
Breastfeeding
FRIENDLY
CHILD CARE PROVIDER



Wisconsin Train the Trainer Toolkit

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Breastfeeding **FRIENDLY** CHILD CARE PROVIDER



Wisconsin Train the Trainer Toolkit

If your coalition or organization is interested in recognizing child care providers as breastfeeding friendly, utilize this toolkit as a guide to walk you through the process. This toolkit was created to ensure a uniform process is being implemented across the state when training and recognizing child care providers as breastfeeding friendly.

First Steps – Partnership Agreement

The first step should be to designate a Breastfeeding Friendly Child Care Project Lead and reach out to your local Child Care Resource and Referral Agency.

See map below and visit: <http://supportingfamilies.together.org/child-care-resource-referral-agencies/> for more information.

**If you need assistance in facilitating this partnership email: wcbreastfeedingfriendly@gmail.com



Child Care Resource & Referral Agency Service Delivery Areas

Region 1
4-C
1 (800) 750.5437
www.4-c.org
Madison, WI
Also serving the Ho-Chunk Nation

Region 2
Hub: The Parenting Place
1 (800) 873.1768
www.theparentingplace.net
La Crosse, WI
Partner: Family Connections of Southwest Wisconsin
1 (800) 267.1018
www.familyconnectionsswwi.org
Platteville, WI

Region 3
Child Care Partnership Resource & Referral Center
1 (800) 782.1880
www.childcarereferral.org
Eau Claire, WI
Also serving the Ho-Chunk Nation

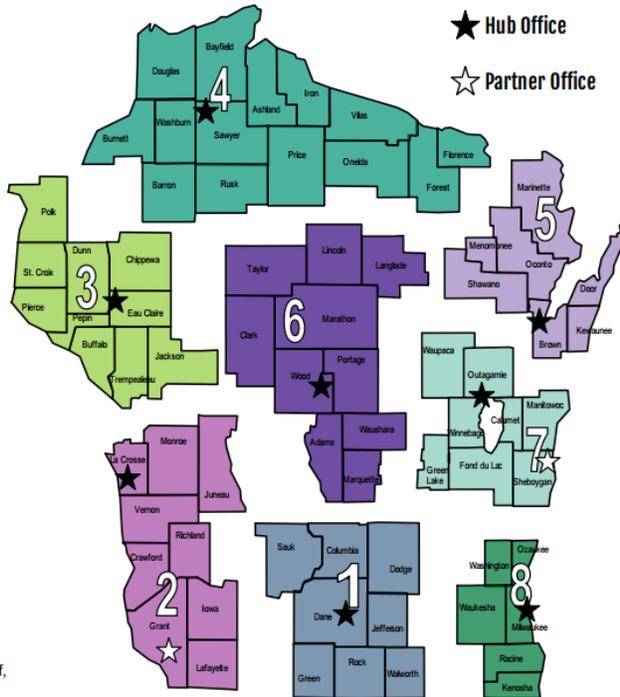
Region 4
Northwest Connection Family Resources
1 (800) 733.KIDS
www.wisconsinchild.org
Hayward, WI
Also serving the Bad River, Forest County Potawatomi, Lac Courte Oreilles, Lac du Flambeau, Red Cliff, Sokaogon and St. Croix Tribes

Region 5
Family & Childcare Resources of N.E.W.
1 (800) 738.8899
www.fcnew.org
Green Bay, WI
Also serving the Menominee and Stockbridge Munsee Tribes and the Oneida Nation

Region 6
Childcaring, Inc.
1 (800) 628.8534
www.childcaring.org
Wisconsin Rapids, WI & Merrill, WI

Region 7
Hub: Child Care Resource & Referral
1 (800) 749.5437
www.ccrffoxvalley.org
Kimberly, WI
Partner: Family Connections, Inc.
1 (800) 322.2046
www.familyconnectionsc.org
Sheboygan, WI

Region 8
4C for Children
1 (800) 300.5999
www.4c-forchildren.org
Milwaukee, WI



Connecting with your local Child Care Resource & Referral Agency is an important piece to the process. The agency can help you send out information to the child care providers in your area making them aware of the program or can help you set up a training for providers who are interested. A partnership agreement (which can be found on at <http://www.woodcountybreastfeeding.org/BreastfeedingFriendlyChildcareCenters.aspx>) is completed between the two entities and submitted to wbcbreastfeedingfriendly@gmail.com. Once submitted you will receive access to the trainer portal of the website where you can find all of the information you will need to go through the breastfeeding friendly childcare provider designation process. You will also receive a number that will allow you to enter assessment data.

Funding

If you are planning to apply for a grant, so that you can provide child care providers items to help them meet the 10 Steps, now is the time to apply. You can find grants at Grants.gov:

<http://www.grants.gov/web/grants/home.html>

However, do not feel like you need to have grant funding in order to move forward with this process. Breastfeeding Friendly Child Care is very sustainable and does not require funding to help a child care provider become breastfeeding friendly. You can help them become breastfeeding friendly with the materials they already have.

Train Those Doing the Trainings

Train those from your coalition or agency who plan to do the trainings by having them review:

- [10 Steps to Breastfeeding Friendly Child Care Centers Resource Kit \(Spanish version\)](#) also available)
- Process outline (Found in [Appendix A](#))
- 10 Steps to Breastfeeding Friendly Child Care Training - found at the Wood County Breastfeeding Coalition website:

<http://www.woodcountybreastfeeding.org/BreastfeedingFriendlyChildcareCenters.aspx>

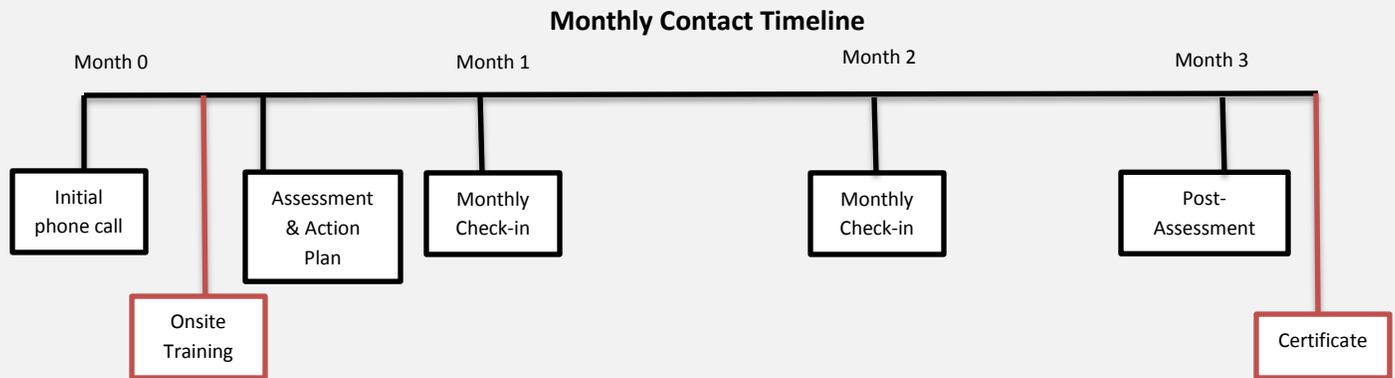
The training can be:

- Viewed independently or together using the online modules OR
- The Breastfeeding Friendly Child Care Project Lead can utilize the PowerPoint slides to train coalition members

Trainer Contact

Throughout the entire process, the trainer (coalition/agency) should be in contact with the child care provider: (this will be explained in more detail as you go through the Train the Trainer)

- Initial phone call to set up a training or direct them to the online modules
- Onsite training (if utilizing this method of training) **optional*
- Pre-assessment & action plan meeting – face-to-face
- Monthly check-ins (via phone or face-to-face) to provide guidance and technical assistance
- If providing funding, check-ins may be more regular **optional*
- Post-assessment and recognition meeting – face-to-face
- Breastfeeding Friendly Certificate can be awarded face-to-face or via mail



**Red indicates that it is optional*

Spread the Word

Once you have a group from your coalition/agency trained and have your partnership agreement in place with your local Child Care Resource & Referral Agency, it's time to spread the word. Working with your local Child Care Resource & Referral Agency should be your number one method of communicating with providers. You can also utilize Facebook, your coalition or health department websites, flyers at the medical clinics, etc. Once child care providers have indicated an interest in the program you can set up a time to begin the process.

If you are a coalition/agency who has some funding available to purchase items for the child care providers, you can send out a request for proposals (RFP) and application. In [Appendix B](#) you will find a sample RFP and application. Once child care providers apply, review the applications and contact the providers that were chosen to receive the funding to set up a time to begin the process.

Training Child Care Providers

Once you have child care providers interested in going through the process, either:

- 1) Set up a date and time for the onsite training **OR**
 - 2) Direct them to the [Wood County Breastfeeding Coalition website](#) to complete the training online.
- There is a document on the website called "[How to Complete Online Modules & Get Education Hours Instructions](#)" that will walk them through the process of how to complete the online modules.

Onsite Provider Trainings

One to two trainers (depending on the size of the group) should do the onsite training with the child care provider. The training can be done utilizing the online modules or by utilizing the PowerPoint slide content, both found at the [Wood County Breastfeeding Coalition website](#). All infant and toddler room staff, as well as management, must complete the training* Evening times seem to work better for child care centers, so that all of their staff can be present, however family child care providers seem to prefer daytime. See the next section for obtaining continuing education units (CEUs).

**The breastfeeding basics training is step 4 of the PowerPoint or online modules. All staff should go through the entire training so they are aware of what the 10 Steps to Breastfeeding Friendly Child Care are. The child care provider can accomplish step 4 of the 10 steps by having all staff go through the training.*

Utilizing Online Modules

Your coalition/agency can also direct child care providers to the [Wood County Breastfeeding Coalition website](#) to complete the training. All infant and toddler room staff, as well as management, must complete the training* Utilizing the online modules allows child care providers more flexibility to get their entire management and infant and toddler room staff trained. See the next section for instructions on utilizing the online modules and obtaining continuing education units (CEUs).

**The breastfeeding basics training is step 4 of the PowerPoint or online modules. All staff should go through the entire training so they are aware of what the 10 Steps to Breastfeeding Friendly Child Care is. The child care provider can accomplish step 4 of the 10 steps by having all staff go through the training.*

Continuing Education Hours (CEHs)

CEHs can be obtained through The Registry if utilizing the PowerPoint and online modules provided on the [Wood County Breastfeeding Coalition website](#)

One and a half CEHs are provided if the following documents are turned in ([Appendix C](#)):

- Pre-test (found under the online modules)
- Post-test (found under the online modules)
- The Registry Form

These forms can be turned in via email to afrance@co.wood.wi.us, fax: 715-421-8962, or by mail:

Wood County Health Department
Attn: Amber France (BF Child Care)
420 Dewey Street
PO Box 8080
Wisconsin Rapids, WI 54495

Once the pre-test, post-test, and Registry Form are received, a CEH certificate for 1.5 CEUs will be emailed, faxed, or mailed back to whoever sent it in (coalition/agency to distribute or childcare provider). The Wood County Health Department will enter the information into The Registry database.

If you are doing onsite training, each child care provider staff should receive a copy of the PowerPoint slides, pre-test, post-test, and Registry Form. The required documentation can be faxed, mailed, or scanned and sent through email to obtain CEHs. **Some Child Care Resource and Referral Agencies will enter these as well and then you do not need to send them to Wood County Health Department.

If you plan to do your own training, or modify the existing training, you will need to apply for CEHs through [The Registry](#). We strongly discourage this, as we would like a unified recognition system state-wide.

Note: You cannot use the CEHs from the original Breastfeeding Friendly Child Care Training if modifying the content.

Pre-Assessment and Go NAP SACC

Once the training is complete, a pre-assessment meeting between the provider and the coalition can occur (typically within 1 week of the training). Advise the child care provider to establish an individual or small group (depending on the size of provider) that will work on this process and be a point of contact for the coalition/agency. The pre-assessment (self-appraisal) and Go NAP SACC assessment should be done in person. This will allow you to see what is currently being done at the child care provider's facility and to assess the environment and any opportunities for improvements. The following pre-assessment documents need to be completed:

- Pre-assessment (self-appraisal)([Appendix D](#))
- Go NAP SACC Breastfeeding & Infant Feeding Self-Assessment ([Appendix E](#))

When completed, enter the data into the Go NAP SACC survey with your assigned number from the Wisconsin Breastfeeding Coalition.

The Go NAP SACC tool will be scored by the Wisconsin Breastfeeding Coalition and put into a statewide database for aggregate information tracking. This assessment tool contains all aspects of infant feeding. Providers only need to focus on their breastfeeding-related practices for the Breastfeeding Friendly Child Care process, but the information included in the other sections should still be collected.

Keep a copy of the pre-assessment (self-appraisal) tool to develop an action plan with each child care provider.

Note: Completing the pre-assessments after the training may seem out of order, but doing the training first provides the child care providers with an understanding of the 10 steps and allows them to more accurately assess their facility and staff.

Action Plan

Once the pre-assessment tools are completed, go through the results with each provider and find areas where improvements need to be made in order for the child care provider to meet all 10 steps of the Breastfeeding Friendly Child Care criteria. Use the action plan found in the 10 Steps Resource Kit or in **Appendix F** of this toolkit. The action plan template is a tool that can be utilized to help prioritize areas that need to be improved to meet the 10 steps. See page 34 of the 10 Steps to [Breastfeeding Friendly Child Care Centers Resource Kit](#) for an explanation of the action plan. If utilizing funding to help the child care provider meet some of the 10 steps, use the action plan to determine where funding should be allocated. See **Appendix N** for a sample grant request form.

Give the child care provider 2-3 months to complete the action plan. The trainer (coalition) should be available as needed to provide guidance. Email works well when creating and tweaking breastfeeding policies, so ensure that contact information is shared.

Resource Binder

Once the pre-assessments and action plans are completed, a binder can be supplied to the child care provider. The binder contains resource information and can serve as their resource file (Step 10). If your coalition does not have funding to provide a binder, ask the child care provider to put together a binder with the resources you feel necessary for the provider to keep on file. The following is an example of what can go into a resource binder: (*Note: If the material helps them meet a step in the 10 steps, it is listed behind the item in parenthesis.*)

- Business cards (or contact information) of the trainer(s) in front pocket
- Breastfeeding Friendly signage sticker (Step 6) * *This can be obtained through Jody Klement: Jodi.Klement@dhfs.wisconsin.gov*
- 10 Steps to Breastfeeding Friendly Child Care Centers Resource Kit
*Contact wcbbreastfeedingfriendly@gmail.com for hard copy or download the electronic version
<http://www.dhs.wisconsin.gov/publications/P0/P00022.pdf>
- 10 Steps to a Breastfeeding Friendly Child Care Center 1-page guide (**Appendix G**)
- Breastfeeding Friendly Child Care Center Timeline (**Appendix H**)
- Background Section (**Appendix I**)



- Risks of Infant Formula
 - Surgeon General’s Call to Action to Support Breastfeeding Executive Summary
 - USBC Breastfeeding and Child Care
- Policy Section (Steps 2 & 3) (Appendix J)
 - Sample Child Care Center Policy from Wisconsin
 - Sample Worksite Policy from Wisconsin
- Infant Care Plan Section (Step 4) (Appendix K)
 - Sample Infant Care Plan
 - Blank Infant Care Plan
- Guidance/Laws Section (Steps 4, 6, & 8) (Appendix L)
 - Furnishing a Lactation Room from Loving Support (Wisconsin) (Step 8)
 - Breastmilk Storage Guideline (AAP Guidelines)
 - Copy of Breastfeeding Training slides (Step 4) *PowerPoint found at <http://www.woodcountybreastfeeding.org/BreastfeedingFriendlyChildcareCenters.aspx>
 - Wisconsin Right to Breastfeed Law Card *Found at <http://www.dhs.wisconsin.gov/publications/P0/P00165.pdf>
- Breastfeeding Resources Section (Steps 6, 8, & 9) (Appendix M)
 - Breastfeeding Resources in the County (sample from Wood County Breastfeeding Coalition)
- Handouts Section (Step 6)
 - For the center to put breastfeeding handouts *Sample handouts found on the [Wood County Breastfeeding Coalition website](#) If you would like to modify these handouts with your local coalition phone numbers, please contact Amber France afrance@co.wood.wi.us for an editable version. We do ask that you keep the Wood County Breastfeeding Coalition logo or name somewhere on the document.
- Assessment/Plans Section
 - Self-appraisal questionnaire results (pre and post) *to be given when the entire process is complete
 - Go NAP SACC results *to be given when the entire process is complete
 - Action Plan
 - Grant Request form (if applicable)
- Continuing Education Section (Step 4)
 - Center staff continuing education certificates (required annually to maintain breastfeeding friendly status) should be saved in this section for future reference
 - Continuing education can be obtained at childcare provider conferences **The Breastfeeding Friendly Childcare Provider Workgroup is also working on more continuing education opportunities.
 - Continuing education opportunities periodically may be available via online modules on the [Wood County Breastfeeding Coalition website](#).

Post-Assessments

Once the specified time is reached (example: 2-3 months), the trainer (coalition/agency) should meet with the Breastfeeding Friendly Child Care Lead (and small group if applicable) and complete the:

- Post-assessment (self-appraisal) ([Appendix O](#))
- Go NAP SACC Breastfeeding & Infant Feeding Self-Assessment ([Appendix E](#))

Review the post-assessment results to determine if the child care provider met all 10 steps of the Breastfeeding Friendly Child Care Centers Resource Kit. If they have met all 10 steps, let them know they can now call themselves “breastfeeding friendly” and will be recognized by the Wisconsin Breastfeeding Coalition, the Wisconsin Department of Health Services, and the Wisconsin Early Childhood Obesity Prevention Initiative as breastfeeding friendly.

When all post-assessment forms are completed, enter the data into the Go NAP SACC survey with your assigned number from the Wisconsin Breastfeeding Coalition.

The Go NAP SACC tool will be scored by the Wisconsin Breastfeeding Coalition and put into a statewide database.

**Once the Breastfeeding Friendly Child Care process is complete, pre and post data will be given to the local coalition.*

Breastfeeding Friendly Status

Once the Go NAP SACC results are entered, a certificate and emblem will be emailed to the coalition/agency to distribute and recognize the childcare provider as they see fit. The certificate recognizes the provider for 2 years. After 2 years the childcare provider must be reassessed using the post-assessment and Nap SACC tool. The Wisconsin Breastfeeding Coalition has developed a database to track this and will reach out the local coalition/agency when the childcare provider is due for reassessment.

Child Care Resource & Referral Agencies will list the child care provider as breastfeeding friendly.

Other forms of recognition can include:

- Award ceremony to recognize those who completed the 10 Steps and to present them with their certificates
- Press release to local media outlets announcing newly recognized providers
- Flyers for medical clinic offices ([Appendix P](#))
- Billboards



Evaluation

Once you have completed the entire process with a child care provider, have them fill out an evaluation of the process. See [Appendix Q](#). This information helps us to continually improve our efforts. Return completed forms to wcbreastfeedingfriendly@gmail.com

Contact

Breastfeeding Friendly Child Care Process Questions: wcbreastfeedingfriendly@gmail.com

Training and CEU Questions: afrance@co.wood.wi.us

Acknowledgements & Credits

The training and materials to supplement the 10 Steps to Breastfeeding Friendly Child Care Centers Resource Kit and the Train the Trainer Toolkit were developed by the Wood County Breastfeeding Coalition and Wood County Health Department.



The Breastfeeding Friendly Childcare Workgroup, with the support of the Wisconsin Breastfeeding coalition, has been instrumental in moving this initiative throughout Wisconsin. Recognition goes to:

Amber France
Kelli Stader
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Bridget Cullen
Leah Meidl



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