



# Expanding Support for Breastfeeding in Rural Communities

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[www.HealthyGallatin.org](http://www.HealthyGallatin.org)

# 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





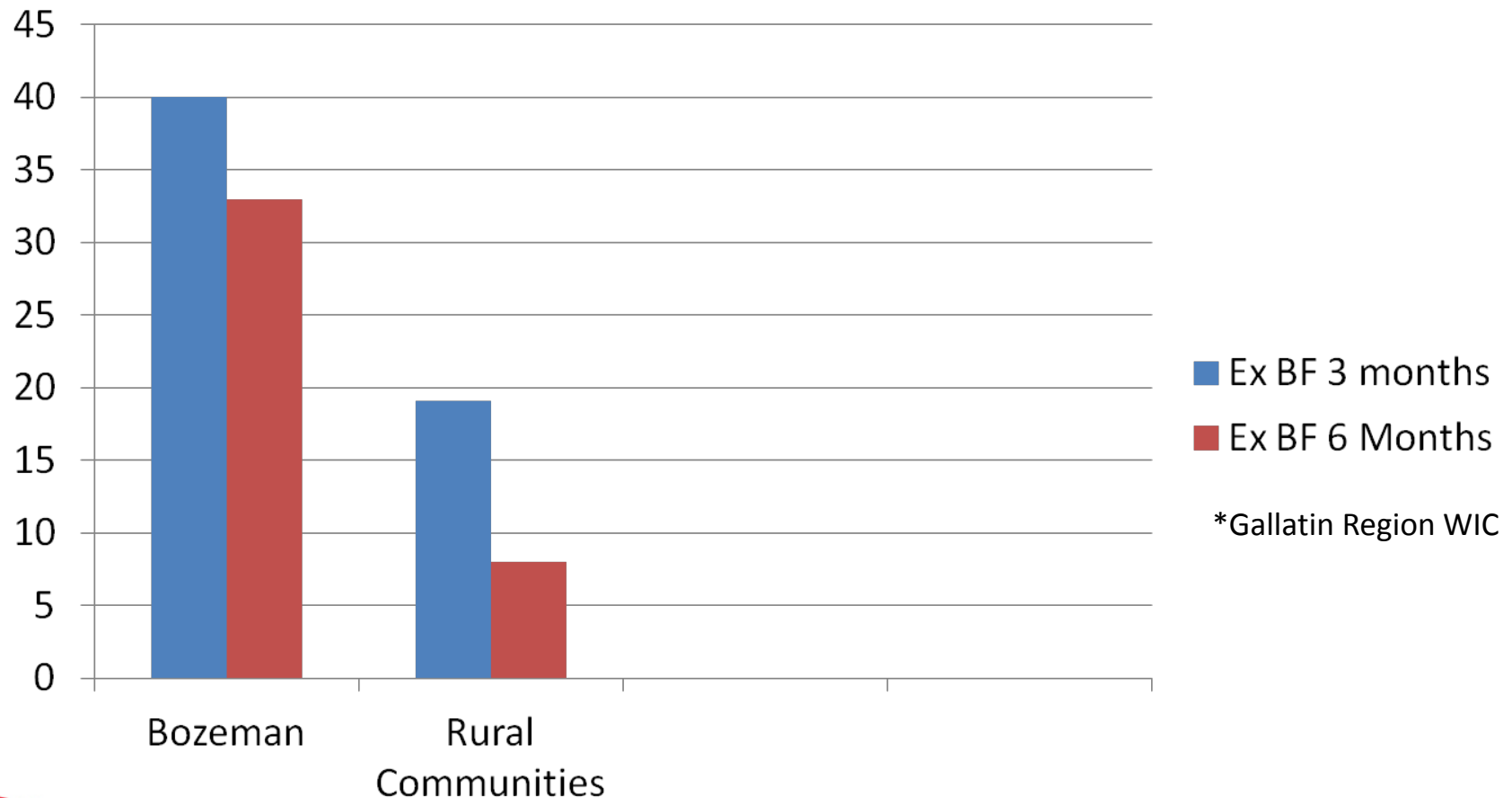
# Breastfeeding in Bozeman 2014\*

- 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\*





# 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?



**Baby Bistro**  
**TODAY!**

Join us Upstairs in the Community Room!

Sponsored by:

chp Community Health Partners

Livingston HealthCare

MOSAIC Rehabilitation

birth place

WIC is an equal opportunity provider

**HEALTHY GALLATIN**

Join us for new parenting classes to help you and your baby breastfeed!

Where:  
WYED Center  
209 Electric Street  
West Yellowstone

**Breastfeeding Basics:**  
March 7th at 6:00 pm  
June 13th at 6:00 pm

**Working & Breastfeeding:**  
March 21st at 6:00 pm  
June 27th at 6:00 pm

Call to register at 382-3182  
Families are welcome.

Spanish interpreter available by request



“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





HEALTHY  
GALLATIN

check out our new website

**healthygallatin.org**

Your online resource for Healthy Living in Gallatin Valley.