

### Press Pack • MIBFN Breastfeeding and Child Care Toolkit

Below are all the tools for sharing about the [MIBFN Breastfeeding and Child Care Toolkit](#). Please feel free to copy and paste any text needed and include the photos provided as necessary. Email [info@mibbreastfeeding.org](mailto:info@mibbreastfeeding.org) with any questions or suggestions.

### PHOTO OPTIONS:

We have a square share image for newsletters and social media available here: <https://tinyurl.com/MIBFNCCImage>

### TEXT OPTIONS: (Sentence, Paragraph And Press Release Length)

#### Sentence:

The Michigan Breastfeeding Network (MIBFN) introduces its newest advocacy campaign in support of systems-level change, “Breastfeeding and Child Care,” which provides tools in multiple languages for early child education providers, information for families seeking quality care, and resources for breastfeeding advocates at [www.mibbreastfeeding.org/](http://www.mibbreastfeeding.org/).

#### Paragraph:

The Michigan Breastfeeding Network (MIBFN) introduces its newest advocacy campaign in support of systems-level change, “Breastfeeding and Child Care,” which provides tools for early child education providers, information for families seeking quality care, and resources for breastfeeding advocates at [www.mibbreastfeeding.org/](http://www.mibbreastfeeding.org/). The campaign tools address the needs of caregivers and families, providing practical tools for implementing breastfeeding-friendly policy and procedures. The newly released toolkit consists of five different elements: 1) A platform for sharing breastfeeding and child care success stories; 2) A sample breastfeeding-friendly policy for adoption in early child education programs; 3) A template “We Believe” poster for supporting breastfeeding within the child care setting; 4) The MIBFN System Changer’s Guide to Breastfeeding and Child Care for breastfeeding advocates; and 5) The MIBFN Position Paper in support of breastfeeding in the child care setting for policy makers. These campaign tools detail the importance of supporting breastfeeding in the child care setting and encourages education and training for all child care staff. To reach the widest audience possible, the Child Care Toolkit is available in Arabic, Burmese, English, Japanese, and Spanish. Additionally, MIBFN needs you to get involved and share your perspective. Please share your story so that we may build the Child Care Toolkit based on the needs of both those utilizing child care and those working within the care industry. In Michigan, there are over 77,000 working mothers with infants under one year of age and 443,00 children under the age of six potentially in need of child care. With so many Michigan children in need of child care, quality programs set the foundation for success in school, work, and life. The “Breastfeeding and Child Care Toolkit” hopes to spur change that will positively transform the lives of mothers and their children: supportive child care is essential for breastfeeding mothers and providers play a vital role in the success of employed mothers who breastfeed. Implementing a breastfeeding-friendly action plan should be the goal of every program across the state of Michigan. Breastfeeding normalization and support efforts at this level of society catalyze change for all families regardless of structure, socioeconomic status, race, or ethnicity.

### Press Release:

FOR IMMEDIATE RELEASE: August 31, 2018

MIBFN Announces Newest Breastfeeding Advocacy Campaign

Encourages Promotion, Protection, and Support of Breastfeeding in the Child Care Setting

Lansing, MI: The Michigan Breastfeeding Network (MIBFN) introduces its newest advocacy campaign in support of systems-level change, the “Breastfeeding and Child Care,” which provides tools for early child education providers, information for families seeking quality care, and resources for breastfeeding advocates at [www.mibbreastfeeding.org/](http://www.mibbreastfeeding.org/). The Toolkit is the latest MIBFN campaign to address systemic barriers that deter breastfeeding initiation and interfere with breastfeeding duration and success. To reach the widest audience possible, the Child Care Toolkit is available in Arabic, Burmese, English, Japanese, and Spanish.

In 2017, 58.1 percent of mothers with children under the age of one and 64.2 percent of mothers with children under the age of six were employed (Bureau of Labor Statistics). Due to the growing number of mothers in today’s workforce, many children from birth to age four are regularly cared for by someone other than a parent. In Michigan, there are over 77,000 working mothers with infants under one year of age and 443,00 children under the age of six potentially in need of child care. With so many Michigan children in need of child care, quality programs set the foundation for success in school, work, and life. In terms of types of available child care, there are 4,419 center-based child care programs and 4,925 family child care (FCC) homes. At present, a quality recognition program such as a breastfeeding-friendly designation does not exist. Care providers influence the lives and health of the families they serve and can be an important source of support for working mothers who want to breastfeed. Supportive child care is essential for breastfeeding mothers and providers play a vital role in the success of employed mothers who breastfeed. Implementing a breastfeeding-friendly action plan should be the goal of every program across the state of Michigan. Breastfeeding normalization and support efforts at this level of society catalyze change for all families regardless of structure, socioeconomic status, race, or ethnicity.

The “Breastfeeding and Child Care Toolkit” is a compendium of useful tools made up of five components: 1) A platform for sharing breastfeeding and child care success stories; 2) A sample breastfeeding-friendly policy for adoption in early child education programs; 3) A template “We Believe” poster for supporting breastfeeding within the child care setting; 4) The MIBFN System Changer’s Guide to Breastfeeding and Child Care for breastfeeding advocates; and 5) The MIBFN Position Paper in support of breastfeeding in the child care setting for policy makers. The “Breastfeeding and Child Care Toolkit” details the importance of supporting breastfeeding in the child care setting and encourages education and training for all child care staff. MIBFN needs you to get involved and share your perspective. Please share your story so that we may build the Child Care Toolkit based on the needs of both those utilizing child care and those working within the care industry. We ask for you to join the movement and share your ideas and input in order to make this a complete tool for breastfeeding advocates. Together we can positively transform the lives of women and children for many generations to come.

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About Michigan Breastfeeding Network

The mission of the Michigan Breastfeeding Network (MIBFN) is to lead the statewide collaborative actions for advocacy, education, and coalition building to create a supportive breastfeeding culture. To learn more, visit [www.mibbreastfeeding.org/](http://www.mibbreastfeeding.org/).