

### What families & individuals can do

- Give mothers the support they need to breastfeed their babies, including education, time, flexibility and emotional encouragement
- Educate fathers and grandmothers about breastfeeding through local campaigns and educational initiatives involving churches, civic organizations, health clubs, community centers and schools



### What communities can do

- Develop and strengthen programs to promote and support breastfeeding through mother-to-mother support, peer counseling, community advocacy and outreach efforts, and through integration into family-focused public health programs
- Participate in social marketing campaigns to promote breastfeeding with culturally sensitive messages and utilizing a variety of media and technological venues

### What early care & education providers can do

- Provide an appropriate place for mothers to breastfeed their baby
- Implement policies that support breastfeeding

### What healthcare providers can do

- Provide supportive breastfeeding practices in hospitals or become a baby friendly hospital. [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org)
- Provide ongoing professional support to mothers through in-person visits or telephone contact to increase the proportion of women who continue breastfeeding at least to 12 months
- Develop systems, including professional education and training, to guarantee continuity of skilled support for lactation between hospitals and health care settings

### What schools can do

- Provide an appropriate place and adequate break time for breastfeeding teachers
- Provide age-appropriate education on breastfeeding integrated into academic curriculum (i.e., biology, psychology, health, etc.)
- Adopt policies that support breastfeeding

### What worksites can do

- Support nursing mothers by providing:
  - "Mother Rooms" for expressing milk in a secure and relaxed environment
  - High-quality breast pumps at work
  - A refrigerator for storage of breast milk
  - Policies that support breastfeeding, including paid maternity leave for all workers
  - Lactation education and support programs
- Offer flexible scheduling and/or on-site or near-site child care to allow for milk expression during the workday
- Adopt alternative work options (i.e., teleworking, part-time, extended maternity leave) for breastfeeding mothers returning to work

