



Breastfeeding Friendly Child Care Award

What is the benefit to being designated a Breastfeeding Friendly Child Care Program?

When child care programs become strong partners and advocates in encouraging mothers to continue to breastfeed, the benefits to families are enormous. Child care programs also benefit from the improved health status of the children in their care. As a designated breastfeeding friendly child care program, your facility will be even more attractive to prospective parents. Knowing that you actively support and encourage breastfeeding mothers and babies could lead to families choosing your program over others—and could make a key difference in a mother’s decision to initiate and continue to breastfeed her baby.

A child care setting that is Breastfeeding Friendly:

- Provides an atmosphere that welcomes breastfeeding families with breastfeeding promotion messages and designated spaces to nurse or express milk
- Helps mothers continue to breastfeed when they return to work or school
- Makes breastfeeding resources and referrals available to parents
- Feeds infants on demand and learns individual hunger cues
- Coordinates feeding times with parent's pick up and drop off schedule
- Trains staff so they are able to support breastfeeding parents and children
- Has a written breastfeeding policy that is followed by staff and shared with families

If you think your NH licensed child care program is Breastfeeding Friendly, complete the following information and the self-assessment on the back. Programs that answer “Yes” to all questions and whose enclosed documents support breastfeeding will be awarded a certificate and a “Breastfeeding Welcome Here” window cling, which designates the center as a Breastfeeding Friendly Child Care program and allows others to see your commitment to breastfeeding. The certificate and recognition is valid for two years. Programs may then submit a renewal self-assessment form.

Center Name:

Director:

Center Address:

City:

State:

Zip:

Number of infants (under 12 months of age) currently in care:

If you are not ready to apply but would like more information contact:

NH Division of Public Health Services

Attention: Lissa Sirois, RD, IBCLC

WIC Nutrition Program

29 Hazen Drive Concord, NH 03301

Phone: 603-271-0571 Fax: 603-271-4779

Breastfeeding Friendly Child Care Self-Assessment

1. Our center has breastfeeding promotion messages (e.g. posters, brochures) on display.

Yes No

2. Our center has learning and play materials that normalize breastfeeding for children in the classroom.

Yes No

3. Our center has accurate written materials on breastfeeding topics (not from formula companies) available for all parents. If yes, please include a sample brochure/handout with application.

Yes No

4. Our center invites mothers to visit throughout the day to breastfeed their babies.

Yes No

5. Our center welcomes breastfeeding anywhere in the facility.

Yes No

6. Our center has a designated private space (not a bathroom), if desired, for mothers (including staff) to breastfeed or express milk.

Yes No

Our center's designated private space for breastfeeding mothers includes the following (please circle all that apply):

Electrical outlet Nearby sink with running water Comfortable seating

7. Our center has designated space in a refrigerator and freezer for breast milk storage.

Yes No

8. Our staff members are provided with flexible breaks to accommodate breastfeeding and/or expressing milk at work.

Yes No

9. Our center helps mothers continue to breastfeed their babies when they return to work or school by coordinating feeding times with the mother and infant's normal feeding schedule.

Yes No

10. Our center feeds infants on demand based on the infant's hunger cues, with full effort to avoid unnecessary waste of expressed breast milk.

Yes No

11. Our center is aware of breastfeeding-related community resources (i.e., support groups, lactation consultants, NH Breastfeeding Resource Guide) and refers moms as appropriate.

Yes No

12. Our center has received professional development training (i.e. in-person or online staff training for contact hours or continuing education credits) on promoting and supporting breastfeeding within the past two years.

Yes No

13. Our center has a written policy that reflects the center's commitment to breastfeeding.

Yes No

14. Our staff follows the written breastfeeding policy mentioned in Question #13.

Yes No

15. Our center shares the above-noted written breastfeeding policy with families who have infants.

Yes No

Print Name of Center Director:

Phone:

Signature of Center Director

Date:

E-mail address:

Checklist for Breastfeeding Friendly Child Care Award

- ___ Breastfeeding Friendly Child Care Self-Assessment
- ___ Signature from Center Director on Self-Assessment
- ___ Copy of your Program's breastfeeding policy
- ___ Copy of professional development certificate from training on breastfeeding promotion and support (Minimum of one person from your center must have completed a minimum 1 hour training (in-person or online) within the past two years)
- ___ Sample of a printed breastfeeding education material (i.e., brochure, handout, magazine) distributed at the center. Please send at minimum one sample.

All items must be received with the original submission for consideration of the Breastfeeding Friendly Child Care Award. Please allow 4 weeks for review. Programs that successfully meet the award criteria will be notified by May 15th and publically recognized at the annual NH Breastfeeding Conference in late spring/early Summer.

Please mail or email the above information, postmarked no later than May 1st to:

**NH Department of Health and Human Services
Division of Public Health Services
WIC Nutrition Program
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29 Hazen Drive Concord, NH 03301
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Fax: 603-271-4779**