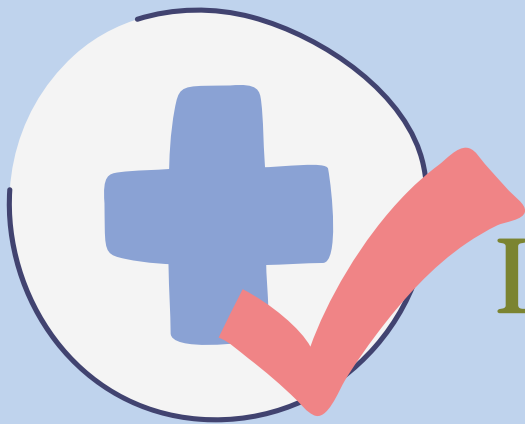




BREASTFEED ORANGE NC TOOLKIT



Healthcare Provider: Lactation Support Awards

"Pediatricians play a critical role in... their practices and communities as advocates of breastfeeding and, thus, need to be trained about the benefits of breastfeeding for [families] and in managing breastfeeding."
- AAP 2022 Policy Statement: *Breastfeeding and the Use of Human Milk*



<https://breastfeedorangenc.org/>
orangenc@breastfeedingcommunities.org

**Build rapport in
the community!**

**Let families know that
you support their
feeding goals!**

**Be recognized for
advocating for lactating
families!**

**Enjoy healthier and
happier patients!**

**Apply for the Breastfeed Orange NC
Community Partner & Employer and/or
the NCBC Family Friendly Clinic award!**

WE CAN HELP!

**Breastfeed Orange NC is
recognizing and promoting
healthcare offices and clinics that
have made lactation support a
priority.** Programs that receive this
designation will receive a
"Breastfeeding Welcome" window
cling and will be listed on our
websites and social media.



BREASTFEED ORANGE NC

Healthcare Award Qualifications:

Welcome and respect breast/chestfeeding families.

Do not advertise or provide free infant formula (unless medically necessary).

Have a written lactation policy.

Make accommodations for lactating staff.

Provide proper perinatal lactation support, education, and referrals when needed.

Ensure breast/chestfeeding training for all staff – 3 hours for medical staff and 1 hour for office staff.



GENERAL RESOURCES



How to establish a breastfeeding - friendly
pediatric office (AAP Clinical Report)

Breastfeeding-Friendly Physician's
Office: Optimizing Care for Infants and
Children (ABM Protocol #14)

Breastfeeding Practice Tools for Health
Professional (AAP)

Optimizing Support for Breastfeeding as
Part of Obstetric Practice (ACOG)

Family Physicians Supporting
Breastfeeding Position Paper (AAFP)

Local Lactation Support Providers
(Breastfeed Orange)

Making Breastfeeding Work for Medical
Offices: A Six Point Plan
(Boulder County Public Health)

ADDRESSING BARRIERS: TRAINING MATERIALS

Purpose: The education qualification is in place to ensure clinicians have foundational breast/chestfeeding knowledge to best support families' feeding goals.

Breastfeeding University:

FREE Carolina Global Breastfeeding Institute (CGBI) self-paced training modules

Michigan Breastfeeding Network:

FREE Webinars

Lactation Education Resources (LER):

CERP & CME Courses

La Leche League International Webinars

Registration & Fee to Access

**Or contact Breastfeed Orange NC
(orangenc@breastfeedingcommunities.org)
to set up a training session!**

ADDRESSING BARRIERS: LACTATION POLICY

Purpose: The lactation policy qualification is in place to prevent gaps in care and create a consistent experience for families.

Breastfeeding Family Friendly Sample Lactation Policy

Use the policy linked above as a template, and plug in clinic/community - specific information to adapt it.

Breastfeed Orange is happy to assist with the development of your lactation policy!

ADDRESSING BARRIERS: INFANT FORMULA

Purpose: The qualification to not advertise infant formula aims to protect families' feeding decisions from marketing and commercial influence.

We recognize that some infants require formula for medical reasons and some families choose to feed their infant formula due to personal choice.

WHO International Code of Marketing of Breast-milk Substitutes & The Code FAQ

"The Code is an important part of creating an overall environment that enables [parents] to make the best possible feeding choice, based on impartial information and free of commercial influences, and to be fully supported in doing so." -
Th Code FAQ, 2017

UNICEF Guide for Health Workers for Working Within the Code



BREASTFEED ORANGE NC TOOL KIT

Start with our Community
Partner and Employer Award
APPLY NOW!

NC Breastfeeding Coalition
Family Friendly Clinic Award
APPLY NOW!

QUESTIONS?
Email
orangenc@breastfeedingcommunities.org



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