Breastfeeding Friendly Cities

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Riverside County WIC Program

Partners for Healthy Children
WIC Regional Breastfeeding Liaison Program

- Need identified for WIC to play a bigger role in facilitating seamless breastfeeding support in the communities in which WIC participants live.

- WIC must partner with hospitals, healthcare providers, employers, and the breastfeeding support community.
WIC Regional Breastfeeding Liaison Program: The Spectrum of Prevention

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills
"A woman’s ability to initiate and sustain breastfeeding is influenced by a host of factors, including the community in which she lives."

Riverside County Health Coalition

- Healthy Cities Resolutions
- Lactation Accommodation
- Supportive Environment for Breastfeeding in Public Facilities
Inland Empire Childhood Obesity Task Force

- Recognized the proven link between breastfeeding and childhood obesity prevention.
- Formed a partnership to establish criteria for Breastfeeding Friendly Cities and develop a toolkit for use by the cities.
California’s Lactation Accommodation Law: CA Labor Code Section 1030-1033

- **Time**
  - Employers shall provide a reasonable amount of break time to accommodate an employee desiring to express breastmilk for the employee’s infant child.*
  - If possible, the break time should coincide with the employee’s paid break time. If not, the break time need not be paid.

- **Space**
  - Employers shall make a reasonable effort to provide employees with the use of a room or other location for the employee to express milk. This space should be private and in close proximity to the employee’s work area. This space should not be a toilet stall.
Embarrassment is a Key Barrier to Breastfeeding

• The popular culture’s sexualization of breasts compels some women to conceal breastfeeding. Improving support for women to breastfeed can help them better accommodate the demands of everyday life while protecting their infants’ health.
Breastfeeding Friendly Cities Toolkit

- Developed by Leslie Bramson, Dr. PH, IBCLC, LLUMC, Community Health Development and Alyson Foote, RD, CLE, Riverside County WIC Program

- Lactation Accommodation Pre/Post Assessment Form

- Workbook: *Complying With California Lactation Accommodation Laws: Your Guide to Becoming a Breastfeeding Friendly Employer*

- Handout: *Lactation Room Recommendations*
Breastfeeding Friendly Cities Toolkit

• Breastfeeding in Public Handout: *Anytime, Anyplace*
• Training Materials:
  • PowerPoint Presentation: *Complying With California Lactation Accommodation Laws: Your Guide to Becoming a Breastfeeding Friendly Employer*
  • Handout: *Breastfeeding and Returning to Work*
  • PowerPoint Presentation: *Anytime, Anyplace: Becoming a Breastfeeding Friendly Facility*
• Breastfeeding Help Referral Guide
• Window Decals: *Breastfeeding Welcome Here*
• Sample text for newsletter/e-blast to promote lactation-related policies
Spotlight: City of Rancho Cucamonga

“The Rancho Way”
Thank You

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