



### All pregnant women will receive information and instruction on breastfeeding.

- A.** Families have received culturally appropriate information and resources about breastfeeding prior to arrival, through their health care provider, local Health Department, WIC clinic or local community-based organization.
- B.** Facility demonstrates collaboration with local breastfeeding coalitions or other groups in their community supporting breastfeeding families, such as through meeting attendance or in-kind support.
- C.** Facility supports their breastfeeding employees by providing reasonable break time and a private, safe, free from intrusion place to express milk close to their workplace. (NOT a bathroom).

### Prenatal breastfeeding education should begin in the first trimester, at the woman's first visit with her health care provider. Providing education that is consistent throughout pregnancy, delivery and post-partum is crucial.

We encourage facilities to collaborate with their local providers to ensure consistent messages and maintain an open line of communication to provide those consistent messages. All materials and education should be culturally appropriate for the population you are serving and presented without messages promoting artificial feeding or sponsorship.

When information is provided prenatally about the practices known to support breastfeeding, families enter the facility expecting to participate and the practices are more consistently implemented. This preparation empowers families to make the best decisions for themselves and for their babies. Disparities in breastfeeding, and poor health outcomes, are reduced when ALL mothers have equal access to accurate, consistent information and are supported in their feeding choice.

### For information on prenatal education and resources

- The **Ready, Set, Baby!** website allows expectant parents to choose a self-paced experience to prepare for their breastfeeding journey. Developed by the Connecticut Department of Public Health in partnership with the Carolina Global Breastfeeding Institute.
- The Academy of Breastfeeding Medicine (ABM) **Protocol #19- Breastfeeding Promotion in the Prenatal Setting** provides trimester-specific recommendations and additional references.
- **Breastmilk Every Ounce Counts**, Texas WIC-developed website for parents (available in English and Spanish). Includes excellent basic information about the benefits of breastmilk, how to get started and how to continue when going back to work.
- **Coffective** provides a website and phone app supporting community coordination to improve maternal and child health outcomes. They have developed materials for parent education and focus on providing a consistent message.

## PRACTICE 3



### Information on culturally appropriate materials:

- [Reaching Our Sisters Everywhere](#) has resources and information.
- [Kansas Breastfeeding Coalition](#) has resources for many ethnicities.
- [Latino Best Start](#) provides tools and resources to help promote, educate about, and support exclusive breastfeeding in the Hispanic community

### Information about local, regional and Kansas state coalitions:

- [Kansas Breastfeeding Coalition](#)

### Information about supporting breastfeeding employees or students:

- [The Business Case for Breastfeeding](#), a resource site and toolkit from the U.S Department of Health and Human Services Office on Women's Health.
- The [Kansas Business Case for Breastfeeding](#) website includes information related to Kansas law and a list of employers who have received the award. A special section for employees gives ideas of how to talk to your employer about what your needs are.

## GENERAL INFORMATION

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[Texas Ten Step Toolkit](#) from the Texas Department of State Health Services, Nutrition Services Section