

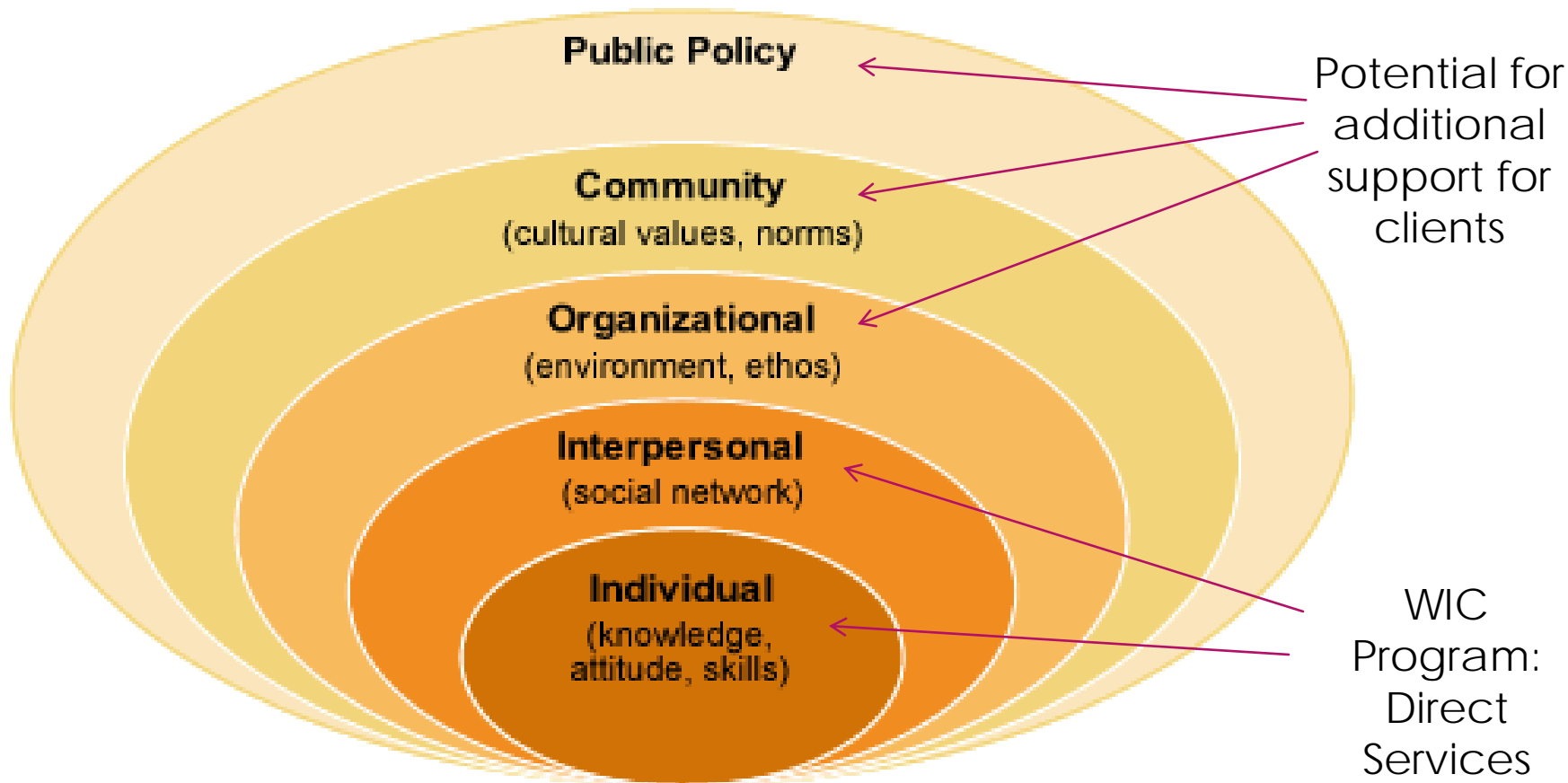


Improving Breastfeeding Infrastructure through Community Partnerships

ELISABET EPPES, PROGRAM ASSOCIATE, NATIONAL WIC
ASSOCIATION

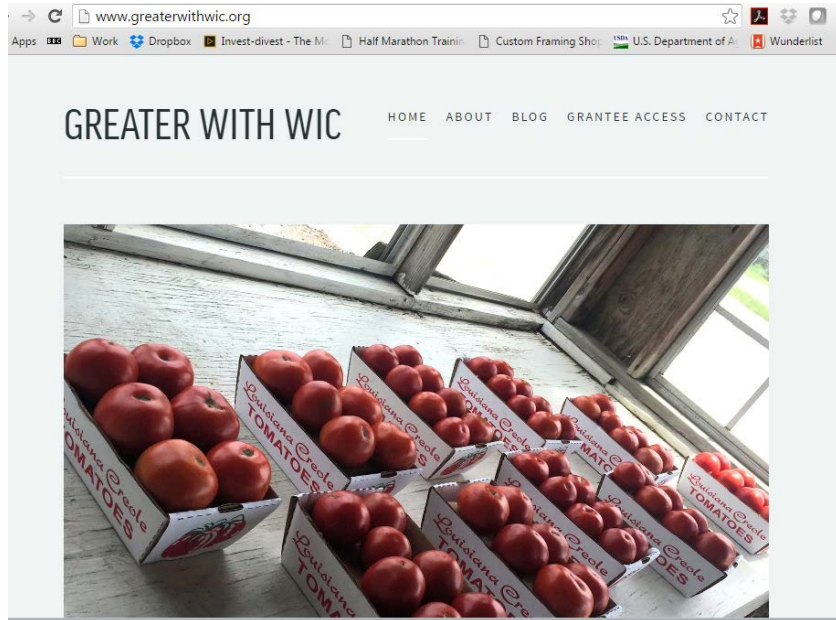
SEPTEMBER 9, 2016

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

CPHMC Project

- ▶ 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

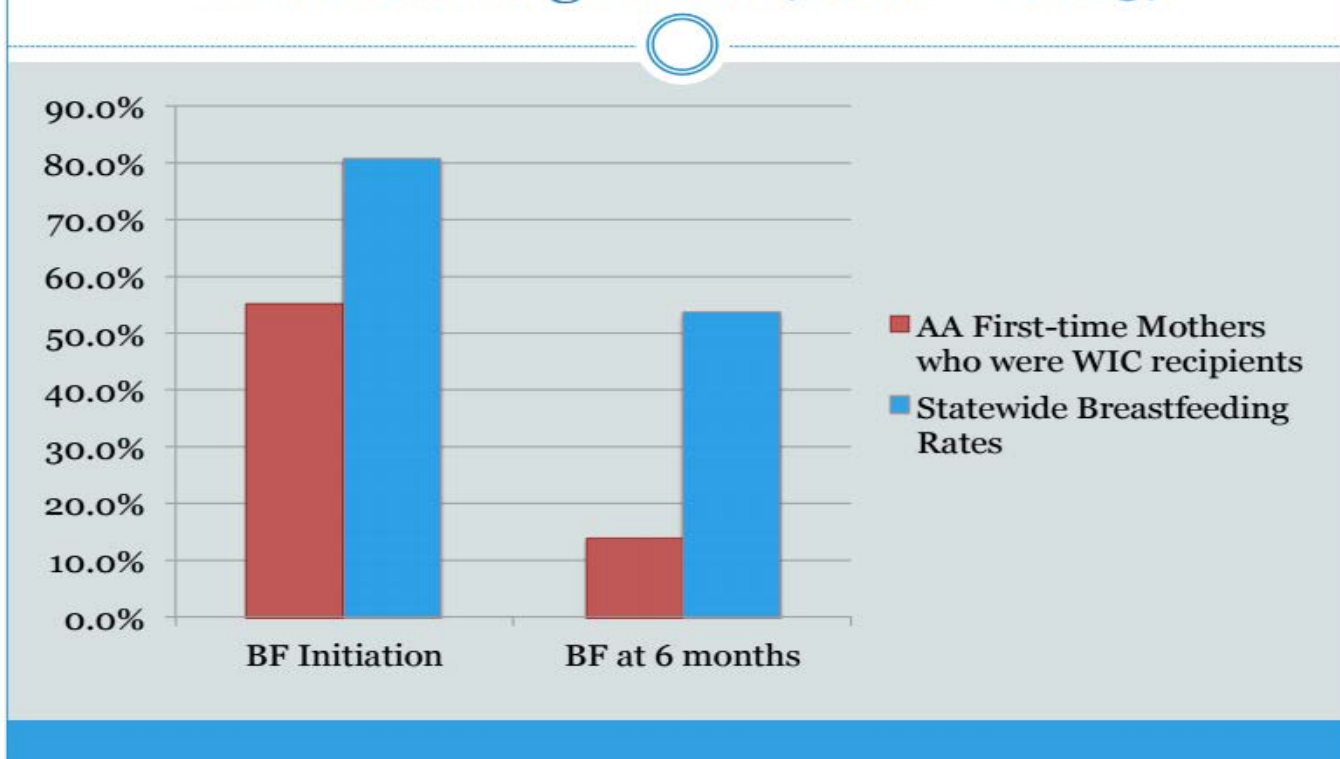


COMMUNITY PARTNERSHIPS TO NORMALIZE
BREASTFEEDING & STANDARDIZE PRENATAL
BREASTFEEDING EDUCATION IN RICHMOND CITY

BY: CLAIRE SADEGHZADEH
RICHMOND CITY HEALTH DISTRICT

Richmond City

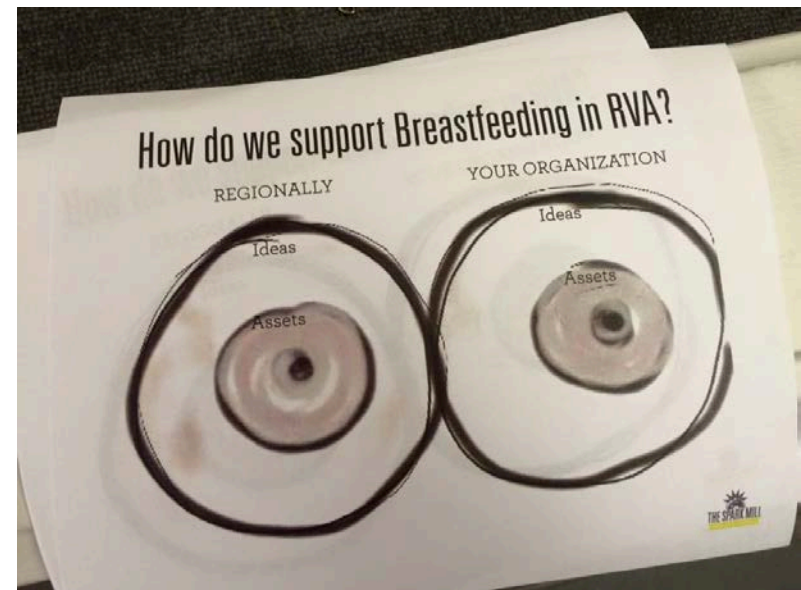
Breastfeeding Rates (2010 – 2013)



Source: Cecilia
Barbosa, 2014.

Richmond City

- ▶ 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



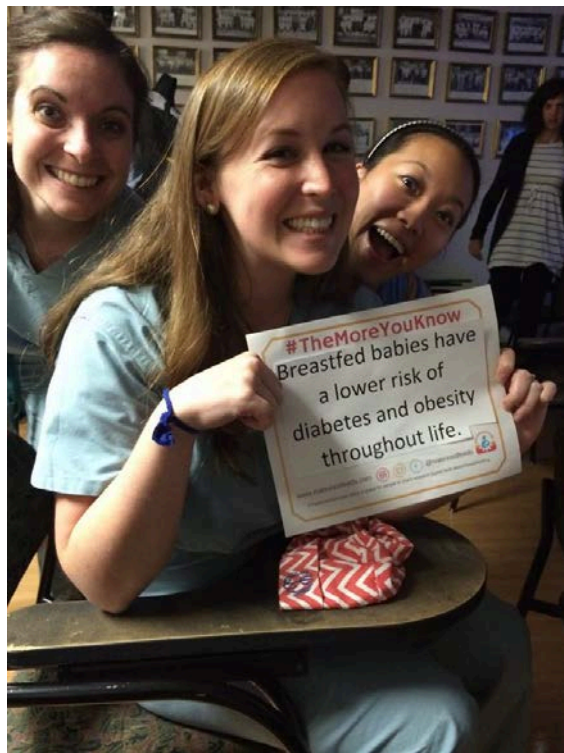
Learn more and join the village
[@RVAbreastfeeds](https://twitter.com/RVAbreastfeeds)



World Breastfeeding Week 2015



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

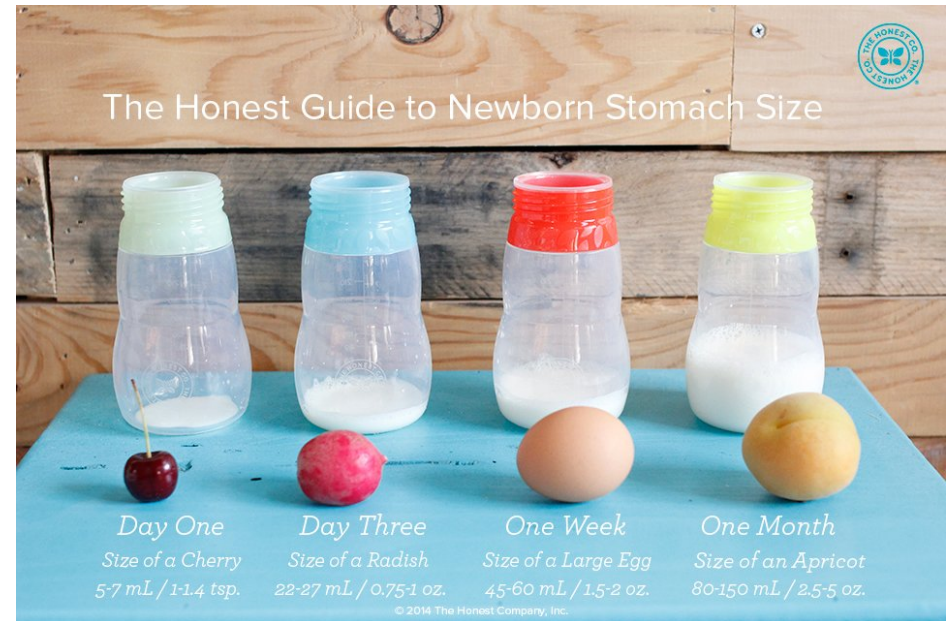


Photo Sources: Snugabell.com (l) and The Honest Company, Inc. (r)

RVA Breastfeeding Symposium



RVA Breastfeeding Symposium



RVA Breastfeeding Symposium







THANK YOU!

CSADEGHZADEH@GMAIL.COM
304-261-2383



H.A.N.D.S: Breastfeeding Projects

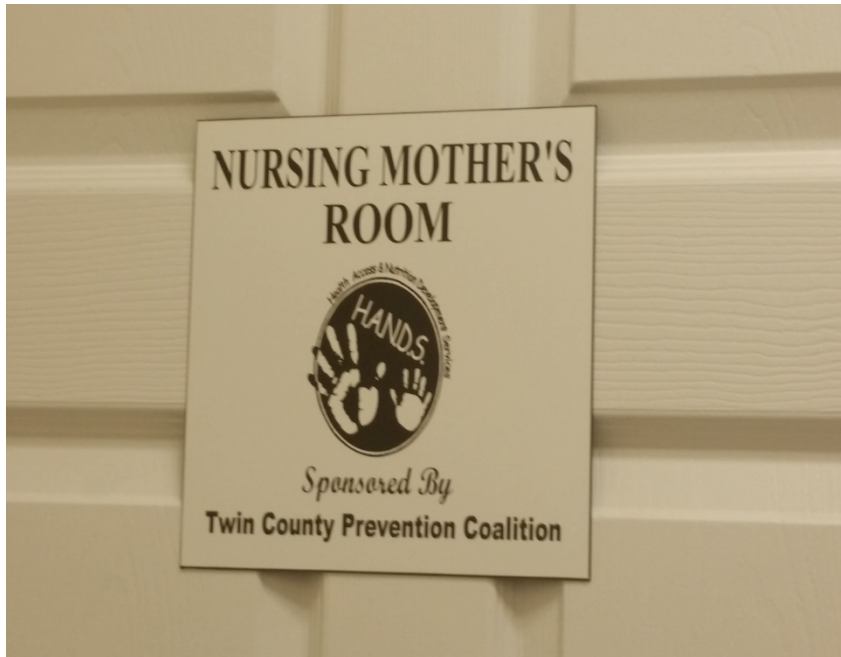
Megan Williams RD, CLC
Mount Rogers Health
District, VA



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 all across the services area

Health Fairs/Community Events

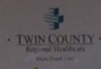


- Nursing mom stations
- National Night Out
- Hillsville Flea Market
- Christian Family Fun Day
- Live, Love, Latch
- Carroll County Fair



Breastfeeding Station

Good For Moms, Babies, and Businesses.



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.

Twin County Regional Hospital

Twin County Regional Hospital
200 Hospital Drive • Galax, VA 24333

Lactation Consultation

Samantha W. Surratt, RN, IBCLC	276.238.3554
Shirley Lephew, RNC-OB, BSN, MSN, CLC	276.236.8181 ext. 1682

Obstetrics/Gynecology

Blue Ridge Physicians for Women	276.236.2909
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Infant Care/ Lactation Counselor

Twin County Pediatrics	276.236.8166
Larissa Baker, RN, BSN, MSN, CLC	276.238.1211

Family Practice

Carilion Family Practice	276.236.5181
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Childbirth Education & Newborn Care Classes

Classes include topics ranging from: childbirth, infant CPR, newborn care, and breastfeeding. For a schedule of classes or to register, please call 1-800-424-DOCS (3627) or 276.236.1682 or visit www.tcrh.org

Mount Rogers Health District

Carroll, Galax, Grayson Health Departments

Breastfeeding Peer Counselor and Certified Lactation Counselors available.

Grayson County

186 West Main Street, Independence, VA 24348	276.773.2961
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Carroll County

605-15 Pine Street, Hillsville, VA 24343	276.730.3180
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City of Galax

502 South Main Street, Galax, VA 24333	276.236.6127
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Law: Va. Code § 2.2-1147.1 (2002, 2015) guarantees a woman the right to breastfeed her child on 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 1499)

La Leche League

Carroll, Galax, Grayson

La Leche League Leaders offer practical information and moral support to nursing mothers through monthly meetings and via e-mail, Facebook and phone. For information about local La Leche League meetings, or to schedule a breastfeeding talk for your group or organization, call Grayson County La Leche League leaders:

Scottie	276.655.4799
Melissa	276.233.3183

Follow us on our blog

<http://lalecheleagueofgraysoncova.blogspot.com/>

Facebook

https://www.facebook.com/La-Leche-League-of-Grayson-County-Virginia-344648908407/?info?tab=page_info

H.A.N.D.S. Commercial

- On flash drive

Other Media

BUSINESS



Representatives of the Twin County Prevention Coalition, which sponsored the Nursing Mothers' Room at Twin County Pediatrics.

Coalition sponsors new nursing mothers' room at Twin County Pediatrics

Staff Report

The Twin County Prevention Coalition recently sponsored a Nursing Mother's 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



11:30 a.m. with the noon 1 p.m. 15 and 2 p.m. T p.m. w will be be on music p.m. 4 Burtot • A Cowb show begin

diverse group of people to the table with this. We don't want it to be something that will die out," said Butler. "We want to also educate participants on how to eat, prepare and store healthy food. We are changing things at a basic level."

One part of this proposed approach involves supporting and expanding local farmer's markets, identifying areas of critical need and the allocation of resources. (While Carroll County features the Southwest Virginia Farmer's Market, the sustainability and feasibility of a market in Hillsville, for instance, will be

Market last week. The Town sponsored the mobile unit through the Community Partnerships for Healthy Mothers and Children Project, which also provided a breastfeeding station for market participants.



Photos by David Broyles | The Carroll News

April Summerlin (left) holds six-month-old Phoenix Summerlin as she chats with Mount Rogers Health District Health Educator Lakesha Butler in front of a mobile breastfeeding station. Not pictured is Phoenix's father, Joshua Summerlin.

Leche League, the WIC Association, and the Twin County Prevention Coalition to re-allocate help with setting up and furnishing lactation support areas. Butler explained the educa-

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



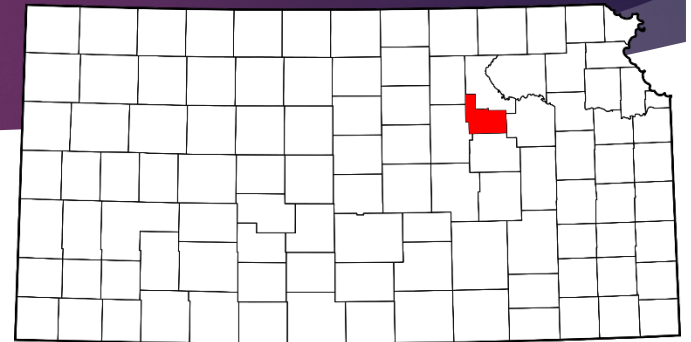
Improving Breastfeeding Infrastructure through Community Partnerships

HILARY ROMBECK, RD, LD, CBE



Community Partnerships for Healthy Mothers and Children Grant

GEARY COUNTY, KANSAS





Background

- ▶ 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





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



Social Media

▶ UNSUCCESSFUL

- ▶ 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



Business Case for Breastfeeding

- ▶ Resource for businesses to access policy examples, room guidelines, laws, enroll to receive “Breastfeeding Employee Support Award”
- ▶ Grant Focus: Breastfeeding Employee Support Awards



“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

Business Case for Breastfeeding & Breastfeeding Welcome Here

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

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

2016 Breastfeeding Summit

- International speakers
 - \$60 per day
- CEUs/CEs/CMEs upon approval
 - Lunch included
- For any individual who works with or is interested in the mother-baby breastfeeding bond



Day One	Day Two
Jack Newman, MD, FRCPG, IBCLC	Nils Bergman, MD, ChB, MPH, MD
1. What They Didn't Teach You About Breastfeeding in Your Training 2. Norms for the Breastfeeding Baby 3. Hypoglycemia and Jaundice	1. The Scientific and Evidence Base for Skin-to-Skin Contact 2. A Neurobehavioral Approach to Feeding Frequency 3. Maternal Perinatal Neurobehavior 4. Public Health Implementation of Skin-to-Skin Contact



February 15th & 16th
 8:00 am – 4:00 pm
 Courtyard by Marriott
 310 Hammons Drive
 Junction City, KS 66441



Registration info and more @ deliveringchange.org

USDA is an equal opportunity provider and employer

Via Christ Hospital is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians. Via Christ Hospital designates this activity for a maximum of 13 hours of Category 1 CME. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

*Geary County WIC is approved as a provider of CEUs by the Kansas Department of Health and Environment. This course offering is approved for 13 contact hours for dietitians. (KDE provider number 214265) Geary Community Hospital is approved as a provider of CEUs by the Kansas State Board of Nursing. This course offering is approved for 13 contact hours applicable for APRN, RN, or LPN licensure. (Kansas State Board of Nursing provider number 102890414)

13 CMEs (6.5 per day) allocated by IBCP Approval #C161013

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

