

PRESS RELEASE

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Release Date: For Immediate Release

6 Childcare Centers Registered as Breastfeeding Friendly

Rhineland, WI – The Northwoods Breastfeeding Coalition is pleased to announce that six child care centers in our community are now registered as Breastfeeding Friendly Child Care Centers: First Steps Child Care Center, Pat’s Preschool and Learning Center, and YMCA Children’s Learning Center in Oneida County; Little Acorns Lodge Development Center, and Little Pine Cones Lodge Development Child Care Center in Vilas County; and Tomahawk Child Care Center in Lincoln County. This registration is provided through the WI Department of Health Services - Chronic Disease Prevention Unit, and the WI Breastfeeding Coalition. These Centers will be listed with our local Northwest Connection-Family Resources - Child Care Resource & Referral as Registered Breastfeeding Friendly (www.wisconsinchild.org), and on the Northwoods Breastfeeding Coalition’s website: <http://oneidacountypublichealth.org/?p=628>

This registration means each Child Care provider has adopted the required breastfeeding policy that is supportive for consumers and employees’ alike, and assured that all staffs are aware of and following the policy.

The centers’ staffs have received breastfeeding education in order to provide accurate information, and consistent breastfeeding promotion, support and resources for families. They received continuing education credit through The Registry: Wisconsin’s Recognition System for the Childhood Care and Education Profession. Staffs are more confident in supporting breastfeeding moms and infants, in knowing how breastfeeding works, and how to handle breastmilk. The centers now provide a breastfeeding friendly environment, including a private and comfortable area for breastfeeding mothers to nurse or pump. Children participate in learning experiences related to breastfeeding. Each

center is establishing connections with their local breastfeeding coalition, so they are able to refer to the appropriate breastfeeding resources when necessary.

The Northwoods Breastfeeding Coalition was pleased to work with providers who already supported breastfeeding. By completing the 10 Steps to Breastfeeding Friendly Child Care Centers Program, the Centers now have the tools necessary to accomplish what they already supported. The Northwoods Breastfeeding Coalition does this work because these critical changes help normalize and encourage breastfeeding in our community.

Foundations for healthy eating start at birth. Breastfeeding, an infant's first food, provides long lasting health benefits for babies and their mothers. Breastfeeding provides protection from infections, chronic diseases, and lowers the baby's risk of obesity and SIDS, to name just a few. Enrolling infants in a registered breastfeeding friendly child care center allows moms to not worry about whether or not to continue breastfeeding when they return to work. Instead, these moms are able to develop a meaningful relationship with well-trained, confident staff, equipped with the necessary tools to support their breastfeeding decision.

The guide, [10 Steps to Breastfeeding Friendly Child Care Centers Resource Kit](#) can be downloaded at: <http://www.dhs.wisconsin.gov/publications/P0/P00022.pdf>.

The training materials are located at the Wood County Breastfeeding Coalition's website: www.woodcountybreastfeeding.org. For more information about this initiative, contact Debra Durchslag RD, IBCLC, from the Northwoods Breastfeeding Coalition at ddurch@yahoo.com. Also, see the Northwoods Breastfeeding Coalition website at: <http://oneidacountypublichealth.org/?p=628>.

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