



FOR IMMEDIATE RELEASE

A Child's World Learning Centers Receive N.C.'s First Breastfeeding-Friendly Child Care Designation

CLEMMONS, NC – (Oct. 14, 2015) – A Child's World Learning Centers (ACWLC) have received the North Carolina Breastfeeding-Friendly Child Care Designation from the North Carolina Division of Public Health. All four ACWLC schools were designated with two gold-starred building blocks for their efforts in implementing policies and practices that support a breastfeeding-friendly child care environment. The schools are the only early education facilities in the Greater Winston-Salem area to receive the designation.

The Ten Steps to Breastfeeding-Friendly Child Care are:

1. Make a commitment to the importance of breastfeeding, especially exclusive breastfeeding, and share this commitment with fellow staff.
2. Train all staff in the skills to support and promote optimal infant and young child feeding.
3. Inform women and families about the importance of breastfeeding.
4. Provide learning and play opportunities that normalize breastfeeding for children.
5. Ensure that all families we serve are able to properly store and label milk for child care facility use.
6. Provide a breastfeeding-friendly environment.
7. Support breastfeeding employees.
8. Ensure that each infant has a feeding plan that supports best feeding practices.
9. Contact and coordinate with local skilled breastfeeding support and actively refer.
10. Continue updates and learning about the protection, promotion and support of breastfeeding.

Through the North Carolina Breastfeeding-Friendly Child Care Designation, child care facilities earn a gold-starred building block for every two steps implemented from the *Ten Steps*. The designation is valid for a period of three years. Child care facilities that implement additional steps may reapply for a higher gold-starred building block level at any time. In this way, the initiative supports a continuum of quality improvement toward becoming breastfeeding-friendly.

In September 2013, the North Carolina Institute of Medicine released "Promoting Healthy Weight for Young Children: A Blueprint for Preventing Early Childhood Obesity in North Carolina." An important policy strategy included in the document is to promote breastfeeding for all North Carolina infants. The report made the recommendation that child care teachers and directors should be educated and coached about the importance of breastfeeding and that a voluntary recognition program was the ideal approach to encourage child care programs to increase breastfeeding support for mothers and infants.

Four Winston-Salem Area Locations: www.AChildsWorldNC.com
Bermuda Run: 940-3975 Clemmons: 766-8222 Downtown W-S: 721-0105 South W-S: 764-0670

Andy Hewitt, President of A Child's World Learning Centers, said "Our schools are committed to making sure breastfeeding support is consistently available for every mom and baby. We are proud to join the N.C. Division of Public Health in its efforts to promote, protect and support breastfeeding in North Carolina." To learn more about the North Carolina Breastfeeding-Friendly Child Care Designation program visit <http://www.nutritionnc.com/breastfeeding/childcare.htm>.

About A Child's World Learning Centers

For more than two decades A Child's World Learning Centers, winner of the 2015 Triad Moms on Main Choice Award for Favorite Child Care Facility in the Winston-Salem area, have provided exceptional care, love and education to more than 6,000 area children. The schools have earned a reputation as trusted and nurturing caregivers who develop life-long learners and a foundation for a positive self-image. With four North Carolina locations in Downtown Winston-Salem, South Winston-Salem, Bermuda Run and Clemmons, the schools are the largest independently owned and operated child care facilities in the greater Winston-Salem area. For more information, please visit www.achildsworldnc.com.

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Media Contact:

Kaci Baez

(336) 940-3975 x 312

kaci@achildsworldnc.com

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