

Rice County Public Health Breastfeeding Policy Plan

August 2016

Purpose of Policy: To ensure Rice County Public Health meets the ten steps for successful Breastfeeding Friendly Health Departments (BFHD).

Rice County Public Health supports breastfeeding as the preferred feeding option for infants. The agency will collaborate with community partners to identify and remove barriers for mothers who breastfeed, educate parents and community partners about the benefits of long term breastfeeding, incorporate breastfeeding information into messaging about nutrition, and provide training to public health staff about the advantages of breastfeeding and how to effectively communicate this information to clients.

Policy Statement:

As a Breastfeeding Friendly Health Department, Rice County Public Health will work towards full implementation of the following ten items:

1. Establish a designated individual/group to manage the following tasks including policy review, development, staff orientation and education.
2. Have a written breastfeeding policy that is routinely reviewed with department staff.
3. Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the “norm” in the community.
4. Collaborate with community partners to assure access to breastfeeding classes for prenatal women.
5. Educate the community on breastfeeding support.
6. Encourage racially and ethnically diverse resources within the community.
7. Support mothers in initiating and maintaining breastfeeding up to 12 months and beyond.
8. Through community partners, encourage local public places to provide a breastfeeding friendly environment for families.
9. Select businesses each year and provide worksite lactation support training.
10. Facilitate access to information and training for local childcare centers/providers/schools on how to support a breastfeeding mother.

Procedure / Definitions:

- Agency staff will receive and review information about the state and federal laws & statutes supporting breastfeeding.
- Agency will comply with breastfeeding laws and acts to increase the impact of broad population-based approaches to improve health in our communities.
- The Clinic and Community Supervisor, in consultation with the Family Child Health Supervisor will manage duties within this policy, including policy review and revisions, staff orientation and education.
- Agency staff will actively promote, support and protect breastfeeding at individual, community and systems levels by
 - providing information on the benefits and risks in decision making, to support optimal outcomes associated with breastfeeding;
 - providing education and information to the community on the importance of breastfeeding and the health benefits it provides; and
 - providing opportunities to increase community knowledge about infant feeding methods in order to dispel incorrect assumptions.
- Agency staff will provide information about community resources available to support breastfeeding families during service encounters or at client request.
- Management staff will assure materials created and distributed by the agency are free of references to and images of infant formula and images of baby bottles. Purchased materials will be assessed

by approving supervisory staff, to ensure that the materials provide informed decision-making when discussing infant feeding practices.

- Agency staff will receive orientation that includes review of the breastfeeding policy and program-specific practice information for supporting breastfeeding (including volunteers, contract staff, and students as applicable).
- Management staff will review this policy annually, and update as necessary.
- Information about this policy and breastfeeding promotion will be communicated at the annual staff training and will be included in the Rice County Public Health policy manual.

References:

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