

Mother's Milk: Welcoming and Supporting Breastfeeding in Your Program

Applying the Information

Use the questions below to consider your work in welcoming, promoting and supporting breastfeeding. Please note: While we encourage teams to work through these questions together to create an environment that welcomes breastfeeding and to support staff in promoting breastfeeding, please treat any discussion on this topic with particular sensitivity. Individual team members should not be required to participate. All staff should be offered options for follow up with individual supervisors and/or community providers knowledgeable about breastfeeding practices. If staff members have more questions about breastfeeding, or personal concerns around breastfeeding that they would like to address, call the National Women's Health Information Center's Breastfeeding Helpline at 1-800-994-9662; TDD 1-888-220-5446.

1. **Consider again the Head Start Program Performance Standards related to breastfeeding included on page 4.** How does your program comply with these **Standards**? How is information collected and shared with families regarding their choice around breastfeeding, and what the baby eats and drinks during his or her time in the program? How are staff trained on the proper handling and storage of breast milk? How do program staff provide information on the benefits of breastfeeding to expectant families? What arrangements are made to allow mothers to breastfeed in your program? After listening to this audio conference, how will you modify your environment, support your staff, or enhance your services around breastfeeding?
2. **Consider your pre-activity: Reflecting on Your Environment.** What did you notice about your program from using this tool? Are there environmental changes that you need or want to make to ensure that your program welcomes breastfeeding? Make a plan! How will you modify or update your program environment to strongly communicate a welcome for breastfeeding?
3. **Who is in your community?** Public health programs, WIC, La Leche, your hospital and others in your community may provide services to families and staff interested in learning about and gathering support for breastfeeding. Who is active in your community? What connections do you have with those groups? How will you build or enhance community partnerships around breastfeeding in your community?
4. **What do families say?** In work with families in your community, what do they list as the reasons that they choose or do not choose to breastfeed? How do you respond? What additional information can you gather to support families in breastfeeding? How do you support families – and staff – in addressing any negative feelings around breastfeeding? How might you use the questions listed on page 9 to guide your approach? How will you use the resources on pages 13 and 14 to gather information to use in your support of families?

5. **How do you support staff?** Participants in this audio conference were asked to consider the questions on the pre-activity **Reflecting on Breastfeeding** as part of their participation. How can your program support staff in committing to breastfeeding promotion efforts? Who can they talk to for support and more information?

Selected Resource List

Families who are making the choice to breastfeed or are breastfeeding their babies need individual information and support. Before visiting with families talk with your community partners and look through the resources below. Develop a resource book that you can use in supporting families around the immediate concerns that they identify. The listed websites are particularly helpful in offering handouts and materials you can use with families at the moment they have concerns. If a mother is breastfeeding, use the Triage Tool in the Handouts, and refer families to lactation consultants and medical providers when necessary. Include information in your resource book on the other common questions and concerns listed on that tool.

Barber, K. (2005). *The black woman's guide to breastfeeding: The definitive guide to nursing for African American mothers*. Naperville, IL: Sourcebooks.

Barnes, A. J. (May, 1995). When latching. In M. Renfrew, C. Fisher and S. Arms. (Eds.), *Bestfeeding: Getting Breastfeeding Right for You*, by M. Renfrew, C. Fisher and S. Arms. Berkeley, CA: Celestial Arts. Available on-line <http://www.mybirthcare.com/whenlatching.asp>

Bolane, J. (1999). *Breastfeeding – Getting started in 5 easy steps*. Waco, TX: Childbirth Graphics.

Eiger, M.S., & Olds, S.W. (1999). *The complete book of breastfeeding*. (3rd ed.). New York: Workman.

Florida State University Center for Prevention and Early Intervention Policy. (1999). *Partners for a healthy baby: Prenatal curriculum*. Tallahassee, FL: Author.

Lawrence R.A., & Lawrence, R.M. (2005). *Breastfeeding: A guide for the medical profession* (6th ed.). Philadelphia, PA: Mosby.

La Leche League International. (2004). *The womanly art of breastfeeding* (7th ed.). Schaumburg, IL: Author.

Newman, J., & Pitman, T. (2000). *The ultimate breastfeeding book of answers: The most comprehensive problem-solution guide to breastfeeding from the foremost expert in North America*. Roseville, CA: Prima Publishing.

Riordan, J., & Auerbach, K.G. (Eds). (2005). *Breastfeeding and human lactation* (3rd ed). Boston: Jones and Bartlett.

Shealy, K.R., Li, R., Benton-Davis, S., & Grummer-Strawn, L.M. (2005). *The CDC guide to breastfeeding interventions*. Atlanta: U.S. Department of Health and Human Services, Center for Disease Control and Prevention.

Spangler, A. (2006). *BREASTFEEDING: A parent's guide* (8th ed.). Atlanta, GA: Amy's Babies.

Spangler, A. (2006). *BREASTFEEDING: Keep it simple*. (2nd ed.). Atlanta, GA: Amy's Babies.

USDA, Food and Nutrition Service. (1993). *Breastfed babies welcome here: A guide for child care providers*. Washington, DC: Author.

Videos:

Breastfeeding and basketball. Available from InJoy Videos at 800-326-3082 or www.injoyvideos.com

Mississippi Department of Health. (n.d.). *Breastfeeding: Another way of saying "I love you."* Available by calling **601-982-3350** or send email to web@healthmys.com

Websites:

Many materials about breastfeeding are available on the web. Please note: Materials published by government organizations are in the public domain and can be copied and distributed to staff and/or families. Please check the copyrights on other materials.

Government websites related to breastfeeding:

Center for Disease Control and Prevention
www.cdc.gov/breastfeeding

The National Women's Health Information Center at the Office of Women's Health
(For specific questions and concerns, contact the Breastfeeding Helpline at 1-800-994-9662; TDD 1-888-220-5446.)
www.4woman.gov/breastfeeding

WIC Works!
www.nal.usda.gov/wicworks

Private organizations:

African American Breastfeeding Alliance
www.aaba.org

Baby Gooroo on Breastfeeding
www.babygooroo.com/index.php/category/breastfeeding/

Breastfeeding Coalition of Washington, a program of WithinReach
www.withreachwa.org

Breastfeeding Partners
www.breastfeedingpartners.org

Every Mother, Inc.
www.everymother.org

International Lactation Consultants Association
(includes an interactive "Find a Lactation Consultant" Directory)
www.ilca.org

The Early Head Start National Resource Center @ ZERO TO THREE

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La Leche League www.lalecheleague.org

WorkAndPump.com www.workandpump.com