

## Get Recognized Now! Why Wait?

Application deadlines: January 15, April 15, July 15, and October 15

*Does your child care program support breastfeeding families? Apply for the NC Breastfeeding-Friendly Child Care Designation (NC BFCCD) today!*



*You may have already achieved steps towards the designation! For example...*

- \*Do you have refrigerator or freezer space available for storage of breastmilk? (Step 5)*
- \*Do you have a breastfeeding-friendly space for moms to breastfeed and express milk? (Step 6)*
- \*Do all infants and children up to 15 months have a written feeding plan? (Step 8)*

### WHAT?

The NC BFCCD recognizes licensed child care programs that have taken steps to promote, protect, and support breastfeeding. Complete any **2 of the 10** steps towards breastfeeding-friendly child care, and receive designation!

Learn more here: <http://www.nutritionnc.com/breastfeeding/childcare.htm>

### BENEFITS FOR YOU?

- **FREE** advertising and promotion of your program on the NC BFCCD website through a list of awardees (<http://nutritionnc.com/breastfeeding/childcare-awardees.htm>)
- Get featured with other awardees of the designation on a searchable **interactive map** on our website (<http://nutritionnc.com/breastfeeding/childcare.htm>)
- The designation is voluntary, has no cost, and is valid for a period of three years! Site visits are NOT required during the application process.
- Breastfeeding-Friendly child care programs may have better daily attendance, higher parent satisfaction, and more public recognition!

### BENEFITS FOR THE CHILDREN AND FAMILIES YOU SERVE?

- Breastfed infants are sick less often, and have less risk of ear infections, obesity, type 2 diabetes, asthma, diarrhea, vomiting and Sudden Infant Death Syndrome (SIDS).

### APPLY TODAY!

***Applying is easy!*** You only need to complete the portions of the application for which you are applying! Link to application here: [http://nutritionnc.com/breastfeeding/PDFS/BFCCDApp\\_web.pdf](http://nutritionnc.com/breastfeeding/PDFS/BFCCDApp_web.pdf)

### HELP?

Contact your Infant Toddler Specialist (<http://childcarerrnc.org/s.php?subpage=ContactList>) or your Child Care Health Consultant (<http://www.healthychildcarenc.org/consultants/>) for assistance in meeting steps towards the designation and receiving training on becoming a breastfeeding-friendly child care program.

### QUESTIONS?

Send questions about the designation or application process to Jessica Bridgman ([Jessica.Bridgman@dhhs.nc.gov](mailto:Jessica.Bridgman@dhhs.nc.gov) or 919-707-5773).