Guide for Use of the
BREASTFEEDING FRIENDLY SELF-ASSESSMENT TOOL

Purpose of this tool:
To help organizations/agencies assess the degree to which they support breastfeeding families

Who should complete this tool?
Organizations, agencies or businesses who serve families, such as but not limited to hospitals, health departments, physicians’ practices, Parents as Teachers, Infant Toddler Services, etc.

Those participating in breastfeeding and/or perinatal coalitions.

How can the “Breastfeeding Friendly Self-Assessment Tool” be used?
By the organization/agency to identify areas to strengthen their breastfeeding support
By local breastfeeding coalitions to identify community needs related to breastfeed support when results are compiled from multiple organizations/agencies

Uses NOT permitted:
As a screening tool for membership or involvement in a breastfeeding coalition or workgroup
As a scoring mechanism, to rank or rate organizations/agencies/businesses’ degree of breastfeeding support

Questions?
Contact Kansas Breastfeeding Coalition, at bandy@kansas.net or (785) 477-4666
# BREASTFEEDING FRIENDLY SELF-ASSESSMENT TOOL

A CHECKLIST FOR COMMUNITY PARTNERS

## Organization

Name of Individual Completing ___________________________ Date Completed ____________________

Indicate the extent to which you agree with each of the following statements, as it relates to your organization. Check the box next to each statement that most closely fits your response. Mark neutral if you feel this question doesn’t apply to your organization. To find your total score, use the numerical scale below to tally your responses.

<table>
<thead>
<tr>
<th>Our organization…</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tbody>
<tr>
<td>1) Recognizes breastfeeding as part of a normal, healthy diet for infants and young children and acknowledges the role it plays in supporting, promoting and protecting breastfeeding.</td>
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<td>2) Ensures that all printed materials and website images are free of bottles, bottle feeding and pacifiers.</td>
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<td>3) Refuses promotional items, educational materials, coupons, samples, food and/or gifts from infant formula companies.</td>
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<td>4) Ensures that evidence-based, noncommercial educational materials are available to parents, and are no more than five years past the publication.</td>
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<td>5) Displays a welcoming attitude to breastfeeding families and has educated all staff about the importance of welcoming breastfeeding mothers. See “Breastfeeding Welcome Here” <a href="http://ksbreastfeeding.org/cause/breastfeeding-welcome-here/">http://ksbreastfeeding.org/cause/breastfeeding-welcome-here/</a> for more information.</td>
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<td>6) Provides a supportive environment and appropriate accommodations for breastfeeding employees. This includes ensuring a private space (other than a restroom) and reasonable time for milk expression. See “Kansas Business Case for Breastfeeding” <a href="http://www.kansasbusinesscase.com/">http://www.kansasbusinesscase.com/</a> for more information.</td>
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**TOTAL:** ____________________
Please return completed form to the Kanas Breastfeeding Coalition at bandy@kansas.net OR your local breastfeeding coalition found at http://ksbreastfeeding.org/coalitions/.

We encourage you to revisit this self-assessment tool with the leadership of your organization and use these criteria as a guide for ensuring a breastfeeding-friendly organizational culture. For resources on how to improve your score, please visit www.KSBreastfeeding.org.