



Model Breastfeeding Policies

Health Departments, Clinics, and Other Settings



Medical Clinic Policies

- Partners in Dakota County SHIP Initiative developed policies to guide breastfeeding practice
- Hospitals referenced Academy of Breastfeeding Medicine (ABM) Protocol #7, Model breastfeeding policy
- Medical Clinics referenced revised ABM model breastfeeding policy



Medical Clinic A

- Includes training expectations for providers and nurses
- Outlines community organizations and clinical care available for breastfeeding support
- Prohibits distributing formula samples & items from formula companies
- Establishes timeline for breastfeeding follow up
- Addresses maintaining environment supportive of breastfeeding

Medical Clinic B

(network of clinics)

- Requires each clinic to designate a staff member as the 'go to' individual for breastfeeding questions & support
- Describes how breastfeeding will be actively and passively promoted
- Outlines continuity of care expectations post-discharge
- Includes expectation that clinics will provide referrals and resources to mothers
- Establishes expectation that clinics will provide a supportive breastfeeding environment

Applying Model Policies to Public Health and Community Programs



APHA Breastfeeding Policy

- Recognize that breastfeeding is appropriately viewed as a public health issue and insist that maternal/child and comprehensive public health policies include attention to breastfeeding protection, education, promotion, and support, with particular attention to exclusive breastfeeding, early breastfeeding initiation, and disparities in breastfeeding rates.

A Call to Action on Breastfeeding: A Fundamental Public Health Issue



APHA Breastfeeding Policy

- APHA calls on legislators, policymakers, **communities**, and health care institutions to act to implement all **20 Action Steps recommended by the Surgeon General in the Call to Action.**

APHA Endorses the Surgeon General's Call to Action to Support Breastfeeding



Policy Development & Implementation

- Successes
- Challenges
- Lessons Learned