


Community Supporting Breastfeeding Toolkit



The following resources and strategies have been compiled to help communities achieve the Community Supporting Breastfeeding designation. For details about the designation criteria, visit <https://ksbreastfeeding.org/cause/communities-supporting-breastfeeding/>

Criteria	Resources & Tips:
Local Coalition	<ul style="list-style-type: none"> • Tools for Coalitions (KBC)—governance, social media resources, project and community engagement ideas • Coalition page on KBC website (email info@ksbreastfeeding.org) • Toolkit for Kansas Local Breastfeeding Coalitions (KBC)—contact lists to engage missing stakeholders • Local Breastfeeding Coalition Directory (KBC) • KBC Resources for Black, Latinx, and Indigenous breastfeeding resources • Tips: <ul style="list-style-type: none"> • Seek funding for paid staff. • Look for opportunities to participate in events hosted by and for communities of color when appropriate and invited.
Peer Support	<ul style="list-style-type: none"> • La Leche League Groups in KS • Breastfeeding USA Counselors • Chocolate Milk Café groups • Bringing Breastfeeding Support to More Mothers and Caregivers (online support) • KBC Resources for Black, Latinx, and Indigenous breastfeeding support • U.S. Census QuickFacts (determine % of population of color) • Kansas WIC Breastfeeding Peer Counselors (BFPC) • Contact the KBC for access to online meeting platforms (info@ksbreastfeeding.org) • Tips: <ul style="list-style-type: none"> • Seek funding for peer support facilitator training and start-up.
Hospital	<ul style="list-style-type: none"> • High 5 for Mom & Baby Participating Hospitals • Baby-Friendly Hospitals in Kansas
Public Spaces	<ul style="list-style-type: none"> • Breastfeeding Welcome Here (BWH) Toolkit (English/Spanish) • Public Spaces (KBC) • List of BWH Participating Establishments • Tips: <ul style="list-style-type: none"> • Partner with local community college, high school or school of nursing to make enrollment of establishments a class project.
Workplaces	<ul style="list-style-type: none"> • Business Case for Breastfeeding • Kansas Award-Winning Employers • Workplace/School (KBC) • Kansas Society of Human Resources Management (SHRM) Affiliates • Contact local Chamber of Commerce to determine “high-impact” employers • Tips: <ul style="list-style-type: none"> • Complete the award application for the employer, ask them to approve prior to submission, usually the HR director is the best person to do this. • Ask local WIC agency staff for suggestions of employers who their clients have shared are either supportive or who might need assistance. • Speak at local SHRM affiliate meetings or local chambers of commerce meetings, and distribute award applications.
Child Care	<ul style="list-style-type: none"> • Child Care Provider Resources (KBC) • Breastfeeding Friendly Child Care Provider Toolkit and Application • Breastfeeding Friendly Child Care Providers (Child Care Aware of Kansas) • Tips: <ul style="list-style-type: none"> • Ask county child care licensing survey (directory) to promote online KCCTO class (flyer) by mail or email. • Encourage friends and family who care for the breastfed child to take the KCCTO course. • Arrange for group in-person class for child care centers or local child care coalitions.

Criteria	Resources & Tips:
For CSB Plus Communities:	
Physician Office	<ul style="list-style-type: none"> • Breastfeeding-Friendly Self-Assessment (must score 4/5 on all categories) • Directory of Federally Qualified Health Centers and Rural Clinics • Physician Education and Training to Support Breastfeeding (CDC) • The Physician's Role in Human Milk Feeding (ACOG) • Breastfeeding-Friendly Physician's Office (ABM) • The Breastfeeding-Friendly Pediatric Office Practice (AAP)
Emergency Preparedness	<ul style="list-style-type: none"> • Lactation and Infant Feeding in Emergencies (L.I.F.E) Support Basic Kit • More resources—Breastfeeding dsuring Emergencies & Disasters • Directory of County Emergency Managers
City and/or County Government	<ul style="list-style-type: none"> • Swimming Pools and Breastfeeding Families • Kansas Parks and Recreation Association
Faith-based organizations	<ul style="list-style-type: none"> • Supporting Breastfeeding Interventions for Faith-Based Organizations • Health Minister's Guide to Breastfeeding
Schools (K-12), colleges & universities	<ul style="list-style-type: none"> • Toolkit for Establishing Lactation Support on University and College Campuses • Workplace/School (KBC page) • Directory of Kansas Universities and Colleges • Kansas School District Directory
Correctional facility	<ul style="list-style-type: none"> • Guide to Breastfeeding and Incarceration
Food Pantries	<ul style="list-style-type: none"> • Guidelines for Breastfeeding Friendly Food Pantries (scores "green" in 3 of the 4 assessments)
Local Health Department	<ul style="list-style-type: none"> • Breastfeeding Friendly Local Health Department Designation
Doulas	<ul style="list-style-type: none"> • KBC Breastfeeding Courses (Breastfeeding 201: Building on the Basics) • Kansas Doula Collective (directory)
Promotional Ideas:	
<p>Initial Designation—all provided by KBC</p> <ul style="list-style-type: none"> • Proclamation—for city or county commission to read • Certificate suitable for framing • Press Release • Social Media post examples and hashtags (#CSBKBC) • Newspaper ad—example • Widget- use new logo, need embed code to link back to KBC CSB page • QR code—direct to KBC CSB page • Signage—billboard, sign at city limits <p>Ongoing awareness campaign—on anniversary of designation, during National Breastfeeding Month, etc.</p> <ul style="list-style-type: none"> • Newspaper ad and/or social media post to celebrate participating businesses and encourage others to join the list • Library display • Certificates or thank you gifts to participating businesses • Flyer—explain designation and list participating businesses, distribute in public library, chamber of commerce, city hall, etc. • Presentation to City/County Commission or Chamber of Commerce • Promote during Infant Feeding session of Becoming a Mom and other prenatal parent education classes • Promote to LiveWell and Pathways organization <p>Goals of promotion:</p> <ul style="list-style-type: none"> • Raise awareness of the importance of everyone in community in supporting breastfeeding families, not just 2-3 sectors like hospitals, physician offices and health dept. • Explain the designation criteria and the prestige of achieving the designation 	
Building on the Designation:	
<ul style="list-style-type: none"> • Build continuity of care between systems—see NACCHO Continuity of Care for Breastfeeding Blueprint (coming fall 2021) • Address infant formula marketing in all sectors • Address use of images and diverse photos in the community's materials (Resource: USBC Landscape of Breastfeeding Support Image Gallery) • Learn more about racial/ethnic equity and cultural humility (Resource: KBC Racial & Ethnic Equity) • Promote on-going breastfeeding education for those sectors serving families • Strengthen prenatal education and conversations about breastfeeding across sectors <div style="text-align: right; margin-top: 20px;">  <p>Kansas Breastfeeding Coalition, Inc.</p> </div>	