

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.

The Washington Post
Democracy Dies in Darkness

Economic Policy

The shocking number of new moms who return to work two weeks after childbirth

By Danielle Paquette
August 19, 2015



(Photo by Flickr user christina rutz)

The Washington Post, 8/19/15

Although the Affordable Care Act in 2010 made workplace accommodations for breastfeeding mothers, these are still insufficient.

The New York Times

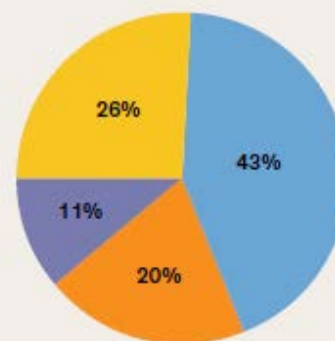
Why Workers Smuggled Breast Pumps Into Prison



Susan Van Son smuggled a breast pump, piece by piece, into the Virginia prison where she worked. Tony Cenicola/The New York Times

New York Times, 12/31/18

Financial Consequences of Breastfeeding Discrimination*



- Fired
- Forced Resignation
- Other Economic Harm
- No Monetary Loss Claimed

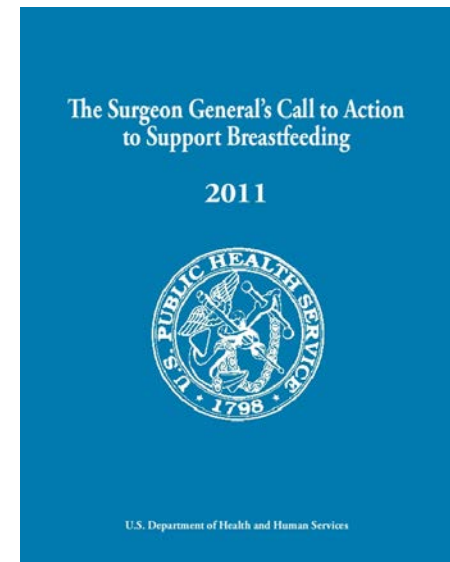
* As alleged in breastfeeding discrimination cases from the last decade

Exposed: Discrimination against Breastfeeding Workers.
Center for Worklife Law, University of California,
Hastings College of the Law, 2016, pp. 13

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...

People

HOME • PARENTS

Mom Speaks Out After Being Asked to Breastfeed Her Twins in a Private Room at Their Daycare



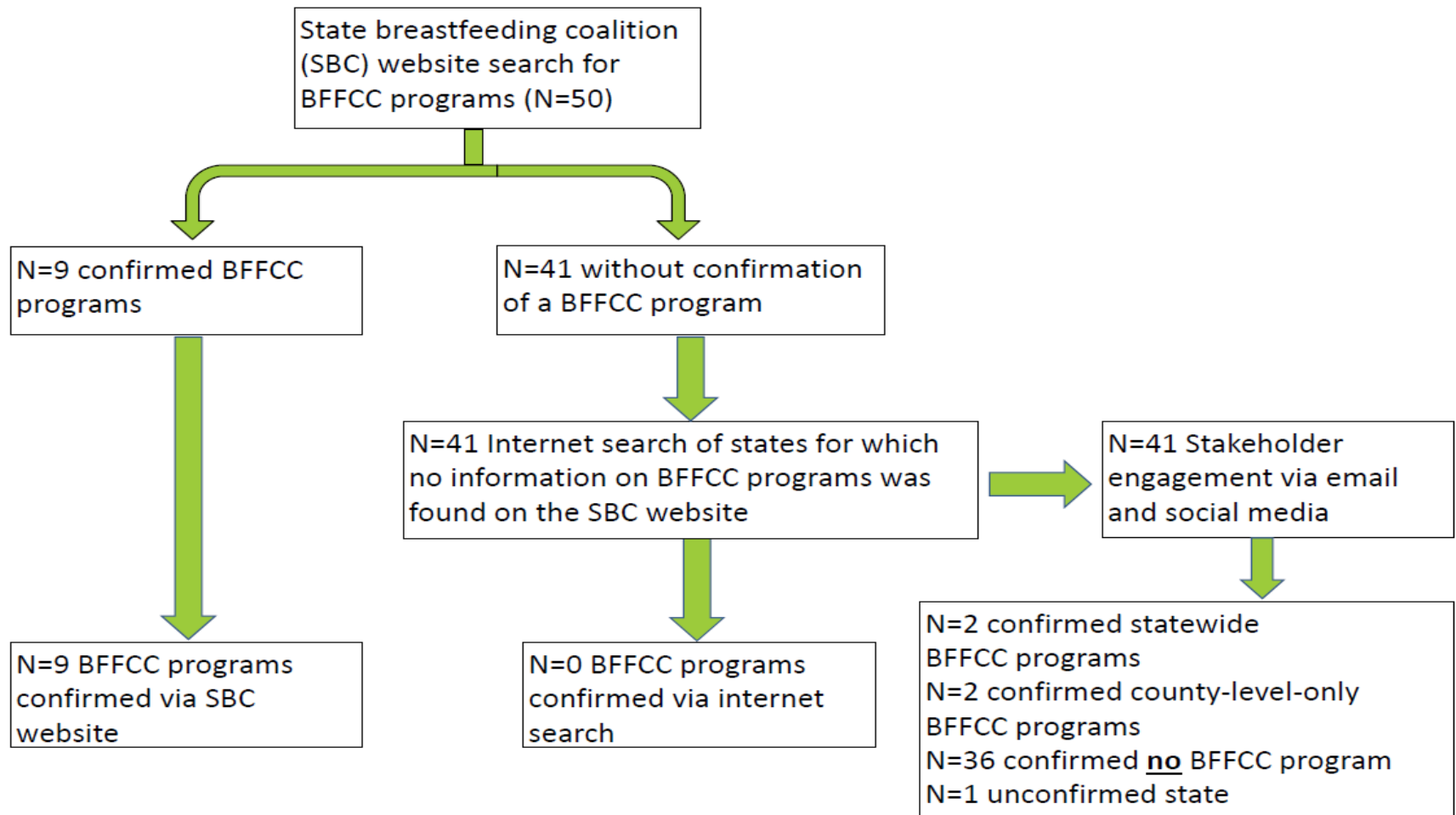
Jennifer Mancuso and her twins Jennifer Mancuso/Instagram

"[I] believe this was a learning opportunity for them and teaching opportunity for me," Jennifer Mancuso tells PEOPLE of the staff at her twins' daycare

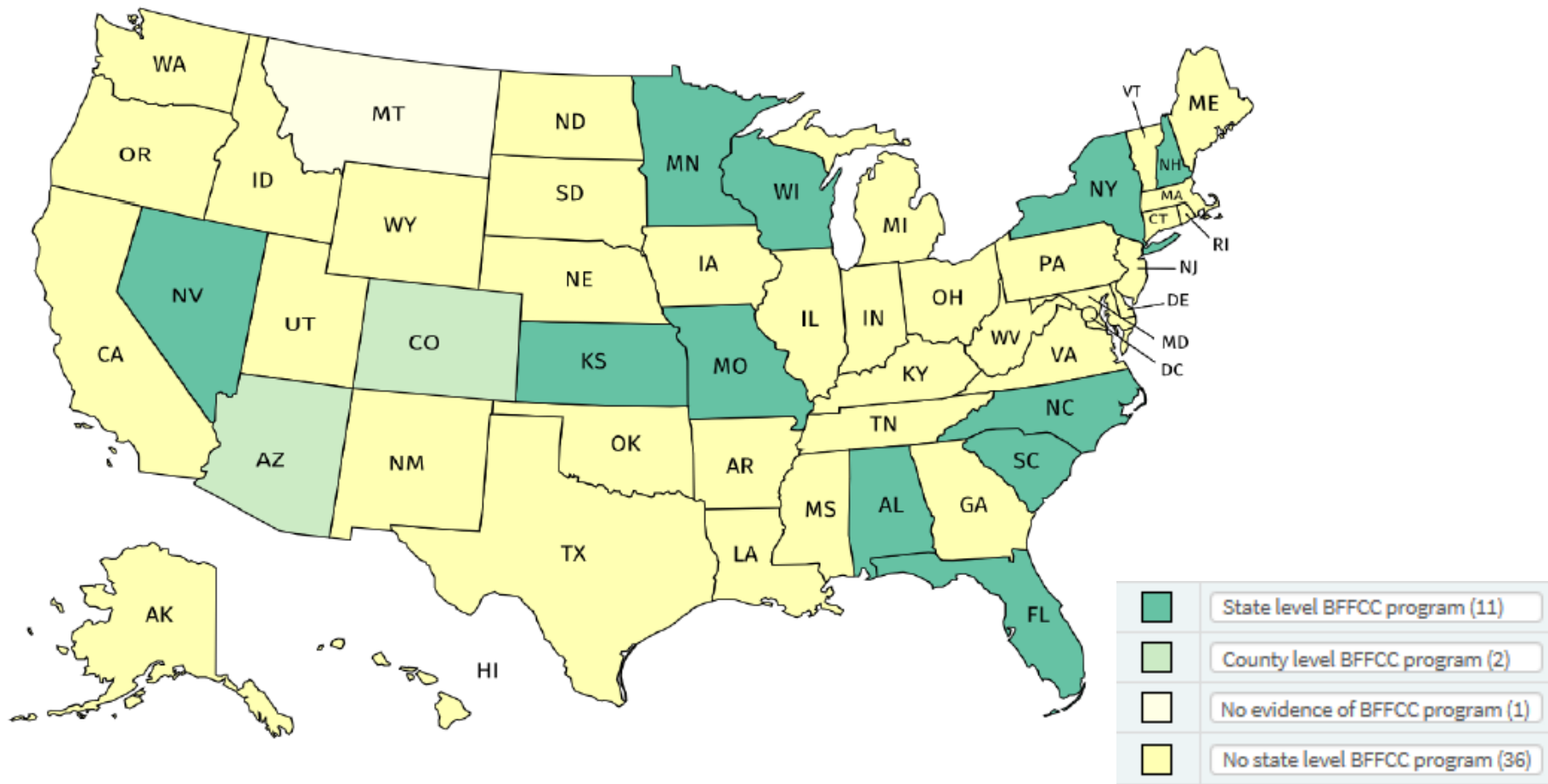
People Magazine, 1/24/19

Childcare administrators may not be supportive of breastfeeding moms.

Search of Statewide BFFCC Designation Programs



Results: Eleven States



North Carolina



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.

Florida

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



North Carolina	Florida
Self-assessment	Self-assessment
Multi-level rating system - 1 star for achieving each of the 5 standards	Single level – all of the standards must be met
Supporting documentation: <ul style="list-style-type: none"> • Breastfeeding policy • Total number of infants • Number of infants that are breastfed • Photos • Proof of staff trainings 	Supporting documentation: <ul style="list-style-type: none"> • Breastfeeding policy <p>Program was designed to be easy to achieve, and to recognize those already meeting the standards</p>

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

Florida breastfeeding-friendly self-assessment criteria²
(Our facility...)

% Who Met
Criterion

Feeds infants on cue

98%



Provides an atmosphere that welcomes and promotes breastfeeding

97%



Coordinates feeding times with the mother's normal schedule

93%



Trains all staff so they are able to support breastfeeding

80%



Helps mothers continue to breastfeed their babies when they return to work or school

60%



Has accurate written materials on breastfeeding topics available for all parents

40%



Has a written policy that reflects the facility's commitment to breastfeeding

40%

Results: Perceived Complexity

‘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.”

Results: Tension for Change

“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.



© Sara D. Davis

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