



## ***Communities Supporting Breastfeeding*** **Designation Criteria & Guidelines**

### **1. A local breastfeeding coalition**

- a) The coalition must be listed on the Kansas Breastfeeding Coalition (KBC) [Coalitions](#) webpage.
- b) A local breastfeeding coalition is defined as a group of at least three (3) individuals meeting in the CSB community at least quarterly for the expressed purpose of improving breastfeeding support in the defined community.
- c) At least one member of the coalition's leadership must be a member of the Kansas Breastfeeding Coalition.

### **2. Peer support group(s) such as La Leche League or similar mother-to-mother group**

- a) A peer support group is defined as a group meeting for families with the clearly stated purpose of providing peer breastfeeding support, meeting at least once a month.
- b) The group facilitator(s) must have at least one of the following credentials:
  - WIC Breastfeeding Peer Counselor
  - Accredited La Leche League Leader
  - Certified Breastfeeding Educator (CBE)
  - Certified Lactation Educator (CLE)
  - Certified Lactation Counselor (CLC)
  - International Board Certified Lactation Consultant (IBCLC)
  - An alternate curriculum approved by the KBC CSB Program Coordinator in consultation with the KBC Board of Directors. An example of an alternate curriculum would be completion of all of the following:
    - [KS TRAIN WIC Breastfeeding Peer Counselor Training Modules 3, 4, 5, 6, 7, 8, 10, 11, & 12](#) (estimated 5.5 hrs. to complete)
    - [KS TRAIN "WIC: Breastfeeding Support Group - The Journey to Success](#) course # 1047630 (estimated 1 hr. to complete)

- c) A virtual support group held via social media may be acceptable provided it meets the following criteria:
- Is administered by an approved facilitator (see list above)
  - Is active with a minimum of 10 posts a month
  - The approved facilitator responds and facilitates conversation on a regular basis defined by at least every 3 days.
- d) The support group must be listed in the KBC's [Local Resource Directory](#).
3. A least one community hospital be recognized as a [High 5 for Mom & Baby](#) hospital or designated a [Baby Friendly Hospital](#). In communities without a hospital, the hospital at which the majority of mothers in the community give birth will be considered the "community hospital" for purposes of this criterion.
4. 1 public establishment for every 1000 community citizens\* or 25 (whichever is lesser) participate in the "[Breastfeeding Welcome Here](#)" program . To be counted, the establishment must be listed on the KBC's *Breastfeeding Welcome Here* [Participants](#) webpage.
5. 1 employer for every 5000 community citizens or 10 (whichever is lesser) receive a "[Breastfeeding Employee Support Award](#)" from the Kansas Business Case for Breastfeeding . To be counted, the employer must be listed on the KBC's *Business Case for Breastfeeding* [Employer Awards](#) page.
6. A minimum of 20 child care providers in the community completing the KBC's *How to Support the Breastfeeding Mother and Family* course as provided by [Kansas Child Care Training Opportunities](#), Child Care Aware © of Kansas or KBC staff. This data is available on the KBC's [Breastfeeding Support by County](#) database.
- a) County-level data will be used when the community is a city with a population less than 20,000. Family and friends who care for the breastfed baby may take the course and be counted towards this criterion.

*"Community" is defined as the city or a county stated on the CSB designation application. The number of community citizens will be defined by most recent census for the CSB community (i.e. city population for cities applying vs. county population for counties applying)*