

Families are more successful in meeting their breastfeeding goals when they are surrounded by systems, including outpatient providers, that support breastfeeding. The Michigan Breastfeeding Network (MIBFN) wishes to recognize Michigan outpatient providers that provide support to breastfeeding families through our Michigan Breastfeeding-Friendly Outpatient Awards.

MIBFN recognizes how vital it is for families to receive clinical- culturally representative breastfeeding support in a timely fashion. The Outpatient providers are evaluated based on criteria for three levels of support: Gold, Silver, and Bronze. Outpatient providers meeting requirements of one of the three criteria levels will be recognized with a certificate and opportunities for recognition on the MIBFN website and social media pages.

Who should apply? Outpatient Awards are for anyone providing breastfeeding support in the outpatient setting. This includes and is not limited to prenatal providers, postpartum providers, pediatricians, lactation consultants, home visitors, community-based support organizations, and more.

If you have any questions, please contact hello@mibreastfeeding.org.

CONTACT INFORMATION

Name: _____
 Email: _____ Phone: _____

ORGANIZATION INFORMATION

Organization Name: _____
 Address: _____
 City/Town in Michigan: _____ Zip: _____
 Organization Website: _____
 Organization Facebook Page: _____

APPLICATION CRITERIA

Award level will be determined based on the following criteria and checklist.

	Bronze	Silver	Gold
Number of Points	5-15 points	16-30 strategies	31+ strategies

APPLICATION CHECKLIST

Please check the boxes that apply to your workplace.

1 point each:

- Benefits of breastfeeding discussed at least once during the course of the perinatal period (conception - childhood)
- Provide educational resources (website links, materials, window stickers, lending library etc.)
- Have a written breastfeeding-supportive policy in office
- Provide families with adequate space and time for breastfeeding/expression of milk
- Use of LactMed or Thomas Hale’s Medications & Mother’s Milk when prescribing
- Breastfeeding-supportive atmosphere (display signs encouraging breastfeeding, culturally representative posters, artwork, photographs)
- Specific recommendations for community-based supports groups
- Warm line for urgent matters
- Website available
- Peer referral resources (in case of need to refer out)

2 points each:

- Community resource list available and reviewed annually

- Breastfeeding education included during regular visits to ensure families are adequately informed prior to birth and throughout the duration of breastfeeding
- Basic breastfeeding education and awareness of community resources for all office staff
- Knowledge of where to refer patients to in the community and consistent referrals to community-based lactation services
- Comfortable lactation room available (not an exam room)
- Lactation Professional on staff (Peer Counselor, CLC, CLS, IBCLC)
- Breastfeeding addressed at first pediatric visit or within 48 hours of birth notification by phone
- Postpartum follow-up calls at 24-48 hours
- Traveling range 0-30 miles
- Post-consult follow-up plan
- Sliding scale/payment plan for to support with financial barriers

3 points each:

- Community resource list available and reviewed annually
- Offer breastfeeding class and/or facilitate breastfeeding support groups for patients
- Lactation training completed for all clinical staff
- No distribution of any products or coupons from formula companies
- Office staff knowledgeable regarding correct use of breast pump acquisition, use and milk storage guidelines
- Multidisciplinary approach to care for breastfeeding families through open communication between providers, lactation support, and families to always preserve continuity of care in breastfeeding
- Office space and scheduling available for Lactation Professionals to see patients in-office
- Breastfeeding Services scheduled with Lactation Professional in the office
- Response time for visits 24-48 hours
- Direct referral sources with soft hand off
- Providing breastfeeding supplies at low or no cost within scope of practice (tubing, nipple shield, syringe for feedings etc.)
- Traveling range 30+ miles

10 points:

- Staffing that reflects and represents the people who are served

What makes your organization's breastfeeding support unique?

Thank You for Everything You Do to Support Breastfeeding in Michigan!
Additional resources and tools can be found at mibreastfeeding.org/birth-justice.