



Breastfeeding Friendly Health Departments In Wisconsin

The 10 Steps to Breastfeeding Friendly Health Departments is a new process for Wisconsin developed to assist local health departments, agencies and tribal clinics in their efforts to protect, promote, and support breastfeeding in Wisconsin communities and receive “Breastfeeding Friendly” designation. Although the heading implies that the initiative is pertinent only to health departments, this resource aims to provide information to assist all health agencies and tribal clinics to prepare for Baby Friendly assessment and designation process.

The Breastfeeding Template Objective, Section I, describes the process for health agencies that intend to achieve “Breastfeeding Friendly” status through the Maternal and Child Health funding performance based contracting process. However, this is not a prerequisite in achieving “Breastfeeding Friendly” status and agencies may pursue the designation without MCH funding.

Section II – Ten Steps to Successful Breastfeeding for Health Departments provides specific information and resources on the steps required in attaining the “Breastfeeding Friendly” designation.

Section III – Self-Appraisal Questionnaire allows the staff of the health service agency to perform a quick analysis of the agency’s current standing in relation to the Ten Steps. It will be useful in devising a plan of action to implement all Ten Steps.

Aside from the first 3 steps, there isn’t a defined order in which the Ten Steps should be implemented; all Ten Steps are linked and should not be applied in isolation. In addition, the process of making the policy and practice changes necessary to implement the Ten Steps is as important as achieving the final designation. Mothers and children in Wisconsin communities will benefit from any progress made toward the “Breastfeeding Friendly” designation.

Section I – Breastfeeding Template Objective: Breastfeeding Friendly Health Departments

By December 31, 2009, **(insert number)** new steps in becoming a Breastfeeding Friendly Health Department will be completed by the **(insert name)** Health Department.

Deliverable: A SPHERE report as defined within the Data Source for Measurement to document: 1) Completion of the Self-Appraisal Tool* and 2) a description of the strategies and activities implemented by the health department that are required in the Ten Steps to Successful Breastfeeding for Health Departments.*

Context: Acceptable value range for this objective is up to \$3,000 per step. All MCH Quality Criteria apply to this objective.

The Breastfeeding Friendly Health Department Initiative is a new process for Wisconsin and assists Health Departments in their efforts to protect, promote, and support breastfeeding within their respective communities. Upon completion of all ten steps of this template objective, the Health Department achieves "Breastfeeding Friendly" status and is recognized in Wisconsin as a Breastfeeding Friendly Health Department. The Ten Steps to Successful Breastfeeding are as follows (with Steps 1-3 requiring chronological completion): 1) Establish a designated individual/group that is responsible for initiating a community task force and needs assessment of breastfeeding services within the community. 2) Have a written breastfeeding policy that is routinely communicated to all health department staff through training. 3) Educate the community on breastfeeding support. 4) Collaborate with community partners to assure access to breastfeeding classes for prenatal women. 5) Support mothers in maintaining breastfeeding up to 12 months and beyond. 6) Provide racially and ethnically diverse resources in the community. 7) Through community partners encourage local public places to provide a breastfeeding friendly environment for families. 8) Select a different business each year and provide worksite lactation support training. 9) Train two local childcare centers/providers/schools each year on how to support a breastfeeding mother. 10) Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the "norm" in the community..

*Contact your regional nutrition consultant with questions.

Access breastfeeding friendly resources at:

<http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/bfpromosupp.htm>

Data Source for Measurement: SPHERE System Report to include data from the following screens: Community Activity (all appropriate fields including audience focus, the results of the Self-Appraisal Tool and a description of the steps and activities implemented in becoming a Breastfeeding Friendly Health Department documented in the Results/Outcome field) and Intervention: Policy Development and Sub-intervention: Breastfeeding (**Steps 2,7,8 and 9**); Intervention: Health Teaching and results and Sub-interventions: Breastfeeding Promotion and Breastfeeding Support (**Steps 3 and 5**); Intervention: Collaboration and Sub-intervention: Breastfeeding (**Steps 1,4,6 and 10**).

Inputs/Activities: [List the steps that will be the focus of the objective in becoming a breast feeding friendly health department. Identify efforts to maintain previously implemented steps, if applicable. If appropriate, indicate the steps that have already been accomplished.]

These listed activities are required but are not intended to be all encompassing. Additional activities can be described.

Section II – Ten Steps to Successful Breastfeeding for Health Departments

- 1. Establish a designated individual/group who is responsible for the following:**
 - a. Initiate a task force with community and health department membership.
 - b. Review health department policies, procedures and protocols for breastfeeding practice.
 - c. Assure staff receives orientation and continuing education.
 - d. Complete an assessment of community needs for individual breastfeeding support.

- 2. Have a written breastfeeding policy that is routinely communicated to all health department staff through training.**
 - a. Policy covers all 10 Steps.
 - b. Policy indicates all mothers will be referred to appropriate individual support within the community.
 - c. Policy indicates which health care provider acts as first point of referral for mothers experiencing common breastfeeding challenges.
 - d. Policy is available for review by women and their families if requested.

- 3. Educate the community on breastfeeding support.**
 - a. Increase community awareness by sharing the health department breastfeeding policy..
 - b. Basic information on breastfeeding support and management.
 - c. Increase community awareness of breastfeeding friendly messages.

- 4. Collaborate with community partners to assure access to breastfeeding classes for prenatal women.**
 - a. Identify available prenatal breastfeeding classes within the community..
 - b. Identify barriers to accessing classes for any/all populations within the community such as language, cost, and location.
 - c. Work collaboratively with community partners to fill the gaps and eliminate the barriers.

- 5. Support mothers in maintaining breastfeeding up to 12 months and beyond.**
 - a. Educate parents and community partners about the negative effect on breastfeeding of introducing partial formula feeding and the difficulty of reversing the decision not to breastfeed.
 - b. Ensure that mothers know how to express their milk , to manage separation from their babies and receive a breast pump when appropriate.
 - c. Ensure that mothers are connected with breastfeeding resources in their community.

- d. Work with local providers to recommend contraception methods compatible with breastfeeding.
 - e. Work with local providers to assure they are informed about medications compatible with breastfeeding, and provide reference resources if necessary.
- 6. Encourage racially and ethnically diverse resources within the community.**
- a. Identify racial, socio-economic and minority needs in the community.
 - b. With community partners offer diverse breastfeeding support.
- 7. Through community partners encourage local public places to provide a breastfeeding friendly environment for families.**
- a. Work with local public places such as libraries and community centers to provide a private space to breastfeed and/or express milk.
 - b. Encourage the facility to educate staff on acceptable vs. unacceptable behaviors and responses towards breast women.
 - c. Encourage the facility to display signage identifying it as breastfeeding friendly.
- 8. Select a different business each year and provide worksite lactation support training.**
- a. Discuss benefits of breastfeeding for the workplace.
 - b. Provide sample worksite breastfeeding policy.
 - c. Provide minimum requirements of a lactation room.
 - d. Provide sample materials to be included in an employee breastfeeding packet.
 - e. Through community task force/coalition honor local breastfeeding friendly worksites.
- 9. Train two local childcare centers/providers/schools each year on how to support a breastfeeding mother.**
- a. Discuss benefits of breastfeeding for the childcare center/provider/school.
 - b. Provide feeding suggestions for childcare workers/staff/teachers.
 - c. Review storing fresh, frozen, and thawed breastmilk.
 - d. Provide sample of breastmilk labels for containers and storage.
- 10. Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems and community organizations, to establish breastfeeding as the “norm” in the community.**
- a. Formal referral system for communicating mother’s breastfeeding progress to staff as she moves from hospital to community/public health programs.
 - b. Assure breastfeeding mothers are given contact information of community based breastfeeding support groups and individual breastfeeding services.
 - c. Coordinate information with the WIC Program, breastfeeding promotion task forces/coalitions, Head Start, UW-Extension Nutrition Education Program, teen pregnancy programs, family planning programs, schools, hospitals, medical clinics and health care providers.
 - d. Work collaboratively with partners to establish protective legislation for breastfeeding women.

Resources:

Worksite:

1. HRSA's "Business Case for Breastfeeding" - There are 4 publications that are part of a series of materials designed to create breastfeeding friendly worksites. All publications are free and you can order up to 10 copies of each publication: 1) Steps to Creating a Breastfeeding Friendly Worksite: Employees' Guide to Breastfeeding and Working, 2) Steps for Creating a Breastfeeding Friendly Worksite: For Business Managers, 3) Steps for Creating a Breastfeeding Friendly Worksite: Easy Steps to Supporting Breastfeeding Employees, 4) Steps for Creating a Breastfeeding Friendly Worksite: Bottom Line Benefits [Kit]
To order publications: <http://ask.hrsa.gov/SearchResults.cfm?KeywordID=799>
2. CDC's Healthier Worksite Initiative, Lactation Support Program – provides a toolkit for creating a comprehensive lactation support program at the work site.
Go to: <http://www.cdc.gov/nccdphp/dnpa/hwi/toolkits/lactation/>
3. DHS Building Breastfeeding Friendly Communities in Wisconsin-Fact Sheets.
Go to <http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/bffriendlycomm.htm>

Childcare:

1. DHS - Building Breastfeeding Friendly Communities in Wisconsin – Fact Sheets
Go to <http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/bffriendlycomm.htm>
2. "How to Support a Breastfeeding Mother – A Guide for the Childcare Center"; power point presentation available at
<http://dhs.wisconsin.gov/health/nutrition/Breastfeeding/bfpromosupp.htm>
3. Ten Steps to Breastfeeding Friendly Childcare Centers
Go to <http://dhs.wisconsin.gov/health/Nutrition/Breastfeeding/ten.pdf>

Baby Friendly/Breastfeeding Friendly

- <http://www.babyfriendlyusa.org>
- <http://www.cdc.gov/breastfeeding/resources/guide.htm>
- <http://www.breastfeedingcanada.ca/pdf/webdoc50.pdf>

Data: The following reports are available through local WIC agencies and Regional Office Nutrition Consultants:

Report Name:

BFQ2001-2 Breastfeeding Incidence and Duration Report – Project Totals
BFQ2001-3 Breastfeeding Incidence and Duration Report – County Totals
BFQ2001-5 Breastfeeding Incidence and Duration Report by Race/Ethnicity – Project Totals

Report Descriptions:

The Project Breastfeeding Incidence and Duration Reports show percentages of breastfeeding incidence, duration at 1 week, 2 weeks, 1, 3, 6, 9, 12 and 18 months and exclusivity at 3 and 6 months. (Duration is reported for "All Infants" and "Ever Breastfed Infants" with statewide comparison.) The County Breastfeeding Incidence and Duration Report show percentages of breastfeeding incidence, duration at 1, 3, 6, 12 months and exclusivity at 3 and 6 months with

statewide totals. (Duration is reported for “All Infants.”) These reports match the logic used by CDC’s Pediatric Nutrition Surveillance System (PedNSS) Table 3C report.

The Project Breastfeeding Incidence and Duration Report by Race/Ethnicity show percentages of breastfeeding incidence, duration at 1, 3, 6, 12 months and exclusivity at 3 and 6 months by race and ethnicity of the baby with statewide totals. (Duration is reported for “All Infants.”) Races are White, Black/African American, American Indian/Alaskan Native, Asian, Native Hawaiian/Other Pacific Islander, and a Multiple Race category with each race identified by Hispanic or Non-Hispanic ethnicity.

If you have any questions regarding the resources please contact your Regional Office Nutrition Consultant.

Section III – Self-Appraisal Questionnaire: Ten Steps to Successful Breastfeeding for Health Departments

The Self-Appraisal Questionnaire is designed to help Local Health Departments 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 should be made in order to support breastfeeding mothers and babies. Once the Self-Appraisal Questionnaire is complete, it should be used to prioritize areas where improvements are needed.

General Information

Name of Local Health Department

Geographical Area Served

Race/Ethnicity of Population Served

Data (See Resources – previous section)

Percentage Ever Breastfed (for county or area served)

Percentage Breastfeeding at 1 week (for county or area served)

Percentage Breastfeeding at 1 month (for county or area served)

Percentage Breastfeeding at 3 months (for county or area served)

Percentage Breastfeeding at 6 months (for county or area served)

Staff

Name and title of Staff completing this form

Name and title(s) of Staff responsible for initiating and assessing progress in completing the steps to become “Breastfeeding Friendly.”

Ten Steps to Successful Breastfeeding for Health Departments

Step 1: Establish a designated individual/group that is responsible for initiating a community task force and needs assessment of breastfeeding services within the community.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Does the health department have a designated individual or group responsible for initiating and assessing progress in completing the steps to become "Breastfeeding Friendly?" | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Does the health department have a designated individual or group responsible for reviewing policies, procedures and protocols for practice? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Does the health department have a designated individual or group responsible for assessing the services available within the community? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 2: Have a written breastfeeding policy that is routinely communicated to all staff through training.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1. Does the Local Health Department have a written breastfeeding policy? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is the policy communicated to all staff? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Does the policy indicate which health care provider acts as first point of referral for mothers experiencing common breastfeeding challenges? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Is the policy available for review for women and their families if requested? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 3: Educate the community on breastfeeding support.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1. Has the health department breastfeeding policy been shared in order to increase community awareness? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Has basic information on breastfeeding support and management been shared through community partners? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Have positive breastfeeding messages been shared with the community? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 4: Collaborate with community partners to assure access to breastfeeding classes for prenatal women

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Do all pregnant women have access to prenatal breastfeeding classes? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Have barriers to accessing classes within the community been identified? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Is there a plan in place to fill the needed gaps and eliminate the barriers? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 5: Support mothers in maintaining exclusive breastfeeding to twelve months and beyond.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1. Are all staff able to explain the benefits of exclusive breastfeeding for six months and do mothers receive this information? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Have parents and community partners received information about | | |

- the negative effect on breastfeeding of introducing partial formula feeding and the difficulty of reversing the decision not to breastfeed?
3. Are all community partners giving appropriate information on how to maintain lactation during separation, during illness or while at work or school?
 4. Is information and discussion on contraception compatible with breastfeeding provided?
 5. Are all breastfeeding mothers provided with current information on how to access community-based breastfeeding and parenting support?

Step 6: Encourage racially and ethnically diverse resources within the community.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Have the racial, socio-economic and minority needs of the community been identified? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Is there a plan to offer diverse breastfeeding support within the community? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 7: Through community partners encourage local public places to provide a breastfeeding friendly environment for families.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1. Are there private, clean, quiet spaces available for breastfeeding mothers in public places? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Have examples of acceptable vs. unacceptable behaviors and responses to breastfeeding women been shared with the community? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Have examples of breastfeeding friendly signage been shared with the community? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 8: Select a different business each year and provide worksite lactation support training.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Does the worksite lactation support training describe the benefits of breastfeeding for the workplace? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Does the worksite lactation support training provide sample worksite breastfeeding policies? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Does the worksite lactation support training include information on furnishing a lactation room? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Have sample materials for employee breastfeeding packets been shared? | <input type="checkbox"/> | <input type="checkbox"/> |
| 5. Is there a plan to identify breastfeeding friendly worksites? | <input type="checkbox"/> | <input type="checkbox"/> |

Step 9: Train two local childcare centers/providers/schools each year on how to support a breastfeeding mother.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1. Does the childcare center/provider/school training describe the benefits of breastfeeding for the childcare center? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Does the training provide feeding suggestions for childcare worker/staff/teacher? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Does the training include information on appropriate storage of fresh, frozen, and thawed breastmilk? | <input type="checkbox"/> | <input type="checkbox"/> |

4. Have samples of the recommended labeling of containers been provided?

Step 10: Coordinate breastfeeding support and promotion with other programs in the Department, private and public health care systems, and community organizations, to establish breastfeeding as the “norm” in the community.

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1. Is there a formal referral system for communicating a mother’s breastfeeding progress to staff as she moves from hospital to community or public health programs? | <input type="checkbox"/> | <input type="checkbox"/> |
| 2. Does the health department coordinate and exchange information with the WIC Program, breastfeeding coalitions, Head Start, UW-Extension, teen pregnancy programs, family planning programs, schools, hospitals, medical clinics and health care providers? | <input type="checkbox"/> | <input type="checkbox"/> |
| 3. Are all breastfeeding mothers given contact details of community based breastfeeding support groups and breastfeeding peer counselors? | <input type="checkbox"/> | <input type="checkbox"/> |
| 4. Is there a need for protective legislation for breastfeeding women at the local level? | <input type="checkbox"/> | <input type="checkbox"/> |