



Background on Choosing a Breastfeeding-Friendly Strategy

State of Alabama Infant Mortality Reduction Plan:

- December 20, 2018
- June 20, 2018
- Funds were allocated several state agencies to carry out the project.

Choosing the Appropriate Breastfeeding Strategy

- Research
- Introduced strategy
- Strategy was well received.

Baby Friendly Provider Program (Breastfeeding-Friendly Certification Program)

Who will be the participants be in the Baby Friendly Provider Program?

Why were these participants chosen?

7 Steps to Baby Friendly Provider Certification

- 1) Breastfeeding Policy for the office
- 2) Staff Education
- 3) Patient Education
- 4) Clinical Services
- 5) Clinic Environment
- 6) Community Resources
- 7) Workplace Lactation Accommodations

1. Breastfeeding Policy

Establish and routinely communicate to all clinic staff a written infant feeding policy that promotes, supports and protects breastfeeding and human milk as the normative standards for infant feeding and nutrition.

2. Staff Education

Provide initial and ongoing competency-based education and training for all clinic staff on topics necessary to establish and maintain the infant feeding policy and protocols that support delivery of comprehensive breastfeeding education and clinical services.

3. Patient Education

Provide accurate and evidence-based information about breastfeeding and human milk to all pregnant women, mothers and/or caregivers that is based on current nationally recognized guidelines.

4. Clinical Services

Provide clinical services that promote and support breastfeeding for the mother-baby dyad as the norm for infant feeding and nutrition.

5. Clinic Environment

Establish, provide, and maintain a breastfeeding-friendly clinic/office environment.

6. Community Resources

Collaborate with local agencies and health professionals to ensure continuity of care and breastfeeding support in the community.

7. Workplace Lactation Accommodations

Provide and maintain effective lactation accommodation for all employees within the organization.

How Will the Certification Process Be Implemented?

- Starts today with this kick-off training
 - ADPH will reach out to each provider starting October 1, 2020
 - For providers who agree to go participate in certification process
 - Toolkit
 - Face to face visits (via Zoom) quarterly for education/training and assistance through the certification process.
 - At least one office visit after the first quarter
- ADPH will be available as needed. We are partners in this process!

Toolkit

Will include:

- 1) Step by step instructions on how to become a baby friendly provider
- 2) Educational materials for the provider
- 3) Educational materials for their patients

Toolkit

Will include:

- 4) Resource Guide
- 5) Posters to display in the office (that encourage breastfeeding)
- 6) Tear-off easel display (including the numbers to national breastfeeding helplines)

What Will Certification Mean for Providers?

- Providers will be certified as a Baby Friendly Provider
- Notoriety/Recognition

In Summary

- Our main goal with this program is to introduce women to breastfeeding early in their pregnancies and then support them through their breastfeeding journey.

In Summary

- We believe partnering with physicians is a great way to access the opportunity to encourage breastfeeding, provide breastfeeding education, and provide breastfeeding support for women.
- We look forward to partnering with physicians to become certified Baby Friendly Providers.

Contact Information

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