



County of Rockland

ROCKLAND COUNTY DEPARTMENT OF HEALTH

The Dr. Robert L. Yeager Health Center
50 Sanatorium Road – Building D
Pomona, New York 10970

ADMINISTRATION

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www.rocklandgov.com/health

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Director, Health Promotion & Chronic Disease Prevention

August 17, 2015

Dear Childcare Professional,

Did you know that your support is essential for helping mothers continue to breastfeed as they return to work or school? The Rockland County Department of Health supports and encourages new mothers to breastfeed their infants. Our goal is to work with childcare providers and assist them in becoming breastfeeding friendly sites. A "Breastfeeding Friendly" daycare can provide benefits for both the families and the childcare facility because breastfed babies are generally healthier and happier, and the positive word of mouth among breastfeeding mothers can help increase your business.

If you would like your center to be designated as Breastfeeding Friendly, please complete the enclosed Breastfeeding Friendly Self-Assessment form. Our Board Certified Lactation Consultant (IBCLC) can provide you with the following services:

- Help in becoming a designated "Breastfeeding Friendly" daycare/workplace.
- "Breastfed Babies Welcome Here" presentation. Some of the topics covered are the benefits of breastfeeding and the "how-tos" of becoming a breastfeeding friendly daycare program. This **FREE** workshop can be presented at your location, and staff can earn one hour of training credits towards educational requirements in the topic area of nutrition and health needs of children.
- Lactation education and support services to your breastfeeding clients/employees.

For more information, please contact me at (845) 364-3786 or e-mail me at messingl@co.rockland.ny.us. I look forward to working with you on these very important issues.

Thank you,

A handwritten signature in cursive script that reads "Laurie Messinger".

Laurie Messinger BS, IBCLC, CWWS
Breastfeeding Promotion and Support and Worksite Wellness Program Coordinator



Non-CACFP Application
**IS YOUR CENTER
Breastfeeding Friendly?**

Protecting, promoting and supporting breastfeeding is an important part of public health. The Rockland County Department of Health (RCDOH) Breastfeeding Promotion and Support Program invites you to join a national effort to support breastfeeding moms and babies.

Breastfeeding Friendly Child Care Centers provide active support to breastfeeding families, and help mothers to continue breastfeeding when they return to work or school.

If you would like your center to be designated as "Breastfeeding Friendly," complete the information below and the self-assessment form. The form lists six standards with best practices under each standard. The best practices are listed to help your center meet these standards. Centers that answer **YES** to all six standards **and** include a copy of the center's breastfeeding policy will be awarded a certificate which designates them as "Breastfeeding Friendly" on the RCDOH website www.rocklandgov.com/departments/health/. The certificate expires three years from the issue date, and you will need to complete a renewal form at that time.

If you are interested in becoming "Breastfeeding Friendly" and want to learn more, the RCDOH can provide assistance with creating your "Breastfeeding-Friendly" policy and free breastfeeding training for your staff.

Additional information about supporting breastfeeding mothers returning to work or school, and "Breastfeeding Friendly" Child Care in New York State, is available at <http://breastfeedingpartners.org/>. Click on Work & School.

Center Name: _____

Center Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Number of infants (under 12 months of age) currently in care: _____

Contact Information:

Laurie Messinger BS, IBCLC, CWWS
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Breastfeeding Friendly Self-Assessment**1. Our center provides an atmosphere that welcomes breastfeeding families. Yes___ No___**

- Center staff encourages mothers to visit and breastfeed during the day.
- The orientation to the center includes information on how the center supports breastfeeding.
- Parents are given a copy of the center's breastfeeding policy.
- There is a sign/poster at the entrance or waiting room to let mothers know breastfed babies are welcome and supported. Our center encourage mothers to visit and breastfeed during the day.
- When meeting with new families, our center includes information about how our center support breastfeeding.
- There is a sign/poster visible to mothers so they know breastfed babies are welcome.

2. Our center helps mothers to continue breastfeeding their babies when they return to work or school. Yes___ No___

- Our center makes a comfortable place available for mothers to nurse their infants before or after work.
- If the center is an Early Head Start, the center complies with the Head Start Performance Standards for breastfeeding support and education, and the storage and handling of breast milk.
- The center ensures that nursing mothers employed by the center receive reasonable breaks each day to express milk, and makes reasonable efforts to provide a room or other location (not a restroom) where an employee can express milk in privacy. *required by Section 206-c of NYS Labor Law.

3. Our center offers accurate written materials on breastfeeding topics. Yes___ No___

- Written materials are easy to understand and not produced by formula companies.
- Culturally appropriate breastfeeding materials are included in the languages of the families served by our center.
- Staff is familiar with written materials that our center offers.
- Staff is familiar with community resources and keeps an up-to-date list of contact information (support groups, WIC Breastfeeding Coordinators, lactation consultants) to refer moms as appropriate.

4. Our center feeds infants on demand and coordinates feeding times with the mother's normal feeding schedule. Yes___ No___

- An infant feeding plan is developed with each family as infants enroll at the center. The plan is updated as the infant moves through the stages of development.
- Breastfed babies do not receive food/drink, other than their mother's breast milk, unless indicated in the feeding plan.
- Infants are fed based on their hunger and fullness cues.
- Refrigerator and freezer space is made available for pumped breast milk which is labeled with the infant's full name and the date it was pumped.
- Mothers are encouraged to provide a small backup supply of frozen breast milk in case the infant needs to eat more often or the pickup time is delayed.

5. Our center trains all staff so they are able to support breastfeeding families. Yes___ No___

- All staff is trained about the benefits of breastfeeding and the preparation, feeding and storage of human milk.
- Staff is trained to recognize and respond to infants' hunger and fullness cues.
- New staff is trained soon after they are hired.

6. Our center has a written policy that reflects the center's commitment to support breastfeeding. Yes___ No___

- The written policy is shared with all staff as they are hired and staff is aware that it is part of their job to help support moms as they continue to breastfeed when they return to work/school.

Please remember to include a copy of your breastfeeding policy when you submit the self-assessment.

Everyone can help make breastfeeding easier! Thank you for all that you do.

Name of Center Director _____

Signature of Center Director _____ Date _____