

Breastfeeding in the Community: Increasing Access to Breastfeeding Support through Local WIC Agency Services Expansion

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Neither presenter has any financial or commercial relationships to disclose.

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Learning Objectives



Describe breastfeeding support interventions by local WIC agencies expansion services through CDC funding



List at least two innovative partnership activities to improve access to breastfeeding services

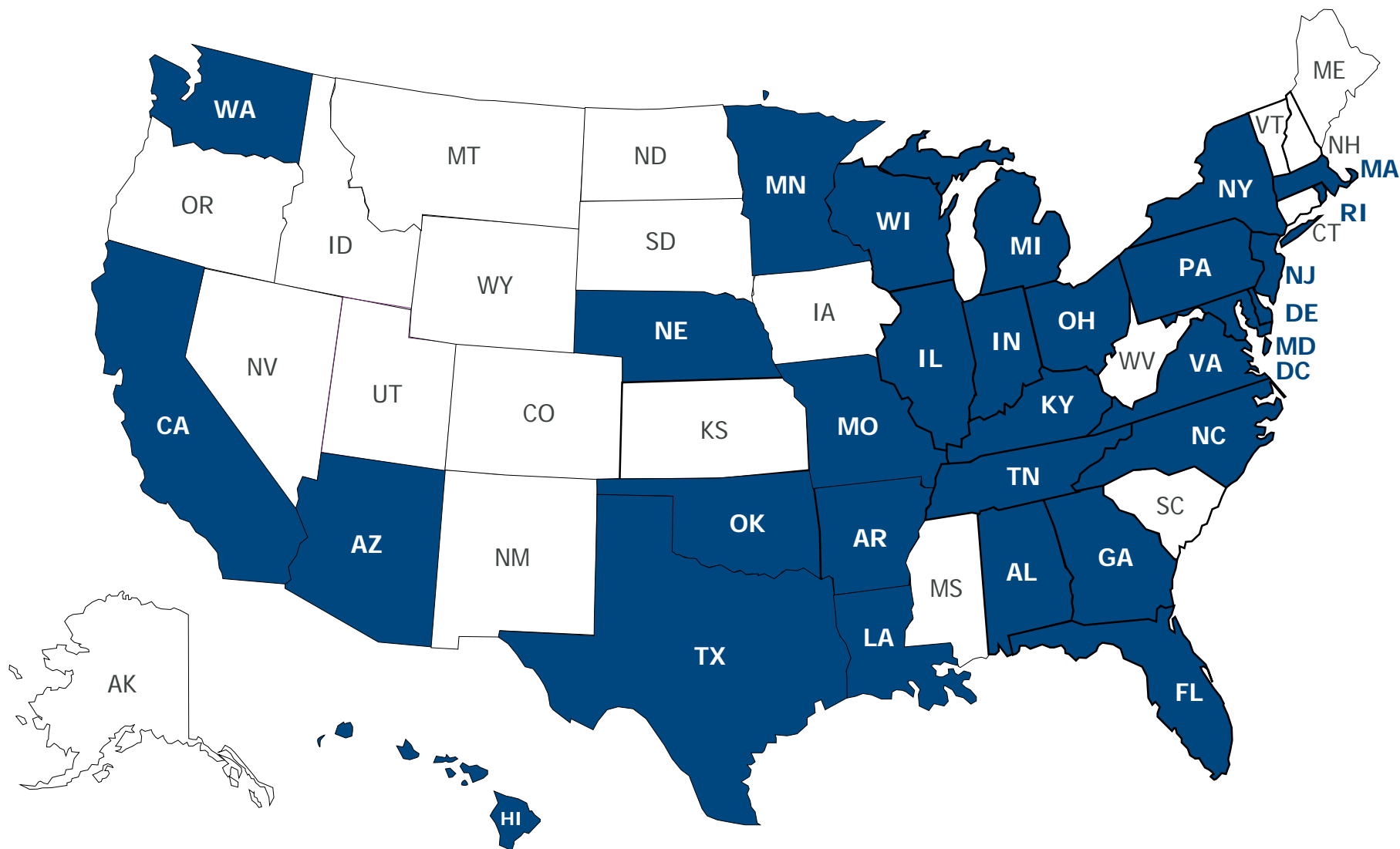


Provide at least two examples of small policy, system and environmental (PSE) changes within the WIC agency or service population that local agencies may be able to implement.



Project Overview





NACCHO made **72 awards**, to 69 organizations
in thirty-two states and territories

Project Goals

Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and service



Increase awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services



Increase local, state and national partnerships to support peer and professional breastfeeding supports



NACCHO Activities

Funding Projects



Training and TA

240 Quarterly Calls	39 Project Site Visits	1,500+ hours of Technical Assistance
785 Attendees @ 3 Training Webinars	40 Peer Sharing Calls	5,102 Visits to Breastfeeding Project Microsites
29,628 Visits to the Breastfeeding CoP	128 Attendees @ 5 Grantee Meetings	200 Attendees at Grantee Closing Meeting

Sharing Lessons



National Partnering



Grantees Utilized Funds to...

A word cloud visualization showing the various programs and services funded by grantees. The words are arranged in a circular pattern, with the most prominent words in the center. The colors of the words correspond to the NACCHO logo colors: orange, purple, blue, and green.

Peer counselors
Support groups
Workplace Support
Underserved Communities
Transportation
Environmental Change
Hospital Visits
Systems Change
Maternity Care
Polices
Support groups
Community Support
Drop-in Clinics
Prenatal Support
Education
Systems Change
Incentives
Training Staff
Social marketing
Home Visits
Lactation
Referral Network
Normalizing Breastfeeding
Reduced barriers

WIC Grantees



Breastfeeding Rates Have Increased for Women Receiving WIC

	2009	2010	2011	2012	2013	National 2013
Ever	68.8	69.2	71.8	73.1	74.1	81.1
At 6 months	36.4	36.5	37.8	39.1	39.1	51.8
At 12 months	18.8	18.5	19.7	19.3	21.0	30.7
Exclusive through 3 months	27.9	28.4	31.7	33.4	34.3	44.4
Exclusive through 6 months	11.6	12.6	13.9	15.6	15.7	22.3



Grantees by the Numbers

17

Local WIC Agencies

13

In a Local Health Department

5

Partnered with Local EMPower Hospital





Services by the Numbers

Individual Breastfeeding
Education and Support
Encounters

48,376

Breastfeeding Support
Groups

757





Funding Timeline & Focus

Cohort 1

- Average Award: \$39,000
- Project Length: 16 months
- Focus: Grantee Selected

EMPower

- Average Award: \$42,000
- Project Length: 5 months
- Focus: Support Baby Friendly Hospital Initiative Steps 3 & 10





Barriers & Facilitators





Barriers





Facilitators





Training



138
Staff

769
Hours

Better
Support





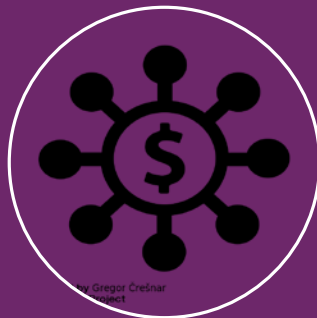
Partnership



PSE Changes



Policy



System



Environment





Going the Extra Mile





One-on-One Support





Home-Visiting





Support Groups





How are
you doing
today?

Baby is
latching
great!

Phone and Texting





Drop-in Clinics





Hospital Visits





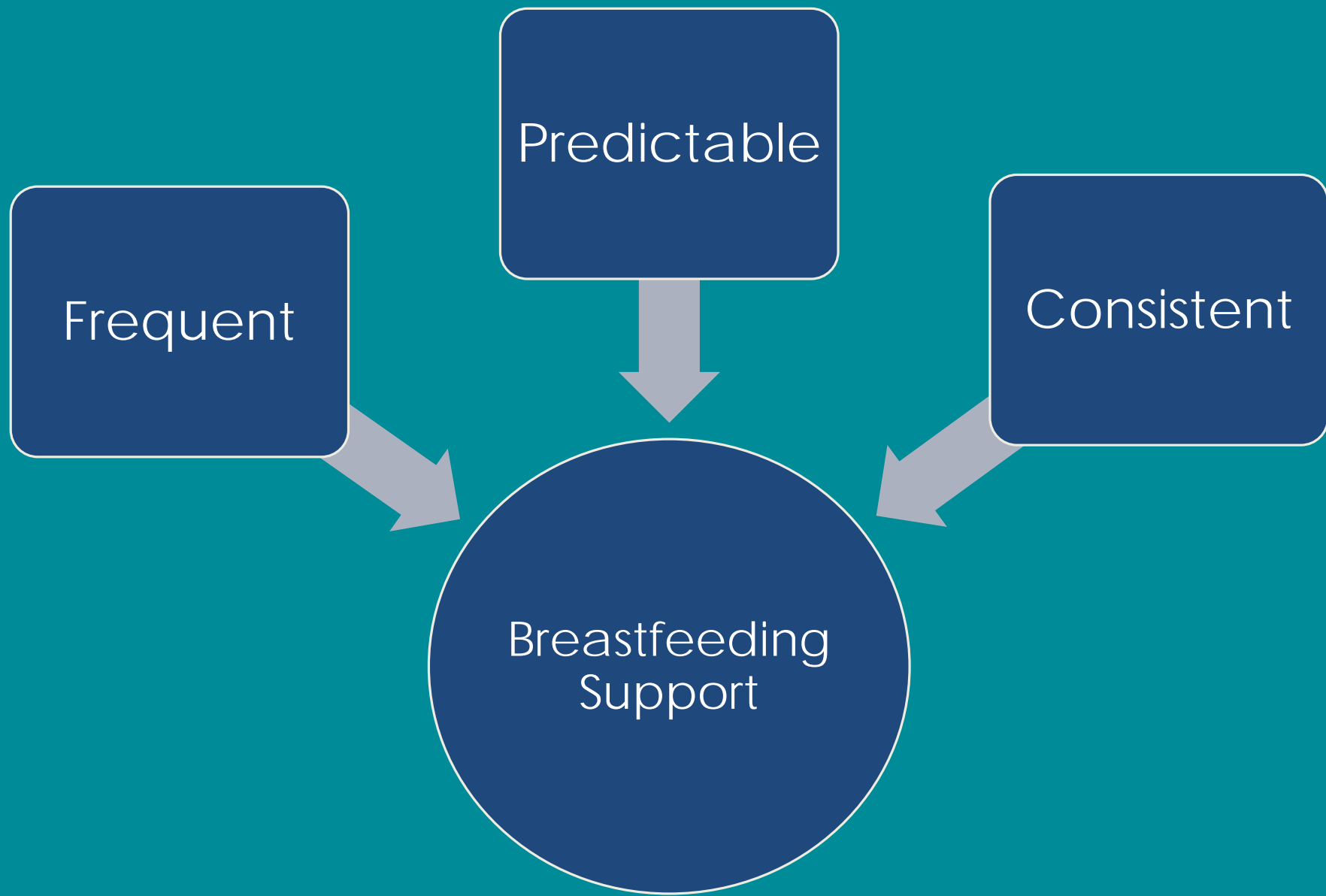
Procedures

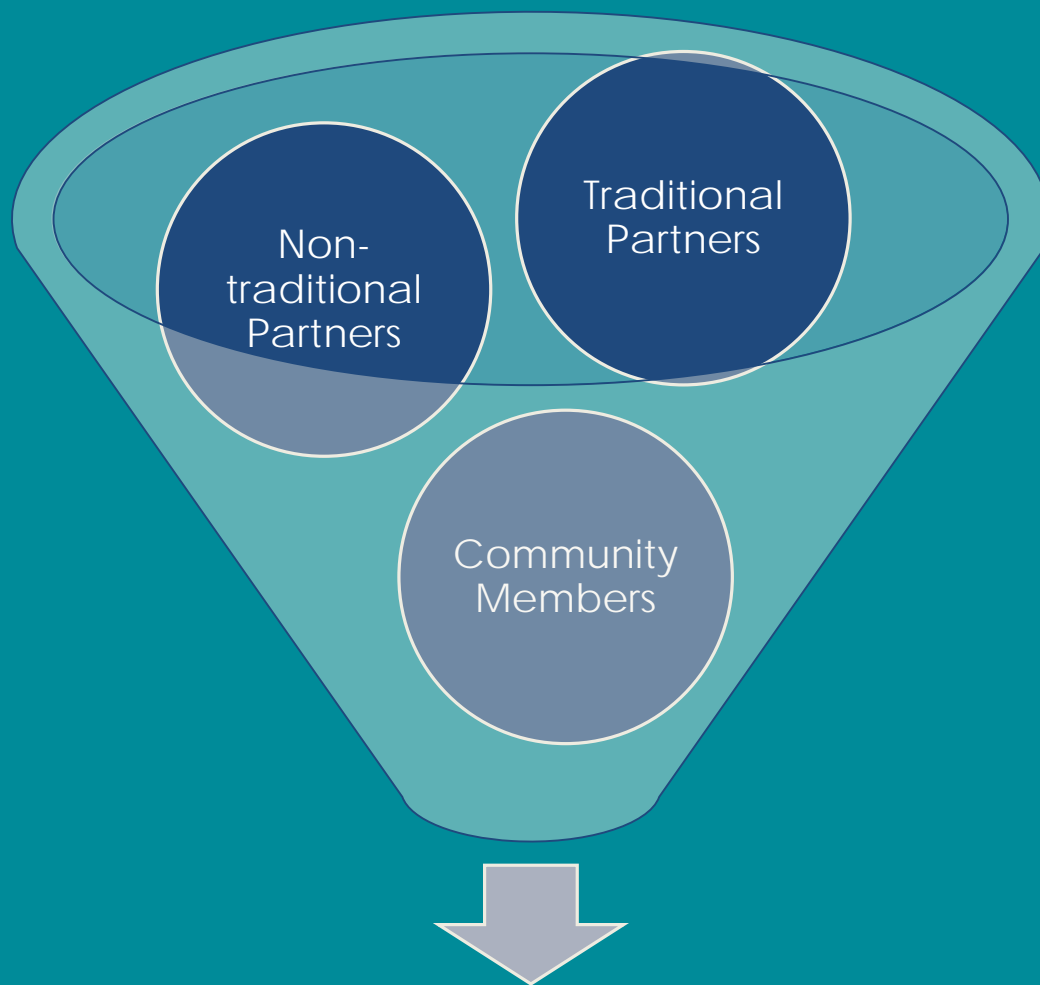




Now What?



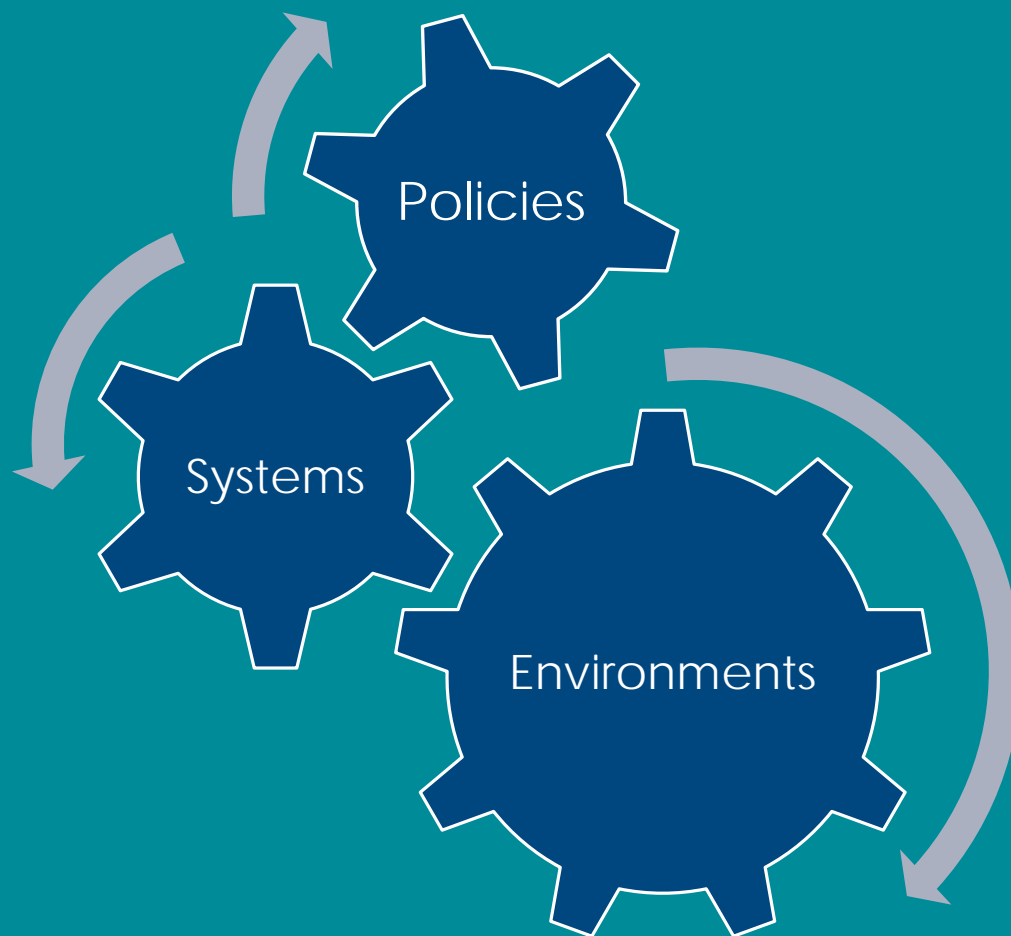




Reduced Barriers to Accessing
Breastfeeding Support



Creating Change





Change
takes
time!





Questions?



THANK YOU!

