



**2021 Healthy Start Grantee Meeting
HANDOUT
Building Community Partnerships to
Promote and Support Breastfeeding**

Presenter:



Cathy Carothers, BLA, IBCLC, FILCA
Every Mother, Inc.
cathy@everymother.org
662-931-6368

Disclosures:

- *No financial or conflicts of interest to disclose*

Objectives:

1. Name potential community partners who can help improve community support for breastfeeding families.
2. Identify effective ways to conduct outreach with community partners.
3. Name funding options for collaborative community initiatives.

Community Partnerships

- Extend Healthy Start's reach into the community.
- Reinforce messaging in multiple "touchpoints."
- Can bring about community growth and change that supports future generations.
- Studies show that receiving messages from a combination of settings contributes to increased breastfeeding rates. (Sinha 2015)

Potential Partners to Consider

- Federal agencies that serve similar populations or share similar goals (e.g., WIC, Early Head Start).

- Health department programs (e.g., Maternal and Child Health, adolescent health, chronic disease, oral/dental health, case managers, safe sleep, immunization)
- Local organizations that serve new families (e.g., teen pregnancy, adolescent health, black infant health, community grantees working on maternal and child health grants)
- Home visiting programs (e.g., Visiting Nursing, Nurse Family Partnership: <https://www.nursefamilypartnership.org/locations>)
- Groups that address minority health and health disparities (e.g., National Institute on Minority Health and Health Disparities)
- State and local breastfeeding coalitions
- Mother-to-mother support groups (e.g., La Leche League, Baby Café, Black Mothers Breastfeeding Association, etc.)
- Delivering hospitals - options for collaboration
 - Peer helpers seeing new parents
 - Provide training
 - Establishing referral network
 - Serve on hospital's Baby-Friendly (or breastfeeding) task force
 - Speak at nursing huddles, staff meetings to share information about WIC resources
 - Article for hospital newsletter
 - Provide pamphlets and educational resources
 - Provide a breastfeeding resource list
- Healthcare professionals - options for collaboration
 - Lunch-and-learn presentations for clinic staff
 - Offer a physician speaker at physician meetings
 - Offer to speak at pediatric grand rounds
 - Chart reminders
 - Articles for physician newsletters
 - Provide pamphlets and educational resources
 - Provide a breastfeeding resource list
 - Provide pre-printed letters from providers to employers
- Pharmacies
- Employers
- Childcare providers
- Shopping areas
- Public locations
- Faith-based organizations - HHS Center for Faith-Based and Neighborhood Partnerships: <https://www.hhs.gov/about/agencies/iea/partnerships/index.html>.
- Local media

Outreach Approaches

- Step 1 - Gather Information

- Needs/barriers of WIC participants
- Partners
- Gaps in community
- Breastfeeding resources already available
- Groups that are already well connected in the community
- Step 2 - Set a goal
 - Establish shared goals - what the partner values and WIC's "ask"
- Step 3 - Develop a strategy to achieve that goal
 - Identify benefits to the organization
 - What relationships already exist that you can build on?
 - How can goals be strategically aligned?
 - What resources will benefit the partner?
- Funding options
 - Community grants (e.g., Walmart, Target)
 - Foundations
 - USBC "Weekly Wire" lists grant/funding options regularly - <http://www.usbreastfeeding.org/enews>
 - USDA Special Project Grants and Operational Adjustment Funding
 - State and local foundations (e.g., Catholic Charities)
 - Corporate funders
- Outreach Zones
 - Zone 1 - EASY. Starting with groups with whom you already have a relationship or that involve easy outreach (e.g., passing out pamphlets at a health fair)
 - Zone 2 - More Difficult. One-on-one visits or providing training with friendly groups that are aware of Healthy Start or the importance of breastfeeding.
 - Zone 3 - Difficult. Engaging with groups that are uninformed about Healthy Start or the importance of breastfeeding.

Communication Strategies

- It is all about relationships - meet people where they are
- Listen
- Affirm feelings
- Acknowledge what they are doing right and how your goals align
- Offer meaningful services (e.g., free training opportunities)
- Maintain the connection through ongoing communication

General Resources

- USDA WIC Breastfeeding Support website: <https://wicbreastfeeding.fns.usda.gov/>
- USDA "Partnering with WIC to Support Breastfeeding": https://wicbreastfeeding.fns.usda.gov/sites/default/files/2018-08/Partnering%20with%20WIC_final%20508c.pdf

Resources - Workplace/Child Care

- HHS Maternal and Child Health Bureau: “The Business Case for Breastfeeding.” Available at: <http://mchb.hrsa.gov/pregnancyandbeyond/breastfeeding>
- HHS Office on Women’s Health: “Supporting Nursing Moms at Work: Strategies for Employers” with information on lactation support in major industries; 29 videos included. <https://www.womenshealth.gov/supporting-nursing-moms-work>
- New York Breastfeeding Partners (resources for family members, moms, and employers): www.breastfeedingpartners.org
- Ohio Workplace PLUS Toolkit - www.odh.ohio.gov/breastfeeding - for employees, employers, and outreach workers and advocates
- USDA Child and Adult Care Feeding Program - reimburses for feeding infants breastmilk provided by the mother, or when the mother directly breastfeeds at the childcare facility (see: <https://www.fns.usda.gov/tn/feeding-infants-child-and-adult-care-food-program>)



Cathy Carothers

Email: cathy@everymother.org

Every Mother Website: www.everymother.org

Every Mother Facebook: Every Mother, Inc.

Personal Facebook: Cathy Carothers

<http://www.pinterest.com/cathycarothers/breastfeeding-resources/>

<http://www.pinterest.com/cathycarothers/breastfeeding-resources-workplace/>

References

A Better Balance. Breastfeeding while working. Website: <https://www.abetterbalance.org/our-campaigns/breastfeeding-while-working/>. 2020.

Centers for Disease Control and Prevention. National Immunization Survey: Breastfeeding among U.S. children born 2010-2017. Available at https://www.cdc.gov/breastfeeding/data/nis_data/results.html. Last updated December 10, 2020.

Center for Work Life Law and United States Breastfeeding Committee. Your COVID-19 workplace rights: breastfeeding and lactation, 2021. Available at <https://www.pregnantatwork.org/wp-content/uploads/Rights-of-Breastfeeding-Workers-in-the-Context-of-COVID-19.pdf>.

Center for Work Life Law. *Exposed: Discrimination Against Breastfeeding Workers*. Available at <https://www.pregnantatwork.org/wp-content/uploads/WLL-Breastfeeding-Discrimination-Report.pdf>.

Centers for Disease Control and Prevention. Implementation of hospital practices supportive of breastfeeding in the context of COVID-19. *Morbidity and Mortality Weekly Report (MMWR)*. 2020 Nov. Available at <https://www.cdc.gov/mmwr/volumes/69/wr/mm6947a3.htm>.

National Conference of State Legislatures. Breastfeeding State Laws. Website: <https://www.ncsl.org/research/health/breastfeeding-state-laws.aspx>. Last updated July 9, 2020.

National Prevention Council. National Prevention Strategy: America's Plan for Better Health and Wellness, 2011. Available at: <http://www.healthcare.gov/prevention/nphpphc/strategy/report.pdf>.

Ohio Department of Health. Workplace: Ohio Workplace PLUS Toolkit, 2020. Available at <https://odh.ohio.gov/wps/portal/gov/odh/know-our-programs/Breastfeeding/Worksites>.

Patient Protection and Affordable Care Act. Section 4201, "Reasonable Break Time for Nursing Mothers", HR 3590. Text of Sec. 4207 available online at: www.usbreastfeeding.org. Full Affordable Care Act available at: http://docs.house.gov/rules/hr4872/111_hr3590_engrossed.pdf.

Sinha B, Chowdhury R, Sankar M, et al. Interventions to improve breastfeeding outcomes: a systematic review and meta-analysis. *Acta Paediatr.* 2015;104(467):114-134.

U.S. Department of Health and Human Services, Office on Women's Health. Supporting Nursing Moms at Work: Employer Solutions, 2014. Website at <https://www.womenshealth.gov/supporting-nursing-moms-work>. Last updated February 21, 2019.

U.S. Department of Labor, Wage and Hour Division. Fact Sheet #73: Break time for nursing mothers under the FLSA. Available at <http://www.dol.gov/whd/regs/compliance/whdfs73.pdf>.

U.S. Department of Labor, Wage and Hour Division. Section 4207, Patient Protection and Affordable Care Act, 2011. http://www.dol.gov/whd/nursingmothers/Sec7rFLSA_btnm.htm.

U.S. Surgeon General's Office. *The Surgeon General's Call to Action to Support Breastfeeding*. Washington, D.C.: U.S. Department of Health and Human Services, Office of the Surgeon General, 2011. Available at <https://www.cdc.gov/breastfeeding/resources/calltoaction.htm>. Last updated January 5, 2020.