



Breastfeeding Friendly Recognition Programs

Amy Michael | Early Childhood Specialist
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mi DEPARTMENT OF HEALTH

<http://www.health.state.mn.us/divs/oshii/bf/recognition.html>

MDH Breastfeeding Recognition Programs

There are four MDH recognition programs:

1. Maternity Centers
 - > 3 Ten STEP Awardees
 - > 1 3-Star Designee
2. Public Health Departments - 30
3. Workplace - 79
4. Childcare - 7 Centers & 4 Homes

The Goal:
To make breastfeeding the norm across the state of Minnesota by supporting mothers and families in the community, at work, at maternity centers and childcare centers.




Breastfeeding Friendly Workplace

It's the Law

- Both federal and state law contain nursing mother provisions:
 - Nursing moms must be provided break time
 - A room must be provided that is not a bathroom stall
- Federal law
 - [2010 Fair Labor Standards Act - Break Time for Nursing Mothers Provision](#)
- State law
 - [2015 Minnesota Statute 181.939 Nursing Mothers](#) adds provisions to the Federal law:
 - Free from intrusion
 - Electrical outlet provided
 - In close proximity to workplace

Purpose of the Program

- Increase the number of workplaces supporting breastfeeding mothers and families
- Recognize the importance of employer support
- Support nursing moms to continue nursing for up to a year and beyond



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Breastfeeding Friendly Health Departments

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Why Breastfeeding Friendly Health Department Recognition

- **Purpose:** Establish the BFHD ten step process for local public health (LPH) in Minnesota which will focus on LPH capacity building and community engagement for breastfeeding promotion and support
- **Need:** Protection, Promotion and Support of Breastfeeding are Critical Public Health Needs (Centers for Disease Prevention and Control [CDC], 2010)
- The U.S. rates for both breastfeeding duration and exclusivity need to be increased (CDC, 2010)

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10 Step Process

Policies

Education

Support

Community Engagement

BFFHD



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Recognition Levels



Bronze: Completion of steps one and plus three additional steps

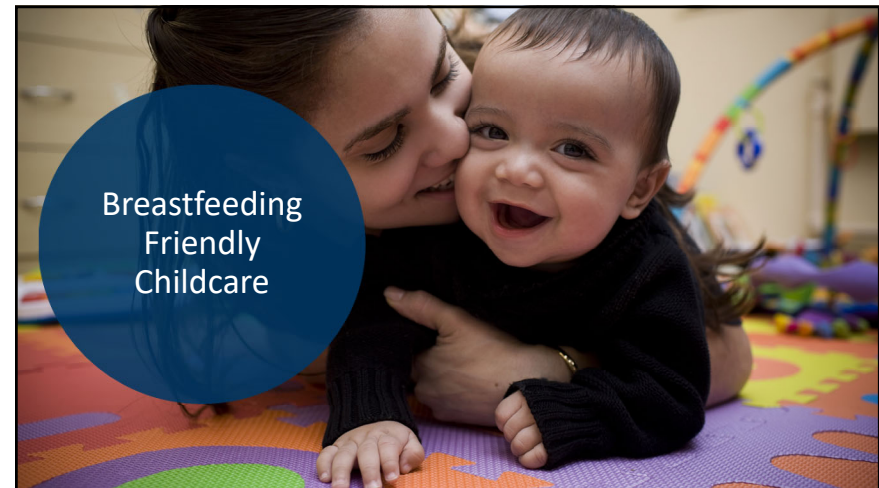


Silver: Completion of bronze level steps plus an additional two



Gold: Completion of all ten steps

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Purpose of the Program

- To recognize child care centers and Family Child Care Homes that have taken specific steps to create a welcoming and supportive breastfeeding environment with knowledgeable caregivers.
- To honor the time and dedication it takes to maintain breastfeeding friendly practices.


The American Academy of Pediatrics recommends infants be exclusively breastfed for at least six months

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Breastfeeding Friendly Maternity Center Mother-Baby Ten STEPS Award & the 5-Star Designation Program


Be recognized for any or all of the Ten Steps implemented




One star for 2 Steps




Two stars for 4 Steps



Three stars for 6 Steps



Four stars for 8 Steps



**Five stars for 10 Steps
and
Ten STEPS Award for
Baby-Friendly Hospitals**

Adapted from North Carolina's Maternity Center Breastfeeding Friendly Designation program

Breastfeeding Friendly Designees Receive

Breastfeeding Friendly Maternity Centers, Health Departments,
Workplaces and Childcare Centers Receive:


- Certificate of Recognition
- Window Clings
- Posters
- Location pinned on MDH map

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To Learn More and Apply

Breastfeeding

Home

About

Breastfeeding your Baby

FAQ for Moms

Information for Professionals

Breastfeeding Friendly

What's Happening in MN

Related topics

WIC Breastfeeding Support

Statewide Health Improvement Initiatives

Nutrition

Early Childhood

Breastfeeding

Breastfeeding is the natural and healthy way for mothers to feed their babies.


New mothers often need good information to get started and keep going. Mothers also need a little help from their employer, from health care providers, schools, and child care providers if they are to be successful.

▶ About offers information about the benefits of breastfeeding.

▶ What's Happening in Minnesota has stories about how others are supporting breastfeeding mothers.

Share This

Are you eligible for WIC?
Find out



Be Breastfeeding Friendly

Information is important, but new mothers need support from many circles. Health care, childcare professionals, employers and health advocates

<http://www.health.state.mn.us/divs/oshii/bf/index.html>



Welcome the Panelists

- Minnesota Department of Human Services: Peggy Cunningham & Donna Gainor
- Minnesota Department of Education: Gloria Vellinga
- Public Health Law Center at Mitchell Hamline School of Law: Natasha Frost