

# Wisconsin Breastfeeding Friendly Child Care Initiative



## What is it?

A statewide coordinated initiative supported by the Wisconsin Breastfeeding Coalition (WBC) and the Wisconsin Early Childhood Obesity Prevention Initiative (WECOPI) based on the [Ten Steps to Breastfeeding Friendly Child Care Centers](#). The project grew out of a pilot in Wood County that developed training and resources to supplement the Ten Steps. The ten step process is a collaboration between local coalitions with breastfeeding expertise, Child Care Resource & Referral agencies, and child care providers that aims to implement best practices and policies that support breastfeeding in early care and education (ECE) environments.

## What does the process look like in St. Croix County?

Child care administration and infant and toddler teachers receive training and technical assistance on breastfeeding basics and on how to best support breastfeeding as ECE providers. St. Croix County Public Health and Child Care Partnership are available to provide face to face training or there is an online training option. Public Health and child care provider activities include participating in general breastfeeding education, assessing current support for breastfeeding, developing action plans based on assessment results, making changes to improve policies, practices, and the ECE environment, and monitoring progress. The focus is on provider education and improving the child care environment so that mothers who choose to breastfeed can feel confident that they will be successful in meeting their breastfeeding goals with the help of their ECE providers.

## What is the end product?

Child care providers are recognized by the Wisconsin Breastfeeding Coalition and the Wisconsin Department of Health Services as "Breastfeeding Friendly." These providers have achieved the Ten Steps and have committed to supporting breastfeeding families, including providing continued staff training on this topic and connecting families to local resources when appropriate or necessary.

## Benefits to the child care provider:

- Increased breastfeeding knowledge
- Opportunities for family engagement
- Assistance in achieving YoungStar points
- Healthy child outcomes
- Positive marketing to the community and local families

## Where can I get more information?

Email: [heather.prigge@sccwi.gov](mailto:heather.prigge@sccwi.gov)

Phone: St. Croix County Public Health, Heather Prigge, RN, CLC: 715-246-8458

Website: [Wisconsin Breastfeeding Coalition](#)

## Frequently Asked Questions for ECE Providers

1. Is the Breastfeeding Friendly Child Care training available for Registry credit?

Yes! The training is approved for 1.5 hours of continuing education for ECE providers. Instructions for how to obtain credit when viewing the online training are available on the [Wisconsin Breastfeeding Coalition](#). In-person trainings will also offer credits.

2. Can the initiative help me achieve YoungStar points?

Yes! Participating in this initiative could help you achieve Health & Well-being and/or Family Engagement points. Contact your Child Care Resource & Referral agency for more information.

3. Typically, how long does the process take?

It will vary depending on the time and resources available, but generally takes 2-3 months.

4. What is the approximate cost to participate?

It will vary depending on the resources available, but may not cost providers anything. In St. Croix County, there is help to implement the Ten Steps and incentives for specific steps are included upon program completion.

5. Where is my local Child Care Resource & Referral agency?

In St. Croix County, contact Child Care Partnership at 715-831-1700.

6. Where is my local breastfeeding coalition?

St. Croix County Breastfeeding Coalition is a networking group of area breastfeeding advocates from area hospitals, St. Croix County Public Health, and St. Croix County WIC. Contact Heather Prigge, RN, CLC at 715-246-8458.



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