



Breastfeeding Friendly ECEC Service

Join our Breastfeeding Friendly Early Childhood Education and Care Service recognition program

Showcase your service's commitment to supporting breastfeeding mothers with infants and young children in your care.

Unlock the benefits of achieving Breastfeeding Friendly Early Childhood Education and Care (ECEC) Service recognition, provided by the Australian Breastfeeding Association.

What does it mean to achieve recognition as a Breastfeeding Friendly ECEC Service?

This program recognises and celebrates ECEC services that support breastfeeding mothers and their children. It offers resources and guidance to create breastfeeding-friendly environments, ensuring mothers feel comfortable and supported while their children are in care.

Pricing

1-year recognition

\$99
renewed every
12 months

2-year recognition

\$160
renewed every
2 years

Prices are for one recognition per centre. Discounts are available for multi-centre certification. GST is not included in prices.

Why is it important to support breastfeeding in ECEC services?

Meeting legal obligations

In Australia, ECEC services have legal obligations to support breastfeeding under various laws and regulations.

Assisting mothers who are returning to work

Supporting mums to breastfeed while their child is in care demonstrates care and understanding, helping them feel confident and supported as they transition back to work.

Supporting health choices

Mums choose to breastfeed for their babies' and their own health. Breastfed children are less likely to get sick when they go to ECEC services. This means fewer infections, allergies, and serious diseases.

Promoting public health

Encouraging breastfeeding in ECEC services supports public health goals.



More information



Expression of interest

Discover the benefits of recognition

- **A certificate** of recognition for your commitment to fostering and supporting a breastfeeding-friendly environment
- **A sticker to display** (shown at right) at the entrance of your service, showing your Breastfeeding Friendly ECEC Service support to parents and visitors
- **An online eLearning module** for your educators – unlimited access to a 30 to 45 minutes specialised online learning module tailored to enhance their knowledge and skills. A certificate of completion is provided.
- **Breastfeeding-friendly service posters** to download – a diverse collection of posters designed to be prominently displayed within your service
- **Information postcards** to download and offer to parents and families, containing valuable insights and guidance about what it means to be a breastfeeding-friendly service
- **Acknowledgement:** Your service will be listed on the Australian Breastfeeding Association website, breastfeeding.asn.au acknowledging your dedication to supporting breastfeeding mothers.



Overview of eLearning module: How educators can support breastfeeding in an ECEC setting

Lesson	Topics
Breastfeeding friendly	
What do breastfeeding mothers need in an early childhood education and care setting?	<ul style="list-style-type: none"> • The responsibility of ECEC services in supporting breastfeeding mothers and their children under their care • Strategies for ECEC services to provide assistance to breastfeeding mothers
Legal rights supporting breastfeeding	<ul style="list-style-type: none"> • Laws in Australia at both federal and state levels that ensure a mother's right to breastfeed in an ECEC environment
How to navigate negative attitudes towards breastfeeding	<ul style="list-style-type: none"> • Suggestions on responding to and managing situations effectively without escalation • Navigating cultural sensitivity
How to set up a breastfeeding and expressing space	<ul style="list-style-type: none"> • What is included in a breastfeeding and expressing space?
Breastmilk and breastfed babies	
Appearance of expressed breastmilk	<ul style="list-style-type: none"> • Understanding factors influencing the colour of breastmilk • Characteristics and variations in the appearance of breastmilk
Storing, handling and preparing expressed breastmilk	<ul style="list-style-type: none"> • Guidelines for storing expressed breastmilk safely • Proper techniques for handling and preparing expressed breastmilk • Safe practices for thawing and warming stored breastmilk
Using expressed breastmilk	<ul style="list-style-type: none"> • Understanding methods to provide expressed breastmilk to an infant or young child in your care
Normal nappies – what to expect	<ul style="list-style-type: none"> • Understanding the frequency of nappy changes in breastfed babies • Common misconceptions and concerns regarding nappies of breastfed infants
Resources and support	
How your early childhood education and care setting can support mothers	<ul style="list-style-type: none"> • Resources you can use in your ECEC service • Breastfeeding support provided by the Australian Breastfeeding Association

All educators are issued with a certificate of completion from the Australian Breastfeeding Association.

The Australian Breastfeeding Association is a registered training organisation and receives funding from the Australian Government. RTO: 21659.



Learn more

breastfeeding.asn.au/ecec-recognition