

Infant Feeding Tips

Do This

Welcome and encourage families to breastfeed on-site

Make culturally diverse breastfeeding educational materials available where all families can see them

Share contact information for lactation consultants or counselors with all new parents

Mention breastfeeding first in all written and verbal communication when educating families

Display posters and pictures of racially and ethnically diverse breastfeeding families

Store supplies of baby bottles and formula in a closet or closed cabinet

Create a breastfeeding-friendly workplace for new parents on your staff

Not This

Expect families to know that on-site breastfeeding is an option or ask for permission to do so

Limit breastfeeding promotion and information to infant classrooms

Wait for parents to tell you they are having trouble breastfeeding and request information

Use vague language or list formula first when you communicate with families about infant feeding

Post images or share materials with pictures of babies being bottle-fed

Keep formula containers on open shelves and visible to parents

Treat breastfeeding parents as an inconvenience or a burden. Breastfeeding-friendly workplaces benefit both staff and employers