Breastfeeding Friendly Daycare Centers: Barriers and Opportunities in Florida

Stephanie L. Marhefka, Ph.D., CLC
Introduction and Background

According to data from the US Department of Labor in 2012, almost 25% of new mothers returned to work two weeks after giving birth.
Although the Affordable Care Act in 2010 made workplace accommodations for breastfeeding mothers, these are still insufficient.

Approximately one in five women has a child under age two in childcare (US Census Bureau).

2011 Surgeon General’s Call to Action:
“Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants” (Action 16).

But...

Childcare administrators may not be supportive of breastfeeding moms.
Search of Statewide BFCC Designation Programs

State breastfeeding coalition (SBC) website search for BFCC programs (N=50)

N=9 confirmed BFCC programs
N=41 without confirmation of a BFCC program

N=41 Internet search of states for which no information on BFCC programs was found on the SBC website

N=9 BFCC programs confirmed via SBC website
N=0 BFCC programs confirmed via internet search

N=41 Stakeholder engagement via email and social media

N=2 confirmed statewide BFCC programs
N=2 confirmed county-level-only BFCC programs
N=36 confirmed NO BFCC program
N=1 unconfirmed state
Results: Eleven States
North Carolina

Breastfeeding-Friendly Child Care Designation

Ten Steps to Breastfeeding-Friendly Child Care

The following Ten Steps describe ways that child care centers can provide optimal support for breastfeeding families. Below each step are specific actions to support that step.

Step 1. Have a written policy that reflects the program’s commitment to promoting and supporting breastfeeding, especially exclusive breastfeeding, and share with employees and families.
1.1 Our center has a written policy for promoting and supporting breastfeeding, and it is regularly communicated to our staff and families.
1.2 Staff evaluations document a review of breastfeeding support activities.
1.3 Our center’s breastfeeding support is part of our discussion with all potential families.

Step 2. Train and evaluate all staff in the skills to support and promote optimal infant and young child feeding.
2.1 All staff at our center receive training on age-appropriate infant feeding practices, including proper storage and handling of human milk.
2.2 All staff at our center receive training on recognizing infant hunger cues and feeding in response to these cues.
2.3 All staff at our center receive training on the risks and benefits of different infant feeding options.
2.4 All staff at our center receive training in breastfeeding protection, promotion, and support, including support of exclusive breastfeeding.

Step 3. Inform women and families about the importance of breastfeeding.
3.1 We provide all our families with our written policy for promoting and supporting breastfeeding.
3.2 Culturally appropriate educational materials on breastfeeding and on the risks and benefits of different feeding options are displayed in several areas.
3.3 Culturally appropriate educational materials on breastfeeding and on the risks and benefits of different infant feeding options are actively distributed to the families we serve.

Step 4. Provide learning and play opportunities that normalize breastfeeding for children.
4.1 We provide toys and books that illustrate nursing animals and babies, for children of all ages.
4.2 We discuss interactions between mothers and babies with children of all ages, including how they feed.

Step 5. Ensure that all breastfeeding families we serve are able to properly store and label their breast milk for child care use.
5.1 We provide sufficient refrigerator and freezer space to accommodate all of our breastfeeding families’ storage needs.
5.2 We instruct all breastfeeding families on the proper way to store and label human milk for child care center use, and all milk at our center is properly labeled.
5.3 We discuss with all families how expressed milk will be handled at our child care center.
Figure 1: BFCCD Self-Assessment

Breastfeeding Friendly Self-Assessment

1. Our facility provides an atmosphere that welcomes and promotes breastfeeding. Yes___ No___
   The facility encourages mothers to visit and breastfeed during the day, if their schedules permit. Facility employees are also encouraged to breastfeed their infants in care. There are breastfeeding posters on display and learning/PLAY materials that promote breastfeeding (e.g., books that contain pictures of babies or animals nursing).

2. Our facility helps mothers continue to breastfeed their babies when they return to work or school. Yes___ No___
   Parents are told about the facility’s policies and services regarding breastfeeding. The facility’s information packet for new families includes information on breastfeeding that is not provided by or produced by formula companies. There is a quiet comfortable place that mothers can feed their babies or express breast milk.

3. Our facility has accurate written materials on breastfeeding topics available for all parents. Yes___ No___
   Staff is familiar with written materials and available community resources (support groups, La Leche League, lactation consultants, and local WIC agency) and refers moms as appropriate.

4. Our facility feeds infants on cue and coordinates feeding times with the mother’s normal schedule. Yes___ No___
   Breastfed babies do not receive food or drink (other than breast milk) unless indicated. Parents are asked what they want the facility to do if mom will be late and their baby is hungry or the supply of breast milk is gone.

5. Our facility trains all staff so they are able to support breastfeeding. Yes___ No___
   Facility staff convey a positive attitude that moms can return to work and continue to breastfeed and that the facility can help them. Staff is trained about the benefits and normalcy of breastfeeding, the preparation, storage, and feeding of breast milk, and resources available for staff and parents.

6. Our facility has a written policy that reflects the facility’s commitment to breastfeeding. Yes___ No___
   Staff is familiar with the policy and it is available so that staff can refer to it.

Enclosed is a copy of our facility’s Breastfeeding Policy.

Name of Facility Director: ___________________ Signature: ___________________
Phone: ___________________ E-mail: ___________________
## North Carolina vs. Florida

<table>
<thead>
<tr>
<th>North Carolina</th>
<th>Florida</th>
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<tbody>
<tr>
<td><strong>Self-assessment</strong></td>
<td><strong>Self-assessment</strong></td>
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<tr>
<td><strong>Multi-level rating system - 1 star for achieving each of the 5 standards</strong></td>
<td><strong>Single level – all of the standards must be met</strong></td>
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<tr>
<td><strong>Supporting documentation:</strong></td>
<td><strong>Supporting documentation:</strong></td>
</tr>
<tr>
<td>• Breastfeeding policy</td>
<td>• Breastfeeding policy</td>
</tr>
<tr>
<td>• Total number of infants</td>
<td>Program was designed to be easy to achieve, and to recognize those already meeting the standards</td>
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<tr>
<td>• Number of infants that are breastfed</td>
<td></td>
</tr>
<tr>
<td>• Photos</td>
<td></td>
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<td>• Proof of staff trainings</td>
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Study 1: Explore Administrator Perspectives

- Florida Breastfeeding Friendly Child Care Initiative (FBFCCI)
  - Randomly selected licensed childcare centers
  - Semi-structured interviews with childcare center administrators (CCAs) (n=28)
  - Staff surveys (n=108)
Results

Number of CCAs interviewed: 28
Number of CCAs who had heard about FBFCCI: 0
<table>
<thead>
<tr>
<th>Florida breastfeeding-friendly self-assessment criteria² (Our facility...)</th>
<th>% Who Met Criterion</th>
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<tbody>
<tr>
<td>Feeds infants on cue</td>
<td>98%</td>
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<tr>
<td>Provides an atmosphere that welcomes and promotes breastfeeding</td>
<td>97%</td>
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<tr>
<td>Coordinates feeding times with the mother’s normal schedule</td>
<td>93%</td>
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<tr>
<td>Trains all staff so they are able to support breastfeeding</td>
<td>80%</td>
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<tr>
<td>Helps mothers continue to breastfeed their babies when they return to work or school</td>
<td>60%</td>
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<tr>
<td>Has accurate written materials on breastfeeding topics available for all parents</td>
<td>40%</td>
</tr>
<tr>
<td>Has a written policy that reflects the facility’s commitment to breastfeeding</td>
<td>40%</td>
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‘No, I don’t think it would be difficult... In your infant rooms, you should have rocking chairs in them anyways. **So, having a parent turn around for privacy is — you have a wall ... I don’t see that being a problem at all.**’

‘We do everything that it is, so it probably wouldn’t be difficult at all.’
Results: Consumer Need for BF Daycare

“I have no breastfeeding parents. I think – [if] we had nine parents who were breastfeeding and one that was on formula, it’s important...But if you have none...”

“I think there’s a need out there...a lot of parents are hesitant about putting their babies in childcare this young because they’re breastfeeding. Not everybody will allow the breast milk – you know – to be stored here.”
“Why do we need a policy? I mean, why do we need somebody else to come in and say we’re a friendly site when we know we are?...I think there’s a problem with somebody coming in and telling me...what I need to do to be a—friendly breast—you know, see what I’m saying? But—and again, I don’t want to alienate them—the parents that aren’t breastfeeding.”
Study 2: Explore the Tensions

In-depth thematic analysis of childcare administrator interviews exploring the tension between “breast is best” with cultural messages about breastfeeding women.
Results: “Breast is Best” Tensions

[What happens if she nurses without a cover?] "Um, well, because it's, um, because it's a daycare center and we have, um, other parents coming through, uh, even children, you know, we ask them to cover, cause we actually don't want children to go home and say, 'Mom! We saw Mis' - you know!' So, we would ask her, can you please cover --" (43CA)

"Um, she can come in and breastfeed as...She could go into the infant room, um, as long as she covers herself up so that, uh, you know, other kids -- she has to be up in a chair so other kids are not around." (16CA)
Results: “Breast is Best” Tensions

“....I wouldn't know what I need to put in a breastfeeding policy. Other than, please don't get up half naked and dance around our room." (03CA)

"Long as she ain't goin' around, walkin' around all over the school with her breasts out. (laughter)" (10CA)
Future Research

In collaboration with the Pinellas Department of Health, asking parents their reaction to daycares displaying this cling:
Questions We Must Answer

What are the perspectives of mothers with children in daycare?
  Does breastfeeding friendly designation alienate mothers that are not breastfeeding?

Do breastfeeding friendly daycare initiatives enhance breastfeeding-related knowledge and practices?

Conduct a physical evaluation of childcare spaces