

Childcare centers can make breastfeeding an easier choice for working moms

March, 2014 – Bloomington, Edina and Richfield – Breastfeeding is a healthy choice that can be an easier choice for working families. The American Academy of Pediatrics recommends breastfeeding for a full year after birth because of the health benefits for children. That is why SHIP funds will help parents who want to continue breastfeeding their babies after returning to work.



Here, Kay, Bloomington Public Health's board certified lactation consultant conducts breastfeeding training to staff members. Kay is one of the staff members who will conduct training for childcare centers to become breastfeeding-friendly. She and the Health Division's Women, Infants and Children program staff have been very successful at helping their clients to breastfeed. Recently the State awarded them for exceeding Healthy People 2020 breastfeeding goals.

"Everyone can make breastfeeding easier!"

The U.S. Surgeon General issued the above "Call to Action to Support Breastfeeding" in 2010. Going back to work can be a barrier to breastfeeding for new moms, and support from employers and childcare providers can make a big difference to their success.

Childcare centers are a natural and logical place for supporting breastfeeding

Through SHIP, Bloomington Public Health staff members will train childcare centers to encourage families to choose breastfeeding and to support breastfeeding after moms return to work. The goal is making it possible for parents to continue their choice to breastfeed. Breastfed babies are a benefit in childcare. They are less likely to become sick. Moreover, breastfeeding benefits go beyond childcare centers, mothers and babies. Health benefits and cost savings are good for our society in many ways that make it worthwhile for everyone to work for:

- A healthier, more productive future workforce
- Decreased tax dollars spent to subsidize health care programs
- Decreased social costs of death and disease
- Reduced waste of natural resources
- Decreased garbage and pollution

If you are a parent or grandparent who would like to recommend a childcare center in Bloomington, Edina or Richfield to become breastfeeding-friendly, contact Joan Bulfer: jbulfer@BloomingtonMN.gov