



# Breastfeeding-Friendly Childcare Program Implementation Guide



UC San Diego | Center for  
Community Health

Breastfeeding-Friendly San Diego (BFSD) is a project of *Live Well San Diego*: Healthy Works and implemented by the UC San Diego Center for Community Health. This work supports *Live Well San Diego*, the County vision of a region that is Building Better Health, Living Safely, and Thriving. BFSD is made possible with funding from First 5 San Diego through the County of San Diego Health and Human Services Agency.

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- Child Development Associates
- County of San Diego Health and Human Services Agency
- First 5 San Diego
- Neighborhood House Association
- San Diego County Breastfeeding Coalition
- San Diego County Office of Education
- Women, Infants, and Children (WIC) Regional Breastfeeding Liaisons
- YMCA Childcare Resource Services

# **Thank you for your interest in supporting breastfeeding families in your community!**

This guide provides organizations with a comprehensive framework for implementing a breastfeeding-friendly program with childcare providers. Many new parents return to school or work shortly after the arrival of their baby and need support to meet their feeding goals. Childcare providers equipped with the right resources and knowledge have a unique opportunity to support breastfeeding.

The resources, tools, and recommendations contained in this guide are derived from the Breastfeeding-Friendly San Diego (BFSD) program. Launched in 2016, BFSD works to increase the number of breastfeeding-friendly childcare providers in San Diego County. BFSD provides support and recognition to family childcare homes and childcare centers that implement breastfeeding-friendly policies, practices, and environmental changes.

Information gathered from similar programs informs the framework of this guide. Best practices learned from implementing the BFSD program provide insider tips as well as perspective for working with childcare providers. Any of the resources and materials in this guide may be adapted to meet the needs of any organization.

**Thank you for your dedication to  
advancing breastfeeding support.**

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