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
• 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:
  o “Mother Rooms” for expressing milk in a secure and relaxed environment
  o High-quality breast pumps at work
  o A refrigerator for storage of breast milk
  o Policies that support breastfeeding, including paid maternity leave for all workers
  o 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