



Tools to Help Families Find Quality Child Care

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Objectives



Explore Iowa breastfeeding data

Gain knowledge of breastfeeding supports for child care

Understand how to find quality child care in Iowa

Supporting Breastfeeding

Iowa WIC 2025 Breastfeeding Report Data

Iowa Breastfeeding Rates

88%

Iowa initiated breastfeeding (2022)

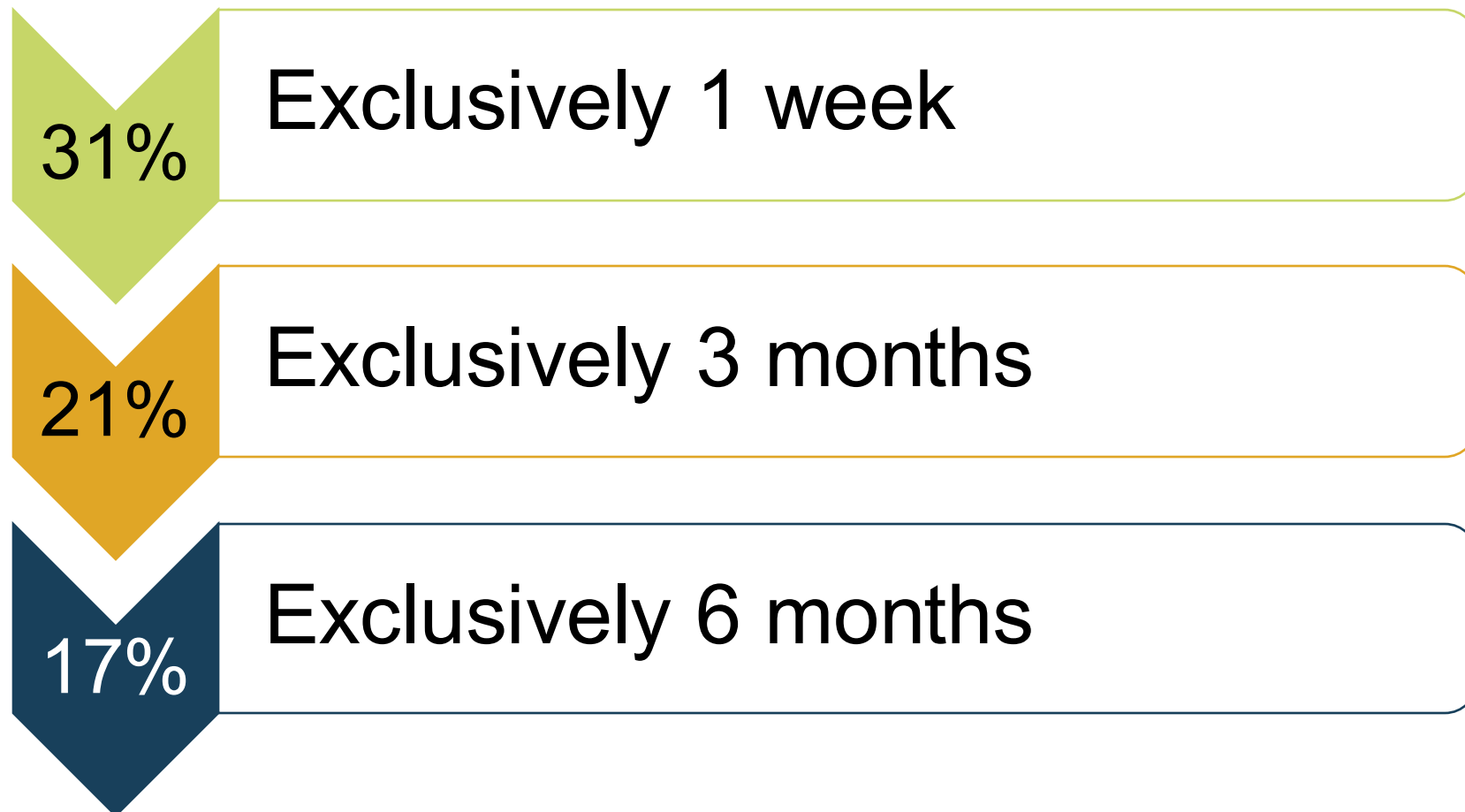
71%

WIC initiated breastfeeding (2024)

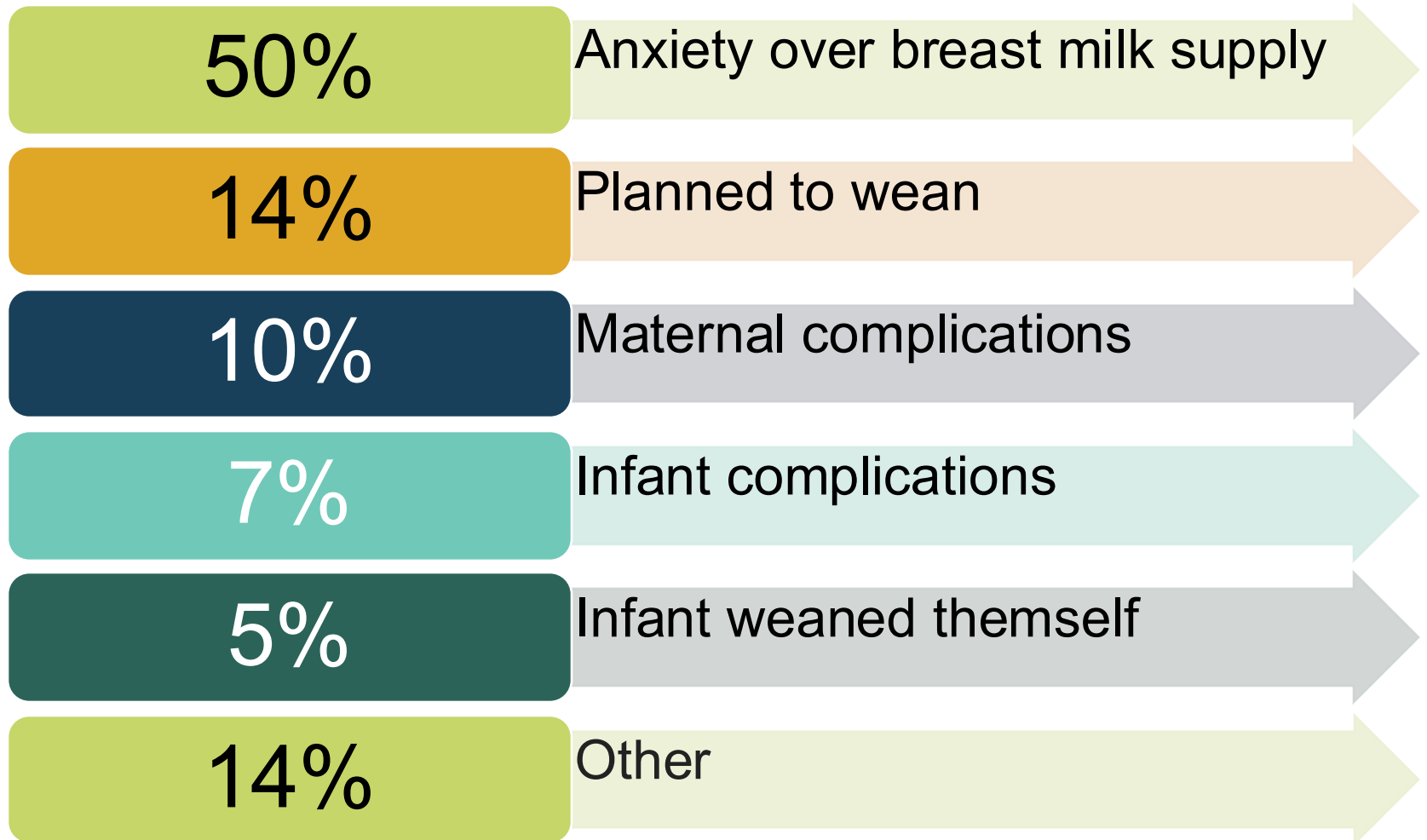
34%

WIC breastfeeding at 6 months (2024)

Prevalence of Exclusively Breastfeeding (WIC 2024)



Primary Reasons Women Reported Stopping Breastfeeding



Breastfeeding Support for Child Care

Supporting Breast Milk Feeding Fact Sheet

- Benefits of breastfeeding and breast milk
- Welcoming breast-fed infants
- Bottle techniques and paced bottle feeding
- Storage and usage guidelines
- Labeling of breast milk for child care

HCCI website (Infant and Toddler Care section)

2-hour HHS Approved Training - Breast Milk Feeding Promotion and Support in Child Care

- Provided for free by local CCNCs (in person and virtual)
- Storage and usage guidelines
- Videos
- Tips for paced bottle feeding
- Emergency feeding information
- Creating a breastfeeding friendly space

Breast Milk Feeding Promotion and Support Training Data

FY24 Training Data:

4 trainings

44 child care participants

FY25 Training Data:

14 trainings

216 child care participants



Finding Quality Child Care

- Demo Iowa Child Care Connect (C3) - [Child Care Search](#)
- Child Care Resource and Referral (CCR&R) [Parent Services Team Referrals](#)
- Parent Texting Campaign
- [Free referral resources](#) available to order

Resources

Breastfeeding Supports:

Questions

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