

Guide for Use of the BREASTFEEDING FRIENDLY SELF-ASSESSMENT TOOL

Purpose of this tool:

To assess the degree to which an entity supports 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.

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 info@ksbreastfeeding.org

BREASTFEEDING FRIENDLY SELF-ASSESSMENT TOOL

Entity _____

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.

We...	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
1) Recognize 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.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) Ensure that all public-facing printed materials and website images are free of bottles, bottle feeding and pacifiers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) Refuse promotional items, educational materials, coupons, samples, food and/or gifts from infant formula companies.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) Ensure parent education materials are free of commercial influence and no more than five years past the publication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Display a welcoming atmosphere to breastfeeding families and have educated all staff about the importance of supporting breastfeeding families. <i>See "Breastfeeding Welcome Here"</i> http://ksbreastfeeding.org/cause/breastfeeding-welcome-here/ for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) Provide a supportive environment and appropriate accommodations for our breastfeeding employees. This includes ensuring a private space (other than a restroom) and reasonable time for milk expression. <i>See "Kansas Business Case for Breastfeeding"</i> http://www.kansasbusinesscase.com/ for more information.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL:	_____				

Let us help you improve your score -

Contact the Kansas Breastfeeding Coalition at info@ksbreastfeeding.org or your local breastfeeding coalition, found at <http://ksbreastfeeding.org/coalitions/>

Resources at www.KSBreastfeeding.org

We encourage you to revisit this self-assessment tool with your leadership and to use these criteria as a guide for ensuring a breastfeeding-friendly culture.