Improving Breastfeeding Infrastructure through Community Partnerships

ELISABET EPPES, PROGRAM ASSOCIATE, NATIONAL WIC ASSOCIATION

SEPTEMBER 9, 2016
WIC Collaborations with Community Partners Can Help Provide the Full Spectrum of Support for WIC Clients
WIC Community Health Leadership

- NWA’s Community Partnerships for Healthy Mothers and Children (CPHMC) Project
- Local WIC Agencies playing a leadership role in policy, systems, and environmental change among diverse partners to:
  - Improve access to healthy food and beverage options (including breastmilk!!)
  - Improve access to chronic disease prevention and management services by strengthening referral networks between WIC, health care, social services, and other community resources
Funding is provided by the National WIC Association (NWA) from a cooperative agreement with the Centers for Disease Control and Prevention (CDC).

The American College of Obstetricians and Gynecologists (ACOG) is a formal partner of NWA on this project.

2 cohorts: 17 agencies in Cohort 1 (January 2015-March 2016) and 15 agencies in Cohort 2 (February 2016-May 2017).
Critical Component of the Project: Coalition Building

- Each local WIC agency is required to serve as the convening member of a newly developed or strengthened multi-sectoral coalition that will conduct a community needs assessment and implement a community action plan.

- Must recruit at least 10 coalition members, representing at least 7 sectors. Sectors include but are not limited to:
  - Cooperative Extension
  - Health Department
  - YMCA
  - United Way
  - Chamber of Commerce
  - Local and state insurers
  - Faith-based organizations and churches
  - Social service agencies
  - Public school administrators and other relevant school staff
  - Local legislators and officials
  - Head Start
  - Daycares and out of school care facilities
  - Military facilities
To Learn More...

Please visit our website,

www.greaterwithwic.org
CPHMC Cohort 1 Breastfeeding Achievements
COMMUNITY PARTNERSHIPS TO NORMALIZE BREASTFEEDING & STANDARDIZE PRENATAL BREASTFEEDING EDUCATION IN RICHMOND CITY

BY: CLAIRE SADEGH HZADEH
RICHMOND CITY HEALTH DISTRICT
Richmond City

Breastfeeding Rates (2010 – 2013)

Source: Cecilia Barbosa, 2014.
Community Assets:

- Healthy Community Action Team funded by Virginia Foundation for Healthy Youth
- Mayor’s Breastfeeding Commission
- Women, Infants and Children
- Four hospital systems (most have contracts with a human donor milk bank)
- Multiple organizations providing breastfeeding support, in-home visits and peer counseling
Organizations at the Table

**Governmental**
- Richmond City WIC
- Richmond City Health District/CPHMC
- Richmond Healthy Start

**Hospital Systems**
- Bon Secours Richmond Health System
- HCA
- VCU Medical Center

**Nonprofit/Nongovernmental Organizations**
- Nurture
- cBe Consulting
- Healthy Hearts Plus II
- The Sparkmill
World Breastfeeding Week 2015

BREASTFEEDING:
IT TAKES A MOTHER + A VILLAGE

RVAbreastfeeds.com
Learn more and join the village @RVAbreastfeeds
World Breastfeeding Week 2015
WIC & World Breastfeeding Week 2015
World Breastfeeding Week 2016
Breastfeeding Friendly Businesses

http://www.rvabreastfeeds.com/business/
Healthcare Provider Outreach + Teaching Tools

Photo Sources: Snugabell.com (l) and The Honest Company, Inc. (r)
RVA Breastfeeding Symposium
RVA Breastfeeding Symposium
THANK YOU!

CSADEGHZADEH@GMAIL.COM
304-261-2383
H.A.N.D.S: Breastfeeding Projects
Megan Williams RD, CLC
Mount Rogers Health District, VA
Health Access & Nutrition Development Services

- Twin County Regional Hospital
- Twin County Prevention Coalition
- Grayson County La Leche League
- Local Health Department Staff
- Virginia Cooperative Extension
- Town of Hillsville
- Carroll County, Grayson County & Galax City Schools
- WIC Breastfeeding Peer Counselors
Nursing Rooms

- 4 nursing rooms
- Sponsors: hospital & coalition
- Included:
  - Equipment
  - Education materials
  - MOA
  - Log
Nursing Rooms
Certified Lactation Counselor Training

- 42 people attend
- 21 WIC staff in attendance
- All 3 of our local birthing hospitals sent at least one staff
- SWO contacts assisted with this

Business Case for Breastfeeding

- As part of a Healthy Workforce Training with larger coalition
- Invited business across the services area
Health Fairs/Community Events

- Nursing mom stations
- National Night Out
- Hillsvile Flea Market
- Christian Family Fun Day
- Live, Love, Latch
- Carroll County Fair
Resource Guide: Featuring a Local BF Mom

COMMUNITY SUPPORT MAKES BREASTFEEDING WORK
anytime. anywhere.

where you work.
where you play.
where you live.
# Resource Guide: Featuring a Local BF Mom

## Support, Information, Community

<table>
<thead>
<tr>
<th>Twin County Regional Hospital</th>
<th>Mount Rogers Health District</th>
<th>La Leche League</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twin County Regional Hospital</td>
<td>Carroll, Galax, Grayson Health Departments</td>
<td>Carroll, Galax, Grayson</td>
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<tr>
<td>200 Hospital Drive • Galax, VA 24333</td>
<td>Breastfeeding Peer Counselor and Certified Lactation Counselors available</td>
<td>Carroll, Galax, Grayson</td>
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<tr>
<td><strong>Lactation Consultation</strong></td>
<td><strong>Grayson County</strong></td>
<td><strong>La Leche League Leaders</strong></td>
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<tr>
<td>Samantha W. Stinnett, RN, IBCLC</td>
<td>180 West Main Street, Independence, VA 24348</td>
<td>Carolee Frisby, 276.373.7961</td>
</tr>
<tr>
<td>Shirley Lepher, RNC-OB, ESN, MSN, CLC</td>
<td>605-15 Pine Street, Hillsville, VA 24343</td>
<td>276.370.3190</td>
</tr>
<tr>
<td>276.238.3154</td>
<td>602 South Main Street, Galax, VA 24333</td>
<td>276.236.6127</td>
</tr>
<tr>
<td><strong>Obstetrics/Gynecology</strong></td>
<td><strong>City of Galax</strong></td>
<td><strong>Scottie</strong></td>
</tr>
<tr>
<td>Blue Ridge Physicians for Women</td>
<td>302 South Main Street, Galax, VA 24333</td>
<td>276.655.4799</td>
</tr>
<tr>
<td>276.236.2019</td>
<td><strong>Lactation Consultant</strong></td>
<td><strong>Melissa</strong></td>
</tr>
<tr>
<td><strong>Infant Care Lactation Consultant</strong></td>
<td><strong>Formula &amp; Feeding Information</strong></td>
<td>276.233.3193</td>
</tr>
<tr>
<td>Twin County Pediatrics</td>
<td><strong>La Leche League Leaders</strong></td>
<td>Follow us on our blog</td>
</tr>
<tr>
<td>Lauren Baker, RN, BSN, MSN, CLC</td>
<td>1-800-424-DOC3 (6623) or 276.236.2019</td>
<td><a href="http://halalecheguideofgraysonco.blogspot.com/">http://halalecheguideofgraysonco.blogspot.com/</a></td>
</tr>
<tr>
<td>276.236.3166</td>
<td>276.370.3190</td>
<td>Facebook</td>
</tr>
<tr>
<td><strong>Family Practice</strong></td>
<td>City of Galax</td>
<td><a href="https://www.facebook.com/LeLecheLeagueofGraysonCounty/">https://www.facebook.com/LeLecheLeagueofGraysonCounty/</a></td>
</tr>
<tr>
<td><em>Cartoon Family Practice</em></td>
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<td>proudpageinfoinfoinfoinfoinfoinfo</td>
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<td>276.236.5181</td>
<td></td>
<td>This project was made possible with funding from the National WIC Association</td>
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</table>

**Childbirth Education & Newborn Care Classes**

Class topics range from childbirth, infant CPR, newborn care, and breastfeeding. For a schedule of classes or to register, please call 1-800-424-DOC3 (6623) or 276.236.1822 or visit www.toch.org.


Guarantees a woman the right to breastfeed her child in any place where the mother is lawfully present, including any location where she would otherwise be allowed on property that is owned, leased or controlled by the state. The bill also stipulates that childbirth and related medical conditions specified in the Virginia Human Rights Act include activities of lactation, including breastfeeding and expression of milk by a mother for her child. (HB 1264, HB 1459).
H.A.N.D.S. Commercial

- On flash drive
Other Media

Coalition sponsors new nursing mothers’ room at Twin County Pediatrics

Staff Report

The Twin County Prevention Coalition recently sponsored a Nursing Mothers’ Room at Twin County Pediatrics of Twin County Regional Healthcare.

Nursing mothers now have a dedicated room that includes a rocking chair, changing table and a bookshelf containing education and resource guides.

Additionally, Twin County Pediatrics is now offering lactation consultation services for new mothers who wish to nurse their babies. Mothers interested in this service may request an appointment at
Greatest Success Stories

- CLC Course
- Community Partners - Nursing Rooms/Community Events
- Pediatric office seeing new moms and babies for lactation counseling
- Sustainability - Twin County Regional Hospital taking over
- Will follow up with nursing rooms
- Continuing to partner with us to cover community events
- Nursing Rooms continue to be in use
Improving Breastfeeding Infrastructure through Community Partnerships
HILARY ROMBECK, RD, LD, CBE
Community Partnerships for Healthy Mothers and Children Grant

GEARY COUNTY, KANSAS
Geary County Population: 37,030 (2015)
  Junction City 25,388 (2015)

84% of women in Geary County initiate breastfeeding (KDHE Vital Statistics, 2014)

Neighbor to Fort Riley military base
  Transient
  Young families
Target Population

Providers

Community

Employers

Businesses & Customers
Grant Objectives for Breastfeeding

- Increase the number of businesses that publicly promote/welcome breastfeeding
  - Social Media
  - Breastfeeding Welcome Here
  - Business Case for Breastfeeding Employee Support Award
- Increase the number of providers, WIC staff, other healthcare staff, and other community partners that receive basic training in breastfeeding
Social Media
Social Media

- Hire marketing company
  - Create and launch Geary County Breastfeeding Coalition website
    - Coalition information
    - Contain active links to Kansas Breastfeeding Coalition programs
    - Reputable education links
  - Create a social media campaign
    - Customize for target audience
    - Usable for advertising and outreach
Once approved, company became unavailable to initiate project during project/grant period.
Breastfeeding Welcome Here and Business Case for Breastfeeding
Breastfeeding Welcome Here

- Business enrolls through the Kansas Breastfeeding Coalition
- Signs pledge to offer a BF-welcoming environment and commit to a welcoming attitude from management, staff, and patrons to the fullest extent possible
- Displays Breastfeeding Welcome Here logo visible for all patrons
  - Window cling/table tent
- Receive staff education card
- Listed on the Kansas Breastfeeding Coalition website as BF friendly
The Business Case for Breastfeeding is a national initiative of the U.S. Department of Health and Human Services, Health Resources and Services Administration’s Maternal and Child Health Bureau, and the HHS Office on Women’s Health. Kansas Breastfeeding Coalition is a partner in this national initiative.” [kansasbusinesscase.com]
Business Case for Breastfeeding & Breastfeeding Welcome Here

Challenges
- Convey relevance/significance to businesses
- Time consuming
  - Boots on the ground
  - Follow up
- Coalition member involvement
  - Short 12 businesses to reach goal of 50

Successes
- Eleven enrolled in BFWH
- Six received the Employee Support Award from Business Case for Breastfeeding
- Saturated main shopping district
- Increased overall awareness
Sustainability

- Breastfeeding Welcome Here
  - Coalition members continue to offer enrollment to local businesses
  - Major part of coalition goal and needed to receive designation of “Community Supporting Breastfeeding” from the Kansas Breastfeeding Coalition
- Business Case for Breastfeeding- Breastfeeding Employee Support Award
  - Coalition members encourage employers to complete the enrollment
  - Employees can nominate their employer or encourage them to complete enrollment
Breastfeeding Training
Met with Geary County Breastfeeding Coalition to discuss ideas and form a committee

Collaborated with Delivering Change, Geary County Perinatal Coalition

Logistics

- Speakers
- Agenda
- Date and location
- Advertising
- Funding use/restrictions
Outcome

- Dr. Jack Newman
- Dr. Nils Bergman
- Brenda Bandy, KBC
- 13 Hours Continuing Education Credits
- Over 160 attendees
Breastfeeding Training

Challenges

- Not knowing if funding would go through/waiting on CDC approval
- Details and logistics of planning
  - Coordinating dates and travel of Dr. Newman (Canada) and Dr. Bergman (South Africa)
- Quick turn-around once contracts were signed
  - Marketing began 12/18/15, Summit held 8 weeks later

Successes

- Working with Delivering Change Perinatal Coalition
  - Back-up funding
  - Community stakeholders
- Renowned speakers
- Great attendance
Breastfeeding Training

Sustainability

- Participants utilizing information learned and putting it into practice
- WIC and the Breastfeeding Coalition continue to work with Delivering Change to include breastfeeding speakers in their yearly summer conferences
Conclusion

Community

Providers

Employers

Businesses & Customers