

A photograph of a woman with brown hair, wearing a white hospital gown, sitting in a hospital bed. She is holding two babies. The baby in the foreground is wearing a yellow and white striped onesie and looking towards the camera. The baby in the background is wearing a white hospital gown and is being held by the woman. The background shows a hospital room with a yellow pillow and a patterned blanket.

Creating a Breastfeeding-Friendly Environment

Ice Breaker

How can we encourage more mothers to prefer breastfeeding their babies?



Agenda



Video Ice Breaker



Learning Objectives



Benefits of breastfeeding babies



Discussion



Creating a breastfeeding friendly childcare environment



Summary



Q and A



Quiz

Learning Objectives



Inform mothers of two benefits of breastfeeding



Demonstrate three components of a childcare facility's environment that can encourage mothers to breastfeed on site



Evaluate your childcare facility's breastfeeding environment

The benefits of breastfeeding babies include:

Fewer infections that cause vomiting and diarrhea

Fewer ear infections

Lower risk of Sudden Infant Death Syndrome (SIDS)

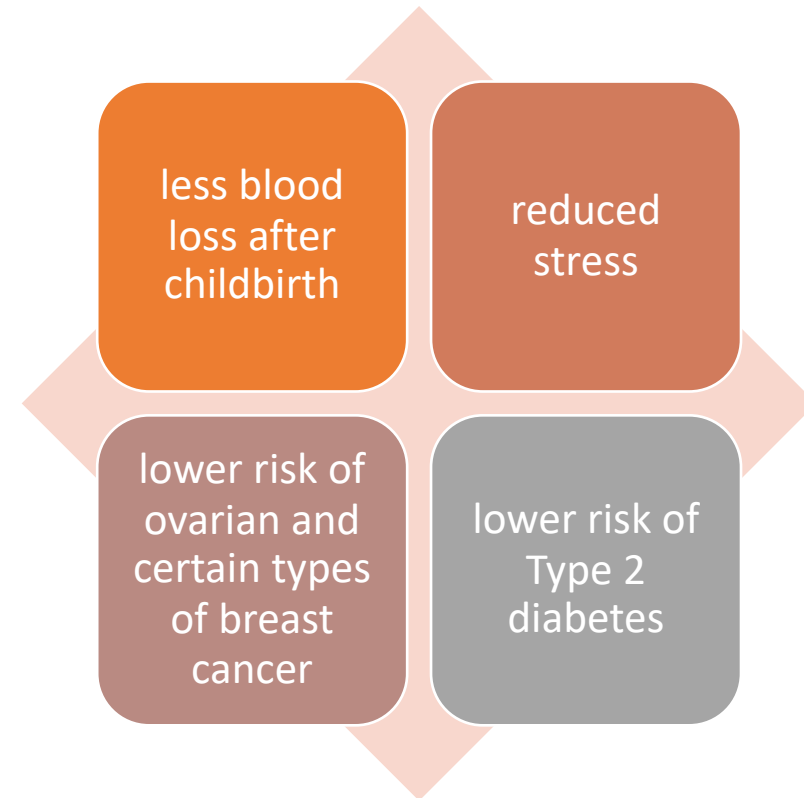
Lower risk of becoming obese

Babies taste different flavors in breast milk based on what the mother eats. This may help babies accept new flavors from solid foods more easily

Skin-to-skin contact during breastfeeding may help moms and babies bond



Moms Who Breastfeed Have:



A photograph of a man holding a baby in a green bag. The man is looking at the baby, and the baby is looking to the side. The bag has a name tag that says "WILLIAM 9/17".

Families with moms who breastfeed often:

Spend

Spend less money because they do not have to buy infant formula

Take

Take fewer sick days from work since babies who are breastfed tend to have fewer infections

Pay

Pay less for doctor's visits since their baby is often healthy

Share

Share feeding responsibilities by giving the baby breastmilk that the mother has pumped and put into bottles


What does a
breastfeeding
friendly
environment
look like?





Create your checklist that includes:

1. A welcoming environment
2. A comfortable private space
3. A bottle or cup of drinking water for mom
4. A box with disinfectant wipes to clean up before and after pumping
5. A table to place her pumping equipment.
6. An electrical outlet for the breast pump
7. A stool for mom's feet to help support her back while nursing.
8. A comfortable chair, such as a rocking chair.
9. A sink to wash her hands and the pumping equipment.
10. A pillow to support the baby.



Discussion: How can we
encourage breastfeeding
on site as childcare
providers?

Try these
suggestions

Tell

Tell mothers that you have a quiet, private area where they can breast feed their baby.

Remind

Remind mothers of the private area when they arrive to the care site, during the day if they choose to visit, and before they leave the care site when picking up the baby.

Display

Display Breastfed Babies Welcome Here poster. Poster can help break the ice—encourage moms to ask questions about breastfeeding at the care site.

Share

Share information about local resources and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)



Summary



Breastfeeding babies is healthy and benefits all parties involved (mom, baby, and families)



Friendly breastfeeding childcare should include all items indicated on the checklist you created with slide nine

Questions?

Assessment

1. Identify three elements of a friendly breastfeeding childcare environment.
2. What are two breastfeeding benefits for babies, moms, and families?
3. Evaluate your childcare facility's breastfeeding environment and provide three improvement suggestions