

Breastfeeding:

good for baby, good for mom, and good for child care.

Many new mothers return to work or school within the first three months of their child's life.

Your support during this transition will be extremely important and may be the difference between a mother breastfeeding or not breastfeeding.



Supporting breastfeeding families is easy.

Preferred recognition = standing out among your competitors.

Breastfeeding-Friendly San Diego provides special recognition to child-care providers committed to breastfeeding-friendly practices. Our partners don't just tolerate breastfeeding – they wholeheartedly support it. It benefits your child-care program and it benefits our community as a whole.



Being breastfeeding-friendly = cost-effective.

You'll still receive meal reimbursement through CACFP for these children but won't have to purchase formula.



Healthier babies = healthier child-care environment.

Breastfed babies are less susceptible to common childhood illnesses such as ear infections.



Happier families = more referrals.

When parents trust you, their satisfaction increases, and they are more likely to refer their friends and family members to you.



Join us AND RECEIVE
FREE TRAINING, MATERIALS
AND RESOURCES.

Are you a child-care provider who is interested in participating? Contact Breastfeeding-Friendly San Diego to learn more:

Shana Wright Bruno
619-681-0644
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Breastfeeding-Friendly San Diego (BFSD) is a project of the County of San Diego Healthy Works program, implemented by UC San Diego Center for Community Health. BFSD is made possible with funding from First 5 San Diego, through the County of San Diego Health and Human Services Agency.

Why breastfeeding-friendly child care is important

Many new mothers return to work or school within the first three months of their child's life and choose to stop breastfeeding due to concerns about placing their infant in child care and pumping at work.

Increasing the number of breastfeeding-friendly child-care sites in San Diego County breaks down barriers to continued breastfeeding, which means healthier babies, healthier moms, and healthier future generations.

What we do

We help licensed family child-care homes and child-care centers support and promote breastfeeding-friendly practices in their sites.

What we offer

- Initial engagement to determine individual needs for your site
- Free training (online or in-person)
- Materials and resources for families and employees
- Incentives to assist in creating a breastfeeding-friendly environment
- Recognition for providers who are implementing best practices



Get Involved

INTERESTED IN MORE INFORMATION?
CONTACT THE BREASTFEEDING-FRIENDLY SAN DIEGO TEAM!

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