerator nearby or in room
- Employer owns or rents an electric breast pump.
 - Mothers bring own attachment kit.
- Nursing stool
- Towel dispenser
- Wall clock
- Mirror

Luxurious Accommodations

- Private space
- Electrical outlet
- Chair - upholstered, comfortable
- Small table
- Waste basket
- Sink with running water nearby or in room
- Small refrigerator nearby or in room
- Employer owns or rents an electric breast pump.
 - Mothers bring own attachment kit.
- Nursing stool
- Towel dispenser
- Wall clock
- Mirror
- Lending library of breastfeeding resources
- Radio/cassette/CD player
- Telephone
- Appealing art for walls

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.

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.

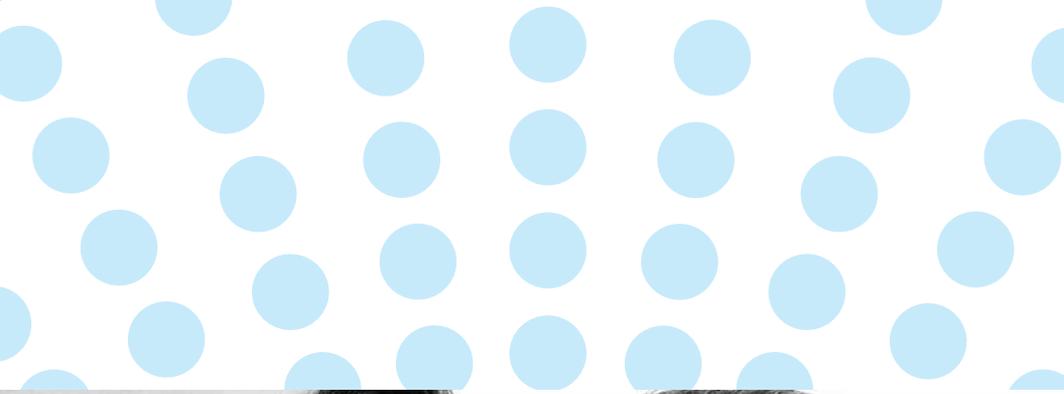
Dane County Law

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.

Also consider reporting challenges that arise and share these with community breastfeeding coalition/networks, so we can work together to address and overcome barriers successfully.



9

STEP

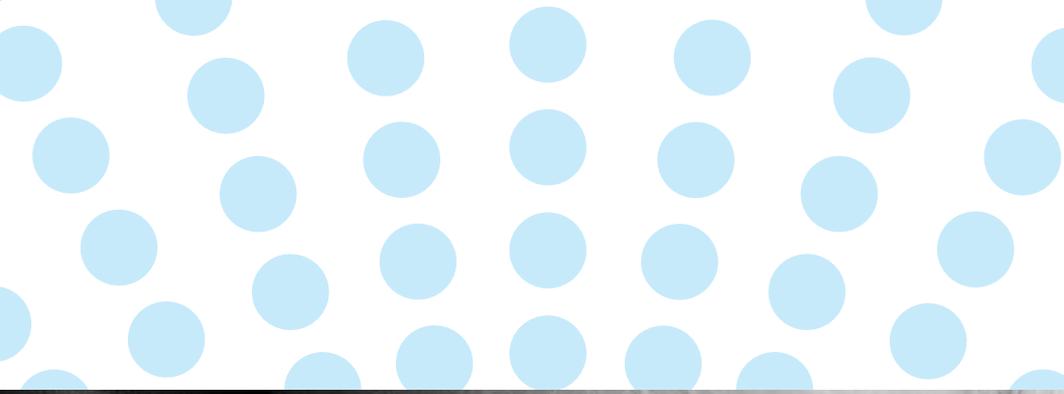
Establish and maintain connections with local breastfeeding coalition or community breastfeeding resources.

Explore how your agency 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 mothers. Support legislation, fundraising projects and health fairs to further breastfeeding education of the general public.

Resources

Wisconsin Breastfeeding Coalition:
Wisconsin Breastfeeding Resource Directory,
<http://www.wibreastfeeding.com/resources/member-coalitions-and-directory/>

Also, see Appendix C: Additional Resources, page 45.



10

STEP

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 a lactating mother. Stock this file with contact names and numbers of local breastfeeding professionals and breastfeeding peer support groups, pamphlets and a phone. A computer with Internet access and posted website resources is also an option. Child care center employees can direct families to this information and also have personal access.

Resources

See Appendix D: Community Resources, page 46.

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

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 order from the web. 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 breast-feed 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)

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. Just 32 pages long, with only a few words on each page, 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)

Mama, Daddy, Baby and Me by Lisa Gewing. *Illustrated by Donna Larimer. Spirit Press, 1989.* The very simple, rhymed text and appealing illustrations show a family welcoming a new baby, told from the toddler sibling's point of view. One picture of the mother and baby nursing. (ages 2 - 4)

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)

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)

How You Were Born by Joanna Cole. Photographs by Margaret Miller. Morrow Junior Books, 1993. A clear and helpful book about conception, fetal development and birth is illustrated with color photographs of parents and children from many racial backgrounds. The 1984 edition with same text and black and white photos by Hella Hammid and others is also still available in paperback and has a lovely breastfeeding illustration. (ages 3 - 11)

How Was I Born? by Lennart Nilsson and Lena Katarina Swanberg. Illustrated with color photographs by Lennart Nilsson. Delacorte Press, 1994. A Swedish preschooler tells the story of her baby brother's birth. Three lovely photographs show the new baby nursing just after birth. Additional text explains conception, birth, and the growth and development of babies. 80 pages long. (ages 4 - 8)

Stories That Include Breastfeeding

The World Is Full of Babies! by Mick Manning and Brita Granström. Delacorte Press, 1996. With humorous, engaging text and bright, attractive illustrations, the authors explain how human and animal babies grow and develop. An East Asian mother is shown nursing her baby. (ages 2 - 6)

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. Although 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)

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
<http://www.bfmed.org/Media/Files/Protocols/Protocol%208%20-%20English%20revised%202010.pdf>
- CDC Proper Handling and Storage of Human Milk
www.cdc.gov/breastfeeding/recommendations/handling_breastmilk.htm

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. Steps for Creating a Breastfeeding Friendly Worksite: Bottom Line Benefits [Kit]
<http://www.womenshealth.gov/breastfeeding/business-case-for-breastfeeding.html>
or call 1.888.ASK.HRSA

Centers for Disease Control and Prevention

- Guide to Breastfeeding Interventions – information on support for breastfeeding in the workplace as an evidence-based intervention.
www.cdc.gov/breastfeeding/pdf/BF_guide_2.pdf
- Toolkit for Lactation Support Program
www.cdc.gov/nccdphp/dnpha/hwi/toolkits/lactation
- CDC Breastfeeding and Employment

www.cdc.gov/breastfeeding/promotion/employment.htm

United States Breastfeeding Committee

- Workplace Breastfeeding Support
Federal nursing/break time law:
<http://www.usbreastfeeding.org/p/cm/ld/fid=200>

Step 4

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

- Louisiana Breastfeeding Coalition – Supporting Breastfeeding in Child Care Centers Project/Toolkit: www.louisianabreastfeedingcoalition.org/community/child-care-centers
- Multnomah County WIC - videos on breastfeeding and childcare: How to Support Breastfeeding Mothers & Families: A Simple Guide for Child Care Providers
www.youtube.com/watch?v=lpDDxnbin7c&feature=youtu.be

Seeking Support for Breastfeeding at Work and Child Care: A Parent Guide www.youtube.com/watch?v=RXXpmCn57ZI&feature=youtu.be
- Indiana Perinatal Network – Resources to Help Child Care Providers and Breastfeeding Families:
www.indianaperinatal.org/?page=BF_Childcare
- Minnesota – Supporting Breastfeeding in Child Care Programs online training: <https://www.eagertolearn.org/CourseSchedule/CourseDetails/1305>
- Michigan Breastfeeding Network – Toolkit for Child Care Providers:
<http://www.mibreastfeeding.org/toolkits-childcare>

- Texas WIC – How to Support a Breastfeeding Mother: A Guide for the Childcare Center:
www.dshs.state.tx.us/wichd/bf/childcare.shtm
- Let's Move Child Care – infant feeding:
www.healthykidshealthyfuture.org/content/hkhf/home/nutrition/infantfeeding.html
- Carolina Global Breastfeeding Institute – Breastfeeding and Child Care Toolkit:
<http://cgbi.sph.unc.edu/take-action/toolkits/265>

Step 5

Create a culturally appropriate breastfeeding friendly environment.

Posters

- www.infactcanada.ca/mall/Posters_Pin_Up.ASP
- www.acclaimimages.com/search_terms/breast_feeding.html
- www.babymilkactionshop.blogspot.com/search/label/Posters
- www.mothersdirect.com.au/category41_2.htm

Calendar

- <http://www.babymilkaction.org/shop#!/~/product/id=13951&prid=0&ctid=8&scid=2&tp=pl>

Posters plus more

brochures, DVDs, various multicultural items for sale

- <http://babygooroo.com/store>

- www.dshs.state.tx.us/wichd/WICCatalog/contents.shtm
- <http://www.babymilkaction.org/shop#!/~/product/id=13951&prid=0&ctid=8&scid=2&tp=pl>
- www.breastfeeding.nhs.uk/en/materialforclients/index.asp

Step 6

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

- A Well-Kept Secret – Breastfeeding's Benefits to Mothers
www.lalecheleague.org/NB/NBJulAug01p124.html
- Breast Milk Associated With Greater Mental Development in Preterm Infants, Fewer Re-hospitalizations
<http://www.nih.gov/news-events/news-releases/breast-milk-associated-greater-mental-development-preterm-infants-fewer-re-hospitalizations>
- Can Breastfeeding Prevent Illnesses?
www.lalecheleague.org/FAQ/prevention.html
- Feeding Your Newborn
<http://kidshealth.org/en/parents/pregnancy-newborn/>
- Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries
<http://archive.ahrq.gov/clinic/tp/brfouotp.htm>

Step 7

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

Toys

- Plush toys: “Nursing Nana” (dog and puppies), “Nursing Nuna” (pig and piglets), “Nursing Nina” (cat and kittens) are available from:

Mom and Pop Place: A Parenting Store and Cafe

117 West Wisconsin Avenue

Neenah, WI 54956

920.725.0488

website: www.momandpopplace.com

Also available from Manhattan Toy at

http://www.manhattantoy.com/c/categories_soft-toys

Books

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

Visual / Website Resources

- “Sesame Street” (1977): “Buffy Nurses Cody” Folksinger Buffy Saint-Marie nurses her son Dakota “Cody” Starblanket. <http://youtu.be/7-L-Fg7IWgQ>
- Mr. Rogers Talks about Food (Program #1536 on “Mr. Rogers’ Neighborhood”) This program is usually repeated in the weeks before Thanksgiving each year and could be taped for later viewing. Check local listings.
- Amadori, Birgit, “*What Babies Eat*” Color illustrations by the author. <http://www.amadori.org/breastfeedingart/html/frames/framesetall.htm>
- For additional age/grade level activities and learning curriculum from the New York Department of Health: www.health.ny.gov/community/pregnancy/breastfeeding/main.htm

Step 8

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

- The Business Case for Breastfeeding. Steps for Creating a Breastfeeding Friendly Worksite: Bottom Line Benefits [Kit], U.S. Department of Health and Human Services, <http://www.womenshealth.gov/breastfeeding/business-case-for-breastfeeding.html> or call 1.888.ASK.HRSA

Step 9

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

- La Leche League International: www.lalecheleague.org. Click on "Find local support," select "United States (English)" and then "Wisconsin" to get to current Wisconsin groups.
- Wisconsin Association of Lactation Consultants (WALC): www.walc.net
- Wisconsin Breastfeeding Coalition: wibreastfeeding@gmail.com, www.wibreastfeeding.com
- International Lactation Consultant Association: Professional organization for lactation consultants. 1500 Sunday Drive, Suite 102, Raleigh, NC 27607. 919.787.5181, fax 919.787.4916, ilca@erols.com, www.ilca.org. The website allows you to "find a lactation consultant near you."

- La Leche League is an international organization of mother-to-mother support for breastfeeding. Local La Leche League meeting schedules may be found through contacting local leaders. To find out the nearest local groups, look at the website at www.llli.org. Look at the section called “Find local support” and follow the directions to find the nearest groups. Printed copies of local meeting schedules and locations should be included in the file. If these are not available, contact information for local leaders should be included. At the same website, click on “Breastfeeding Info” to find information on a wide variety of breastfeeding topics.
- The Wisconsin Breastfeeding Resource Directory can be found at www.wibreastfeeding.com/page1002.aspx. Developed by the Wisconsin Breastfeeding Coalition, the Directory is intended to provide a listing of local Wisconsin referral sources. Pertinent local information can be copied and put in the Child Care Center resource file.
- The Breastfeeding Home Page for the Wisconsin Department of Health Services can be found at www.dhs.wisconsin.gov/health/Nutrition/Breastfeeding/index.htm
- Local Wisconsin breastfeeding coalitions can be found listed at <http://www.wibreastfeeding.com/resources/member-coalitions-and-directory/>

Books for Working Breastfeeding Mothers

- *Hirkani's Daughters: Women Who Scale Modern Mountains to Combine Breastfeeding and Working*, Compiled and edited by Jennifer Hicks. La Leche League, International, 2005.
- *Working Without Weaning: A Working Mother's Guide to Breastfeeding*. Kirsten Berggren, Pharmasoft Publishing, 2006.
- *Nursing Mother, Working Mother* revised edition by Gale Pryor and Kathleen Huggins. Harvard Common Press, 2007.
- *The Milk Memos* by Cate Colburn-Smith and Andrea Serrette. Tarcher, 2007.

Websites for Working Breastfeeding Mothers

- www.la lecheleague.org — La leche league's general breastfeeding website.
- www.lli.org/NB/NBworking.html — specific topics on working and breastfeeding.

Pumps and Pumping

- Women's Health Breast Pump Website www.womenshealth.gov/breastfeeding/pumping-and-milk-storage (information and tips on pumps, pumping, and milk storage)
- WorkAndPump.com www.workandpump.com Website support for working mothers by Kirsten Berggren, PhD, CLC.
- The Academy of Breastfeeding Medicine has a helpful protocol on the storage of human milk. It can be read and downloaded at www.bfmed.org.
- www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/ConsumerProducts/BreastPumps/

General Breastfeeding Websites

- **Lactation Assistance Services.** Local Madison area breastfeeding website of Adria Cannon and Ruth Sweet. <http://madisonbreastfeedinghelp.wordpress.com>
- **Kellymom.** www.kellymom.com General breastfeeding information and resources website of Kelly Bonyata, IBCLC. To calculate financial costs of not breastfeeding, see <http://kellymom.com/pregnancy/bf-prep/bfcostbenefits/>
- **Breastfeeding on-line,** Cindy Curtis, RN, IBCLC breastfeeding website. www.breastfeedingonline.com Lots of resources and information on breastfeeding, including Dr. Jack Newman handouts and WHO code of marketing of breast milk substitutes.
- **Dr. Jack Newman and Edith Kernerman On-Line Breastfeeding Resource site.** www.breastfeedinginc.ca
- **Bright Future Lactation Resource Centre, Ltd.** Website of Linda Smith, IBCLC. Resources, guidance for handling breastfeeding challenges, teaching tips. www.bflrc.com
- **Pro-Mom.** A nonprofit organization dedicated to increasing public awareness and acceptance of breastfeeding. Many helpful articles, information and links. www.promom.org
- **Breastfeeding.com** www.breastfeeding.com
Video clips, breastfeeding information.

- **Massachusetts Breastfeeding Coalition.** <http://massbreastfeeding.org/> News of breastfeeding issues, handouts, protocols, resources for health care staff. Nice handout on skin-to-skin contact.
- **Breastfeeding Coalition of Washington State.** <http://www.withinreachwa.org/what-we-do/healthy-communities/breastfeeding/breastfeeding-coalition-of-wa/> Brochures in several languages, newsletter "Breastfeeding Matters."
- **Amy's Babies.** Amy Spangler's website of educational resources, which includes "Feeding Times," a free, quarterly, email newsletter focusing on specific breastfeeding topics. <http://babygooroo.com>
- **Breastfeeding Legislation.** A 50-state summary of breastfeeding laws can be found at: <http://www.ncsl.org/research/health/breastfeeding-state-laws.aspx> and www.lli.org/law/lawmain.html



Other Resources for Written Education Materials**Arkansas WIC**

[www.healthyarkansas.com/
breastfeeding/pamphlets.html](http://www.healthyarkansas.com/breastfeeding/pamphlets.html)

American Academy of Pediatrics

Division of Publications
PO Box 747
Elk Grove Village, IL 60009-0747
888.227.1770
www.aap.org

Best Start

4809 E Busch Blvd.
Suite 104
Tampa, FL 33617
800.277.4975
813.971.2119
fax 813.971.2280
beststart@mindspring.com

Birth and Life Bookstore

141 Commercial St., NE
Salem, OR 97301
800.443.9942
or 503.371.4445
fax 503.371.5395
www.1cascade.com

Childbirth Graphics

WRS Group, Inc.
PO Box 21207
Waco, TX 76702-1207
800.299.3366
fax 888.977.7653
www.childbirthgraphics.com

**Wisconsin Bureau
of Document Service**

202 S. Thornton Avenue
PO Box 7840
Madison, WI 53707-7840
608.266.3358
docsales@doa.state.wi.us

Geddes Productions

PO Box 41761
Los Angeles, CA 91040
323.344.8045
fax 323.257.7209
www.geddesproduction.com

Health Education Associates

8 Jan Sebastian Way, #13
Sandwich, MA 02563
888.888.8077
or 508.888.8044
Mon-Fri, 9-5 EST
fax 508.888.8050
www.healthed.cc

Ameda

475 Half Day Road
Lincolnshire, IL 60069
866.992.6332
www.ameda.com

**International Childbirth
Education Association**

PO Box 20048
Minneapolis, MN 55420-0048
800.624.4943
or 952.854.8660
fax 952.854.8772
www.icea.org

Lactation Associates

Marsha Walker
254 Conant Road
Weston, MA 02493
617.893.3553

Lactation Education Consultants

Complete Set of Reproducible
Handouts plus others:
[www.lactationeducation
consultants.com](http://www.lactationeducationconsultants.com)
email: lecoffice@aol.com

US Dept of Agriculture

Food and Nutrition Service
3101 Park Center Drive
Room 609
Alexandria, VA 22302
703.305.2692

La Leche League International

1400 N. Meacham Road
Schaumburg, IL 60173-4840
847.519.7730
fax 847.519.0035
www.lalecheleague.org

Noodle Soup of**Weingart Design**

4614 Prospect Ave., #328
Cleveland, OH 44103-4314
216.881.5151
or 800.795.9295
www.noodlesoup.com

Medela, Inc.

1101 Corporate Drive
McHenry, IL 60050
800.435.8316
www.medela.com

NCES, Inc.

(Nutrition Counseling
Education Services)
1904 East 123rd Street
Olathe, KS 66061-5886
877.623.7266
www.ncescatalog.com

Breastfeeding Center

16430 Ventura Blvd.
Suite 303
Encino, CA 91436
818.995.1913

A list of children's books that include breastfeeding may be included in the resource file. See Appendix B: Children's Books, page 36.



Resource Kit Credits

10 Steps to Breastfeeding Friendly Child Care Centers

This toolkit was 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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dhs.wisconsin.gov/physical-activity

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