Expanding Support for Breastfeeding in Rural Communities

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Disclosure

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Objectives

• Formulate a plan for identifying and creating resources
• Identify and mentor breastfeeding champions
• Develop a plan to offer tele-education
Breastfeeding in Montana 2014*

- Ever Breastfed: \(91.2\%\)
- Exclusively at 3 months: \(53.4\%\)
- Exclusively at 6 months: \(19.3\%\)
- Any at 6 months: \(50.7\%\)
- Any at 12 months: \(25.5\%\)

*2014 CDC Breastfeeding Report Card
Breastfeeding in Bozeman 2014*

- Ever Breastfed: 91.0%
- Exclusively at 3 months: 40.0%
- Exclusively at 6 months: 33.0%
- Any at 6 months: 65.8%
- Any at 12 months: 19.8%

*Gallatin Region WIC
Duration Rates Comparison 2014*

- Bozeman: Ex BF 3 months
- Rural Communities: Ex BF 6 Months

*Gallatin Region WIC
What happened?

Everyone started out with the same initiation rate, but not everyone lived in the same community!
What do we offer?

• Support for families in rural Gallatin, Park and Madison Counties
  – Home Visiting, 24 Hour Hotline, Clinic Visits at Community Health Partners
  – Medela breast pump rentals and delivery
  – Baby Bistros in Bozeman, Belgrade, Livingston, Ennis and West Yellowstone currently
  – Breastfeeding Basics and Working & Breastfeeding Classes in Bozeman, Livingston, Ennis and West Yellowstone
What do we offer?

• Assist health care providers with follow up weight checks and feeding care plans
• Provide educational opportunities and resources for providers in rural communities
• Assist employers in complying with the laws on breastfeeding in the workplace
• Education and awareness to the community
What does change look like?
“If you want to build a ship, don’t drum up the people to gather wood, divide the work, and give orders. Instead, teach them to yearn for the vast and endless sea.” – Antoine De Saint-Exupery
Who is a Breastfeeding Champion?

- Medical Provider
- Parents As Teachers Home Visitor
- Doula
- Nurse
- Occupational, Speech or Physical Therapist
- La Leche League Leader
- Peer Counselor
- Breastfeeding Mother

- Business Owner
- Community Leader
- Clergy
- Daycare Provider
- Teacher
- Father of a breastfed baby
- Retiree
- Dietitians
- Midwives
- Chiropractors
Mentorship

• Education opportunities
• Trainings
• Resources
• Support
• Encouragement
Case Study-West Yellowstone, MT
Case Study - Livingston
What do families have to say?

• “Thank you! Seeing you is the highlight of my week!”
• “I would have given up if you hadn’t come today.”
• “You’d be proud of my daughter in law. She was unsure in the beginning about nursing and now is breastfeeding her 2 year old!”
• “Thanks so much for that pump, it saved my life!”
• “Thank you! I absolutely love the bonding time we get when we still nurse!”
• “I really appreciate you coming here. It’s too much to drive to Bozeman with a newborn and a toddler.”
• “I never feel rushed. Thank you for driving here and really listening to me.”
What’s Next?

Implementation of Tele-Education Services to Rural Families
Tele-Education will offer Remote:

- Consultations
- Breastfeeding Classes
- Clinic visits
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healthygallatin.org

Your online resource for Healthy Living in Gallatin Valley.