Host a **Breastfeeding: Strength Through Support** community health fair, and use the NE code **BF-000-52: National BF Month** to award nutrition education credit to participants who attend the National Breastfeeding Month activities. Set up learning stations to provide information and materials on how families, communities and employers can partner to support breastfeeding.

Suggested ideas for the stations include:

**Station 1: Benefits of Exclusive Breastfeeding**
- Use the “**Does Formula Stack Up?**” building block activity to demonstrate the difference between breastmilk and formula, and to highlight the long term health effects of breastfeeding for babies and moms. Let the participants know that:

  *Breastfeeding is great for babies*
  - Breastfed babies:
    - Score higher on standardized intelligence tests
    - Have reduced risks of:
      - Infections, including pneumonia, ear infections, stomach infections, and diarrhea
      - Sudden Infant Death Syndrome (SIDS)
      - Asthma
      - Childhood and adult obesity
      - Leukemia and other childhood cancers
      - Diabetes and heart disease

  *Breastfeeding is great for moms.*
  - Moms who breastfeed:
    - Burn more calories and return to their pre-pregnancy weight faster.
    - Are less likely to get:
      - Breast and ovarian cancer
      - Diabetes
      - Heart disease
      - “Baby blues” or postpartum depression after the baby is born

- Check participant understanding! Ask participants to:
  - Identify at least one benefit of breastfeeding for moms and one benefit for babies.
• **Recommended Materials**
  
  o **Does Formula Stack Up** Building Blocks found in the *Breastfeeding Educational Activity* tool kit. Clinics that do not have the toolkit can make one.
  
  o **How Does Your Breastmilk Stack up Against Formula** poster (stock #13-06-14806)

**Station 2: Family and social support**

- Share ideas on how family members and friends can support the breastfeeding mom. Let the participants know that grandmas, dads, partners and friends can support breastfeeding by:
  
  o Encouraging and supporting mom’s decision to breastfeed.
  
  o Being mom’s cheerleader.
  
  o Sharing positive experiences and thoughts about breastfeeding.
  
  o Helping with household chores, running errands, cooking, and caring for other children in the house.
  
  o Bringing mom snacks and water while she breastfeeds.
  
  o Encouraging mom to attend prenatal and postpartum doctor visits and accompanying her to the visits.
  
  o Burping baby after a feed, and holding him for 20-30mins until he’s ready to be put down for a nap.
  
  o Helping mom find breastfeeding help whenever she needs it.

- Check participant understanding! Ask participants to:
  
  o Identify at least two ways families can support breastfeeding

• **Recommended Materials**
  
  o **From One Generation To Another: A Grandmothers Guide to Breastfeeding** brochure (stock #13-06-11288)
  
  o **Support Your Daughter** brochure (stock# 13-06-12080)
  
  o **Support Your Partner** brochure (stock# 13-06-12081)
  
  o **A Man’s Guide to Breastfeeding Support** brochure (stock #13-53)
  
  o **Get Some Skin In The Game** Poster (Stock # 13-06-14914)

**Station 3: Childcare center breastfeeding support**

- Provide tips that moms can use to find breastfeeding-friendly childcare providers. Parents can:
  
  o Try to find a childcare provider that supports breastfeeding and is close to their work if possible.
  
  o Let their childcare provider know that they’re breastfeeding.
Ask what policies the childcare providers have in place to support breastfeeding clients. Texas Childcare Licensing Minimum Standards for Childcare Centers require that a comfortable place for breastfeeding and supportive policies be provided in Texas childcare centers. Facility policies must inform all parents that they have the right to breastfeed or provide breastmilk for their child while in care. Also, ask if they are a Texas Mother-Friendly Worksite to support their own employees in breastfeeding.

For more information on the Texas Childcare Licensing Minimum Standards for Childcare Centers, visit [http://www.dfps.state.tx.us/Child_Care/Child_Care_Standards_and_Regulations/default.asp](http://www.dfps.state.tx.us/Child_Care/Child_Care_Standards_and_Regulations/default.asp)

Inform the day care that they would like to visit during the day (if mom works nearby) for a nursing session.

Ask childcare provider to hold their baby on her lap in an upright position during feeding.

Let the childcare provider know that breastfed babies usually eat smaller, more frequent meals.

Let their childcare provider know when they plan to pick the baby up. They should ask her not to feed the baby right before they arrive from work, as they’ll want to breastfeed their babies very soon after pick-up, and having a hungry baby makes this easier.

Ask day care staff to use comforting techniques other than feeding if the baby seems hungry toward the end of the day.

Share the [Handling Breastmilk](http://www.dfps.state.tx.us/Child_Care/Child_Care_Standards_and_Regulations/default.asp) handout with their childcare providers.

- Check participant understanding! Ask participants to:
  - Identify at least two ways childcare centers can support breastfeeding.

  **Recommended Materials**
  - *Breastfeeding and Returning to Work* brochure (stock#13-06-11496)
  - *Breastfeeding Welcome Here* poster (stock# 13-06-11723)
  - [Handling Breastmilk](http://www.dfps.state.tx.us/Child_Care/Child_Care_Standards_and_Regulations/default.asp) handout

**Station 4: Workplace and business support**

- Provide information on talking to employers and co-workers about breastfeeding, pumping and storing breastmilk, as well as information about the laws that support breastfeeding. Have a breast pump
stationed at the booth for participants to assemble. Encourage participants to:
  o Contact their health plan while still pregnant and ask about getting a breast pump. They can call their health plans using the number listed on their health benefits card.
  o Find out if the employer’s business or workplace is a designated Texas Mother-Friendly Worksite (MFW). Show participants how to access the MFW directory on www.texasmotherfriendly.org or have a laptop available at the station for them to check the listing.
  o Talk to the human resources (HR) department at the workplace. HR will know of any policies or programs that can help them combine working and breastfeeding. Some larger companies have an employee wellness program, an occupational nurse, or an employee relations program that might be able to support them in talking with their employer.
  o Explain why breastfeeding is important to them and the baby, and how it benefits the company.
  o Let their employer know that they’ll need time to pump. Offer to come in early or stay late to make up for the time.
  o Discuss their ideas on where they would pump and store the breast milk, including how often they think they will need to pump while at work.
  o Ask the employer if they can start back to work part time at first, job-share with another employee, or telecommute or work from home. If the employer is open to it, ask if they can bring their baby to work.

- Check participant understanding! Ask Participants to:
  o List 2 benefits of breastfeeding to the employer.

- **Recommended Materials**
  o *Mother-Friendly Worksite* brochure (stock #13-58)
  o *Breastfeeding and Returning to Work* brochure (stock #13-06-11496)
  o Break Time For Nursing Mothers Employee Rights Card (stock #13-06-14199)
  o *License To Breastfeed Card* (stock#13-06-10830)
  o *Breastfeeding Welcome Here* poster (stock# 13-06-11723)
  o *Breast Milk Storage Guidelines magnets* (stock #13-06-11968)
Station 5: Hospital support

- Provide information about finding health-care providers who support breastfeeding. Encourage the participants to look for hospitals that:
  - Follow policies that support their decision to breastfeed.
  - Have trained staff – lactation consultants- to help with breastfeeding.
  - Give information on the importance and benefits of exclusive breastfeeding.
  - Promote skin-to-skin care and teach them how to hold baby in skin-to-skin care.
  - Encourage and help moms to keep baby in the room with them day and night.
  - Show moms how to breastfeed – including how to pump and hand express breastmilk when they are separated from the baby.
  - Ask for mom’s permission before feeding baby anything other than her milk.
  - Teach moms how to look for and read their baby’s communication cues.
  - Connect moms with breastfeeding support after they leave the birthing facility

- Check participant understanding! Ask Participants to:
  - List 2 things to look for in a hospital that are supportive of breastfeeding

**Recommended Materials**
- Helping Mothers Reach Their Breastfeeding Goals brochure (stock # 13-06-13305)
- The Hospital Experience What To Expect And How To Make It Memorable (stock# 13-06-13120)
- List of local hospitals that are Texas Ten Step designated or supportive of breastfeeding to share with participants.

Station 6: WIC breastfeeding support

- Provide information about WIC’s role in supporting and promoting breastfeeding in the community, and the benefits of WIC. Have the Mom Team “What to Expect with Your New Baby” DVD playing in this booth.

Let participants know that:
- WIC has peer counselors who can help mom with breastfeeding concerns. WIC peer counselors do hospital and home visits and follow-up with moms after discharge from hospital.
- WIC provides breast pumps to moms who are unable to obtain breast pumps from their health plans.
- WIC has IBCLC’s who can answer breastfeeding concerns and help moms navigate through breastfeeding.
- WIC lactation support centers are open for breastfeeding moms, both WIC enrolled and non-WIC enrolled. The lactation consultants at the centers assist moms with breastfeeding concerns.
- WIC provides breastfeeding and nutrition education to participants.
- WIC provides nutritious foods to moms. There are different packages that moms can get, and the exclusively breastfeeding package has the largest amount of food. Children receive the food package until age 5.
- WIC provides referrals to other services in the community such as doctors, immunizations and other programs.

- Check participant understanding! Ask Participants to:
  - List 2 benefits of the WIC program.

- **Recommended Materials**
  - *Local agency Breastfeeding Client Referral protocol*
  - Lactation Support Centers brochure (*stock # 13-06-14611*)
  - *Exclusively Breastfeeding WIC Pkg Poster* (*stock# 13-06-13249*)