

Encouraging & Supporting Breastfeeding at Your Service

Whilst it is recommended to continue breastfeeding until at least 12 months, it is common for breastfeeding to be discontinued by the time an infant commences care. Early childhood services play an important role in supporting continued breastfeeding.

How can your service support mothers to continue to breastfeed?

- Discuss breastfeeding with families when you first meet with them. Inform families that your service supports receiving expressed breastmilk or visits from mothers to breastfeed.
- Show that you are a breastfeeding friendly service by displaying "breastfeeding welcome here" stickers or posters. [Here](#) is a breastfeeding friendly poster which you may like to display at your service.
- Develop an individual breastfeeding support plan with families. An example support plan is available [here](#).
- Provide breastfeeding mothers with information on transporting and storing expressed breastmilk.
- Make sure you have a quiet, hygienic, and private area at your service for mothers to breastfeed or express breastmilk.
- Ensure Educators are aware of the advantages of breastfeeding and how to correctly store, handle and feed infants expressed breastmilk.
- Develop policies that encourage and support continued breastfeeding. A sample breastfeeding policy is available [here](#).



Did you know?

The Good For Kids team can support you in developing a breastfeeding policy. Simply email your policy to a team member you have previously been in contact with or to HNELHD-GoodForKids@health.nsw.gov.au for a **free** review!



Health
Hunter New England
Local Health District



Artwork:
"Heart of a Child"
Worimi Artist Lara Went

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