



# Community Supporting Breastfeeding

## Designation Criteria & Guidelines

Criteria	Original	Plus
<b>Local Coalition</b>	<ul style="list-style-type: none"> <li>A local breastfeeding coalition is defined as a group of at least three (3) individuals meeting in the CSB community at least quarterly for the expressed purpose of improving breastfeeding support in the defined community.</li> <li>The coalition must be listed on the Kansas Breastfeeding Coalition (KBC) <a href="#">Coalition Directory</a> web page.</li> <li>At least one member of the coalition's leadership must be a member of the Kansas Breastfeeding Coalition.</li> <li>The coalition must have been meeting for a minimum of 6 months.</li> <li>A minimum of two (2) organizations or agencies must participate in the coalition.</li> </ul> 	<p>Meets the Original Criteria in addition to the following:</p> <ul style="list-style-type: none"> <li>Uses social media to share new information related to breastfeeding advocacy, promotion, and protection. The coalition will use at least one platform with a minimum of 5 posts per month with cross sector and culturally appropriate content. "Shares" and original content will count as posts. (Peer breastfeeding support social media posts do not qualify)</li> <li>Has at least one active coalition member from three of the following categories: hospital, health dept., physician offices, doulas, midwives, emergency preparedness, home visitors, breastfeeding families, peer support (LLL, WIC), child care provider, academia. Coalition membership should reflect demographics of the community if there is not a separate cultural coalition.</li> <li>Can demonstrate connections to other local and/or regional breastfeeding coalitions working in their geographic area.</li> <li>Actively promotes local, national and culturally appropriate breastfeeding resources to local families</li> <li>Has completed one activity as a coalition within the past 12 months (exception for times of a national public health emergency, i.e. 2020-2021)</li> </ul>
<b>Peer Support</b>	<ul style="list-style-type: none"> <li>A peer support group is defined as a group meeting for families with the clearly stated purpose of providing peer breastfeeding support, meeting at least once a month, and is listed in the KBC's <a href="#">Local Resource Directory</a>.</li> <li>The group facilitator(s) must have at least one of the following credentials:             <ul style="list-style-type: none"> <li>WIC Breastfeeding Peer Counselor</li> <li>Accredited La Leche League Leader</li> <li>Breastfeeding USA Counselor</li> <li>Certified Lactation Educator (CLE)</li> <li>Certified Lactation Counselor (CLC)</li> <li>Certified Breastfeeding Specialist (CBS)</li> <li>International Board Certified Lactation Consultant (IBCLC)</li> <li>A person who has completed the following:                 <ul style="list-style-type: none"> <li><a href="#">KS TRAIN WIC Breastfeeding Peer Counselor Training Modules</a> (courses 1087002-1087010, 1087023-1087026) (estimated 5.5 hrs. to complete)</li> <li><a href="#">KS TRAIN "WIC: Breastfeeding Support Group - The Journey to Success</a> course #1047630 (estimated 1 hr. to complete)</li> </ul> </li> </ul> </li> </ul>	<p>Meets the Original Criteria in addition to the following:</p> <ul style="list-style-type: none"> <li>Has the capability to provide peer breastfeeding support online either one-on-one or to a group</li> <li>Peer support for population(s) of color:</li> <li>For communities with a population of color (Black, Hispanic, Indigenous, Asian) &gt;10%, peer support by a person of color from the majority population of color must be available in the community.</li> <li>For communities with a population of color &lt;10%, families of color are referred to online support groups if local support from a peer of color is unavailable.</li> </ul> 

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<b>Peer Support (Continued)</b>	<ul style="list-style-type: none"> <li>A virtual support group held online or via a social media platform may be acceptable provided it meets the following criteria:               <ol style="list-style-type: none"> <li>Is administered by an approved facilitator (see list above)</li> <li>Is active with a minimum of 10 posts a month</li> <li>The approved facilitator responds and facilitates conversation on a regular basis defined by at least every 3 days.</li> </ol> </li> </ul>	
<b>Hospital</b>	<p>A least one community hospital be recognized as a <a href="#">High 5 for Mom &amp; Baby hospital</a> or designated a <a href="#">Baby Friendly Hospital</a>. In communities without a hospital, the hospital at which the majority of parents in the community give birth will be considered the "community hospital" for purposes of this criterion.</p>	<p>Community hospital is recognized as a High 5 for Mom &amp; Baby Premier hospital or designated as a Baby-Friendly Hospital.</p>
<b>Public Spaces</b>	<p>1 public establishment for every 1,000 community citizens or 25 (whichever is lesser) participate in the "<a href="#">Breastfeeding Welcome Here</a>" program . To be counted, the establishment must be listed on the KBC's Breastfeeding Welcome Here <a href="#">Participants</a> webpage.</p>	<p>2 public establishments for every 1,000 citizens or 50 minimum (whichever is lesser) participate in the "<a href="#">Breastfeeding Welcome Here</a>" program, representing at least three of the following sectors:</p> <ul style="list-style-type: none"> <li>Public buildings (state, city &amp; county offices, library, courthouse, swimming pools, etc.)</li> <li>Faith-based organizations</li> <li>Restaurants</li> <li>Schools (K-12, colleges &amp; universities, early childhood spaces, adult learning centers)</li> <li>Healthcare (hospitals, HDs, doctor's offices, etc.)</li> <li>Retail &amp; services (grocery, shopping centers, beauty, etc.)</li> </ul>
<b>Workplaces</b>	<p>1 employer for every 5000 community citizens or 10 (whichever is lesser) receive a "<a href="#">Breastfeeding Employee Support Award</a>" from the Kansas Business Case for Breastfeeding . To be counted, the employer must be listed on the KBC's Business Case for Breastfeeding <a href="#">Employer Awards</a> page.</p>	<p>2 employers for every 5,000 citizens or 20 (whichever is lesser) receive a "<a href="#">Breastfeeding Employee Support Award</a>" from the Kansas Business Case for Breastfeeding . At least one employer is "high impact" as defined as:</p> <ul style="list-style-type: none"> <li>One of the top 10 largest employers in community (data from local Chamber of Commerce)</li> <li>More than 50% of employees are women</li> <li>More than 20% of employees are women from population(s) with historically low rates of breastfeeding</li> </ul>
<b>Child Care</b>	<p>A minimum of 20 child care providers in the community have completed the KBC's How to Support the Breastfeeding Mother and Family course as provided by <a href="#">Kansas Child Care Training Opportunities</a>, Child Care Aware® of Kansas or KBC staff.</p> <ul style="list-style-type: none"> <li>County-level data will be used when the community is a city with a population less than 20,000.</li> <li>75% of licensed child care providers in the community will be the criterion for communities with fewer than 20 licensed child care providers.</li> <li>Family and friends who care for the breastfed baby may take the course and be counted towards this criterion.</li> </ul>	<p>Meets the Original Criteria in addition to the following:</p> <ul style="list-style-type: none"> <li>If community population is &lt; 50,000 - at least 1 child care provider program is designated as a "<a href="#">Breastfeeding Friendly Child Care Provider</a>"</li> <li>If community population is &gt; 50,000, at least 3 child care provider programs are designated as a "<a href="#">Breastfeeding Friendly Child Care Provider</a>"</li> </ul>

**Communities seeking the "CSB Plus" designation must choose ONE (1) of the following criteria in addition to those above**

<b>Physician Office</b>	One (1) physician's practice, rural healthcare clinic or Federally Qualified Health Center, meets both of the following criteria: <ul style="list-style-type: none"> <li>• Scores a 4 or 5 on all categories of the "Breastfeeding-Friendly Self-Assessment" tool.</li> <li>• At least one staff person is an active member of the local breastfeeding coalition.</li> </ul>
<b>Emergency Preparedness</b>	County Emergency Preparedness meets both of the following criteria: <ol style="list-style-type: none"> <li>1. The county's emergency plan (Continuity of Operations Plan) specifically addresses the needs of breastfeeding families using the <u>Lactation and Infant Feeding in Emergencies (L.I.F.E) Support Basic Kit</u>.</li> <li>2. The county emergency manager or their designee is a member of the local breastfeeding coalition.</li> </ol>
<b>City and/or County Government</b>	City or County government meets all of the following criteria: <ol style="list-style-type: none"> <li>1. Achieved the Gold "Breastfeeding Employee Support Award".</li> <li>2. Enrolled in the "Breastfeeding Welcome Here" program; window decals are displayed on all city/county government buildings.</li> <li>3. All swimming pool staff are trained to respond in a positive, supportive manner to public breastfeeding issues that may arise at public pools, using <u>Swimming Pools and Breastfeeding Families</u>.</li> </ol>
<b>Faith-based organizations</b>	If community population is < 50,000 - at least one (1) faith-based organization; If community population is > 50,000, at least three (3) faith-based organizations meet the following criteria: <ol style="list-style-type: none"> <li>1. Achieved the Gold "Breastfeeding Employee Support Award".</li> <li>2. Enrolled in the "Breastfeeding Welcome Here" program; window decals are displayed on organization's buildings.</li> <li>3. Includes a "welcome" for breastfeeding families in verbal/written announcements</li> <li>4. Child care providers have completed the course "<u>How to Support the Breastfeeding Mother &amp; Family</u>"</li> </ol>
<b>Schools (K-12), colleges &amp; universities</b>	Local school district OR local college/university meets the following criteria: <ul style="list-style-type: none"> <li>• Achieved the Gold "Breastfeeding Employee Support Award"</li> <li>• Enrolled in the "Breastfeeding Welcome Here" program; window decals are displayed on campus/district buildings.</li> <li>• Has a written policy to provide breastfeeding students with sufficient time and private space for feeding and pumping while on campus.</li> </ul>
<b>Correctional facility</b>	One (1) local correctional facility meets the following criteria: <ol style="list-style-type: none"> <li>1. Has a written policy outlining the correctional facility's breastfeeding policy as applied consistently to all incarcerated lactating individuals.</li> <li>2. Provides at least two (2) of the support programs listed in the <u>Guide to Breastfeeding and Incarceration</u> (pp. 7-8).</li> </ol>
<b>Food Pantries</b>	One (1) local food pantry meetings the following criteria: <ol style="list-style-type: none"> <li>1. Has achieved the Gold "Breastfeeding Employee Support Award" as listed in #5 above</li> <li>2. Has enrolled in the Breastfeeding Welcome Here program as listed in #4 above</li> <li>3. Scores in the "green" section in 3 of the 4 assessments in <u>Guidelines for Breastfeeding Friendly Food Pantries</u> (p. 5).</li> </ol>
<b>Doulas</b>	Majority of local doulas meet both of the following criteria: <ol style="list-style-type: none"> <li>1. Completed <u>Breastfeeding 201: Building on the Basics</u>.</li> <li>2. Are active members of the local breastfeeding coalition.</li> </ol>
<b>Local Health Department</b>	Has achieved the KBC <u>Breastfeeding Friendly Local Health Department</u> designation.
<b>Another Sector/System</b>	Let KBC know if you would like another sector/system in your community to be considered. Criteria for the requested sector/system to be co-created with KBC.

"Community" is defined as a city, county or community with historically low rates of breastfeeding within a city or county. The number of community citizens is defined by the most recent census for the CSB community (i.e., city population for cities applying vs. county population for counties applying).