

Step 5: Establish, provide, and maintain a breastfeeding-friendly clinic environment.

GUIDELINE	DESIRED OUTCOMES	ADVICE FROM THE FIELD	TOOLS & RESOURCES
<p>5A: Establish written procedures and a quality assurance plan that ensures a breastfeeding-friendly clinic environment, defined as follows:</p> <ol style="list-style-type: none"> Clearly define storage location for formula supplies, keeping them out of view of patients and their families. Distribute any medically-necessary formula supplies in a private exam room, following privacy procedures appropriate for the administration of medication and other treatments. Neither accept nor distribute free gifts and materials (e.g., writing pads, gift bags, storage bags, diaper bags, pens, calendars, etc.) or personal samples from companies manufacturing infant formula. Use and display noncommercial, evidence-based materials that promote breastfeeding in the clinic(s) and waiting areas, such as: posters, pamphlets, educational materials, signs welcoming breastfeeding, pictures and photographs of breastfeeding mothers. Include materials specifically for populations with low breastfeeding rates served in 	<ol style="list-style-type: none"> <i>A written quality assurance plan will clearly define: the criteria and procedures for a breastfeeding-friendly environment; staff roles and responsibilities for implementing the procedures; elements of the routine quality checks; and the employee responsible for reporting on the routine environmental audits, results and corrective actions taken.</i> <i>Clinic self-assessment and observation show 100% compliance with all elements of Guideline 5A.</i> <i>At least 80% of randomly-selected breastfeeding mothers will report that they are always allowed to continue feeding uninterrupted in the waiting room or other area.</i> 	<p>Hospitals that become designated Baby Friendly, or adopt comprehensive breastfeeding policies and practices, have increased breastfeeding rates and decreased need for formula. When the cost of purchasing formula is calculated at ‘fair market value’, the costs are not prohibitive.</p> <p>Caveat: determining the fair market value is usually obtained by means other than through the manufacturers. Collaborating with local hospital staff on this process is likely the most effective way to obtain the cost factors.</p> <p>Specifically target educational materials to populations served by your clinic that tend to have low breastfeeding rates.</p> <p>In some cases mothers will be more comfortable with a private area to breastfeed. Be sure to provide this for patients. It need not be a space dedicated solely to lactation; consider a flexible work space.</p>	<p><i>Breastfeeding-Friendly Physician’s Office Protocol</i> - Academy of Breastfeeding Medicine</p> <p><i>Breastfeeding Friendly Physician Offices</i> - Riverside County WIC</p> <p><i>How to Determine Fair Market Value for Purchasing Formula</i> - National Institute for Children’s Health Quality</p> <p><i>Compliance with the WHO International Code of Marketing of Breastmilk Substitutes</i>, - Northeastern University Includes a guide for calculating Fair Market Price (FMP) for formula and feeding accessories to accompany the FMP tool</p> <p><i>Supporting Nursing Moms at Work: Employer Solutions</i>- Office of Women’s Health, USDHHS Includes photos of clinics and other employer solutions for lactation space.</p> <p>Non-commercial breastfeeding promotion, early feeding, baby behavior and development materials such as posters and magazines – ask your local WIC agencies or the <i>National WIC Association</i></p>



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<p>the clinic.</p> <p>5. Prohibit use of any printed material (e.g., magazines, handouts, and posters) and visual material (e.g., videos) that market breastmilk substitutes, bottles, nipples, pacifiers, or other formula supplies or coupons for any of the above items.</p> <p>6. Set up clinic design and furniture to support a comfortable environment for breastfeeding mothers.</p> <p>7. Support and allow breastfeeding mothers to continue feeding uninterrupted in the waiting room or other area, per clinic rooming policies.</p>		<p>For mothers who may need to pump while at a clinic appointment, be prepared with a private place for her to sit, a surface for her to set her pump and access to electricity.</p>	
<p>5B: Communicate the breastfeeding-friendly environment quality assurance plan at new employee orientation and annually thereafter to all clinic staff, and ensure its availability as a reference. Include the following elements:</p> <p>1. Define and assign staff roles and responsibilities for tasks related to the implementation of the breastfeeding-friendly environment, incorporating staff duties into job descriptions and daily activity logs. Tasks should</p>	<p>1. <i>Office management will be able to describe how all clinic staff, including new employees, are made aware of the breastfeeding-friendly environment quality assurance plan and their roles and responsibilities.</i></p> <p>2. <i>All clinic staff job descriptions (especially those of front clinic staff), daily activity logs, and job performance documentation will</i></p>	<p>Ensure that employees are supported to breastfeed or pump their milk at work. See Step 7.</p> <p>Some clinics find that the Human Resources Dept. can provide the expertise and support needed for the lactation spaces for employees as well as patients.</p>	

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<p>include removal of inappropriate materials that promote formula supplies and routine ordering/copying and distribution of breastfeeding-friendly materials in waiting areas and exam rooms.</p> <p>2. Train and designate clinic staff to preview and evaluate educational materials for the clinic environment.</p> <p>3. Train all staff to recognize and avoid formula marketing techniques, to refuse materials that contain formula branding, and to avoid distribution of free gifts and materials as described in Guideline 5A.</p> <p>4. Train all staff in strategies to support and allow breastfeeding mothers to continue feeding uninterrupted in the waiting room or other area, per clinic rooming policies.</p>	<p><i>include elements relating to roles, responsibilities and compliance with the breastfeeding-friendly environment quality assurance plan.</i></p> <p>3. <i>At least 80% of randomly-selected clinic staff will confirm that they received training on all elements of a breastfeeding-friendly environment, as outlined in Guideline 5B, and can identify the designated staff member responsible for previewing and evaluating educational materials.</i></p> <p>4. <i>Staff training records will show that all employees, within one year of employment, are trained on all elements of a breastfeeding-friendly environment, as outlined in Guideline 5B.</i></p>		