



## TA & Support Center News & Updates

**Deadlines:**

Sept 15 HSMED-II Report (CSV or XML) Due

**Events:**

Aug 30 [Networking Café: Social Media and Content Creation Part 2](#)

Sept 7 [Ask the Pediatrician: COVID Vaccinations for Children](#)

Sept 13 [Fatherhood Talk Tuesday](#)

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## **Networking Café: Social Media Strategy and Content Creation Part 2**

Please join the Healthy Start TA & Support Center (TASC) and John Snow Inc. (JSI) for a second Networking Café focused on social media and communications. JSI will facilitate a discussion around how and when to leverage the latest social media apps and trends. Grantees will have an opportunity to share their experiences and learn about social media management for Healthy Start programs.

The Networking Café will be held on **Tuesday, August 30 from 12-1 p.m. ET. To register, [please click here.](#)**

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## **Ask the Pediatrician: COVID Vaccinations for Children**

In partnership with the Rapid Response Virtual Home Visiting Project, the TASC is hosting a webinar entitled “Ask the Pediatrician: COVID Vaccinations for Children” on **Wednesday, September 7 from 3-4 pm ET.** The webinar will feature Dr. Mishelle Nace, a pediatrician with Foundation Health Partners. Dr. Nance will share information about COVID vaccinations for all children, including how to speak with families about the vaccine. The webinar will include a question-and-answer session with your submitted questions. Please submit all questions by Wednesday, August 31 by clicking [here.](#) **To register for the webinar, please click [here.](#)**

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## **Fatherhood Talk Tuesday**

After a restful summer break, Fatherhood Talk Tuesday is back! In honor of National Infant Mortality Awareness Month in September, TASC has invited public health advocate and infant safe sleep expert, [Dr. Stacy Scott](#), to share insights, findings, and resources that fathers can utilize to better understand infant mortality. We will hear from fellow grantee, Reginald Van Appelen from Los Angeles County’s Healthy Start, who will present on strategies, programming insights, and lessons learned! Join us for this wonderful session on **Tuesday, September 13 from 3-4:30 pm ET. To register, [please click here!](#)**

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## **In Case You Missed it...**

### **Reducing Infant Deaths in the Sleep Environment - Safe Sleep Practices and National Trends for Risk Reduction: Healthy Start Ambassadors' Training**

On Friday, August 19, the TASC hosted a three-hour training that covered the latest statistics, trends, and practices in safe sleep and risk reduction, including the American Academy of Pediatrics’ 2022 Recommendations for Reducing Infant Deaths in the Sleep Environment. Attendees learned how sleep-related infant death is defined, the Triple-Risk Model/Vulnerability of Infants, and the impact of racial, ethnic, and social inequalities on safe sleep outcomes. The TASC hosted this training in partnership with Dr. Stacy Scott, founder of the Global Infant Safe Sleep Center (GISS) and long-time international and community advocate and educator for safe sleep initiatives. **Check back [here](#) next week to view the recording.**

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## **2022 Cohort Showcase Event**

From January through May 2022, the Healthy Start TASC held four cohorts. The cohorts focused on four topics that aligned with the Healthy Start benchmarks and approaches, including Community Action Networks (CAN), Evaluation, Fatherhood, and Recruitment and Retention. The TASC hosted the 2022 Cohort Showcase Event on August 9 to celebrate the cohort members and their accomplishments. The HS co-leads from each of the four cohorts shared with the broader HS community their experiences, the artifacts created from meeting discussions and homework assignments, and their reflections and lessons learned from the cohort. **To view the showcase recording, [please click here](#).**

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### **Networking Café: Fathers and Partners**

On August 4 and August 14, the Healthy Start TASC and Westat hosted two Networking Cafés focused on fathers and partners. As part of the Health Resources and Services Administration's (HRSA) Healthy Start national evaluation, the evaluation contractor, Westat, is gathering input from Healthy Start grantees on their father and partner activities. This café served as an opportunity for Healthy Start projects to share information about the scope of their work with fathers and partners and contribute to the national evaluation. **To view the recordings, please click the links below:**

- [Part 1](#)
  - [Part 2](#)
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### **ROOTT Learning Academy Session #4 & #5**

The TASC hosted the final session in the ROOTT Learning Academy on August 11. The goal of the ROOTT Learning Academy was to develop a progressive understanding of the structural determinants of health and how they have led to the consequences of unmet social determinants of health. Learning Academies are a great way to take a deeper dive into the featured topic with monthly lectures, readings, and group activities. **To view all ROOTT Learning Academy session recordings and materials, [please click here](#).**

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### **Moynihan Institute Webinar**

The TASC makes it a priority to lift up those who are doing exceptional work with fathers, families, and their communities. One of these many organizations is the [Moynihan Institute for Research and Policy](#). Derived from "The Negro Family: The Case For National Action," commonly known as "the Moynihan Report," the Moynihan Institute for Research and Policy aims to provide descriptive and explanatory research and policy positions on issues that impact Black families from the perspective of fathers. The TASC partnered with [Kenneth Braswell](#), Chief Executive Officer of Fathers Incorporated, to offer a webinar on July 20 discussing the Moynihan Institute, its history, impact, and ways Healthy Start grantees can use its findings to influence their work. **To view the recording, [please click here](#).**

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### **Fatherhood Talk Tuesday**

Thank you to all who joined our Fatherhood Talk Tuesday session on July 12. Doug Edwards from Real Dads Forever presented the final session of his three-part series on fatherhood and equity and its connection to maternal and infant mortality. The session

recapped the entire series, discussed the importance of framing and marketing, and shared tools to better support fatherhood programming. **To catch up on webinars in the series, [please click here](#). To register for the next webinar, [please click here](#).**

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### **Motivational Interviewing Training: Navigating Follow-Up Postpartum Visits, Smoking, and COVID Vaccine Hesitancy Through the Lens of MI**

The National Healthy Start Association, in partnership with the Healthy Start TASC, hosted a two-part Motivational Interviewing Training focused on navigating follow-up postpartum visits, smoking, and COVID vaccine hesitancy. Part 1 took place on June 22 and Part 2 was held on August 10. These workshops explored skills in motivational interviewing (MI), a client/patient-centered communication style that is effective in behavior change. MI can be utilized in situations where clients are ambivalent about various issues such as postpartum visits, smoking, as well as COVID vaccine hesitancy. [Click here](#) to view the recording and slides from Part 1. The slides and recording from Part 2 will be available [here](#) in the coming weeks.

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### **August: National Breastfeeding Month**

August is [National Breastfeeding Month](#) – an opportunity to emphasize the benefits of breastfeeding, as well as the importance of sharing resources with and providing support to breastfeeding parents. This year's theme is "Together We Do Great Things!" This theme is a celebration of the power and impact of our collective efforts to help infants, families, and communities thrive. This vision cannot be achieved by any one person or organization. It will happen through community partnership and engagement across all players, including the Healthy Start community!

In July, the [American Academy of Pediatrics](#) updated its recommendations around breastfeeding. The AAP still recommends exclusive breastfeeding for the first six months of life, then maintaining breastfeeding while introducing nutritious complementary foods for two years and beyond. There are many [benefits of breastfeeding](#) for both moms and babies beyond the first year of life, including health benefits for the baby (e.g., lower rates of ear infection, respiratory infections, and sudden infant death syndrome) and for the mother (e.g., reduced risk of certain breast and ovarian cancers and type 2 diabetes). Breastfeeding also provides an opportunity for mothers to bond with their baby and can be more convenient than formula feeding [while traveling](#).

Despite these [benefits](#), there are stark racial and ethnic disparities in breastfeeding rates. For example, according to the Centers for Disease Control and Prevention's (CDC) [2018 National Immunization Survey](#) (NIS), 90.3% of Asian mothers initiated breastfeeding compared to 73.6% of Black mothers, a difference of 16.7 percentage points. In their updated recommendations, the AAP calls for collective action to address the implicit bias, structural bias, and structural racism that contribute to these disparities and disproportionately impact Black communities. Finally, the AAP highlighted the [role of community support and protections](#) around breastfeeding in ensuring families can initiate and maintain breastfeeding beyond six months. Such protections include universal paid maternity leave; the right of a woman to breastfeed in public; insurance coverage for lactation support and breast pumps; on-site child care; universal workplace break time

with a clean, private location for expressing milk; the right to feed expressed milk; and the right to breastfeed in child care centers and lactation rooms in schools.

Healthy Start programs play an integral role in supporting mothers and families throughout their infant feeding journey. Perhaps even more important than educating families about the benefits of breastfeeding is the support HS staff can provide in helping families overcome the challenges they face around breastfeeding. HS staff can point families to numerous resources and avenues of support, including:

- Mother's health care provider
- Baby's health care provider
- Lactation consultants
- Breastfeeding peer counselors
- Breastfeeding support groups
- Friends, family members, and/or partner

To support HS staff in their efforts to improve families' breastfeeding experiences, the TASC has compiled several resources below. Please share this information with your fellow staff members and the families you serve.



## TASC Breastfeeding Resources

In honor of National Breastfeeding Month, the TASC is excited to highlight several new and existing [breastfeeding resources](#) for Healthy Start staff and participants. Please view the “[Highlights: Healthy Start TA & Support Center Breastfeeding Resources](#)” [handout](#) to learn more about some of the key breastfeeding handouts and webinar recordings available on EPIC. The materials cover a variety of topics, including breastfeeding during and beyond COVID, the impact of racism on breastfeeding, myths and misconceptions around breastfeeding, and more.

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### Health Equity Action for Lactation (HEAL) Breastfeeding Program

Reaching Our Sisters Everywhere (ROSE) created the *HEAL Breastfeeding Program for African American Mothers and Their Families Initiative* to improve breastfeeding initiation and duration rates in Black communities by prioritizing perinatal Black families, community health workers and organization, and health care providers. Watch the recording of ROSE’s March 2022 [stakeholders meeting](#) to learn more about the HEAL program and how individuals and organizations can engage with the project.

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### Your Guide to Breastfeeding

[This guide](#) was created by the U.S. Department of Health and Human Service’s (HHS) [Office of Women’s Health](#) to raise awareness of the importance of breastfeeding. This how-to guide moves through the entirety of the breastfeeding process from initiation to weaning, explores common questions and challenges, and provides guidance on finding support and resources.

### Talk to Your Family About Breastfeeding

Support from family and friends can be an integral part of reaching breastfeeding goals. The Special Supplement Nutrition Program for Women, Infants, and Children (WIC) created a list of [helpful tips](#) around talking with your family about breastfeeding. The tips help parents prepare for conversations around their breastfeeding goals and what support they will need from friends and family.

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### Cultural Sensitivity for Better Breastfeeding Outcomes

Though breastfeeding has many proven benefits to both moms and babies, breastfeeding rates in the United States remain low, especially among people of color. Check out [this NICHQ insight](#) which features best practices on providing culturally sensitive care and support that can lead to better breastfeeding outcomes. The insight features Stacy Davis, BA, IBCLC, Executive Director of [National Association of Professional and Peer Lactation Supporters of Color](#).

### Guide to Strategies to Support Breastfeeding Mothers and Babies

[This guide](#) was developed by the CDC to provide information for public health

### Breastfeeding One-Pagers

[These one-pagers](#) were developed by the Association of Women’s Health, Obstetric, and Neonatal Nurses

professionals and others on identifying strategies to support breastfeeding parents and increase breastfeeding rates. The guide includes resources around maternity care practices and professional education, as well as information on accessing peer and professional support.

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### **It's Only Natural**

HHS' [Office of Women's Health](#) created the [It's Only Natural campaign](#) to share information with African-American women and their families about the health benefits of breastfeeding for mothers and babies. The website shares facts about breastfeeding and provides practical tips for families around making breastfeeding work for them, while getting the support they need. Resources include sample social media posts, infocards, infographics, fact sheets, and posters.

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### **Mom's Playground**

The WIC Program within the Texas Health and Human Services Commission created the [Breastmilk: Every Ounce Counts website](#), which is full of helpful breastfeeding resources for new moms. Included on the site is [Mom's Playground](#), a space where moms can have fun! The website features educational games to help users learn more about breastfeeding, downloadable lullabies, the Belly to Baby newsletter, and more.

(AWHONN) to help mothers and families prepare for and initiate breastfeeding. The materials discuss the importance of creating a support team, dispel common myths about breastfeeding, and share information about responding to baby's hunger cues.

### **Webinar: Centering Community Voices: Solutions to Safe Sleep and Breastfeeding Using a Quality Improvement Framework**

On August 24, the National Action Partnership to Promote Safe Sleep Improvement and Innovation Network (NAPPSS-IIN) will host a [webinar](#) to discuss how their program has shifted to center community voices within participatory quality improvement. Attendees will hear from community partners who will share their experience leading and implementing QI activities.

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### **Le Leche League Online Support Resources**

[La Leche League](#) aims to support "a world without barriers to experiencing the love and wisdom found in the breastfeeding relationship" by offering support in over 80 countries. Their catalogue of [Online Support Resources](#) includes information on local La Leche League chapters, online support groups, online meetings, and more.



## Other Resources & External Events

### **Duke/Stanford Maternal Sepsis Study**

The Healthy Start TASC would like to share an opportunity to get involved in research being conducted by Dr. Melissa Bauer as part of the Duke/Stanford Maternal Sepsis Study. This study seeks to identify barriers to care for patients with maternal sepsis. The overall goal of the study is to learn directly from patients in order to improve care, reduce disparities, and reduce maternal morbidity and mortality. The study is open to the women who have experienced maternal sepsis and the partner/support person who was present with her during that time. Dr. Bauer and her team are aiming to understand what their experiences were like during this critical time. Participants will be interviewed and asked to share their story. **If you are interested in participating, please contact [maternalsepsis@duke.edu](mailto:maternalsepsis@duke.edu).**

### **Infant Formula Shortage**

The United States is experiencing an infant formula shortage due to supply chain issues and [safety recalls of several powder formulas](#), including Similac, Alimentum, and EleCare. This has left many parents and caregivers concerned about how they will feed their



babies. In response, MCHB Associate Administrator, Dr. Michael Warren, issued [a letter with important information and resources](#) that Healthy Start grantees can share with families to help them safely manage the shortage. TASC has also compiled additional resources about supporting families during the shortage. Please share this information with the women, fathers, and families you serve.

- [Additional Steps to Address Infant Formula Shortage](#): This fact sheet from the White House outlines President Biden’s strategy to ensure that safe infant formula is available to families across the country, including increasing imports and reducing prices.
- [Infant Formula Recall and Supply](#): This webpage from the US Department of Agriculture (USDA) provides an overview of the shortage, baby formula safety “do’s and don’ts,” key messages for consumers, and more.
- [Helping Families Find Formula During the Infant Formula Shortage](#): This fact sheet from the US Department of Health and Human Services (HHS) shares resources – including hotlines, community resource specialists, and human milk banks – that may be able to help families locate formula or donor milk.
- [What Should I Do if I Can’t Find Any Formula?](#): This webpage from the American Academy of Pediatrics answers common questions from parents about managing the formula shortage, including whether it is safe to make your own formula.
- [Contact Your Local Food Bank](#): The Feeding America website allows you to locate food banks in your area, as well as learn about national nutrition assistance programs like SNAP and WIC. Encourage families to contact their local food bank and ask if they have any formula.
- [Recalled Formula Alternatives](#): This webpage from the Academy of Nutrition and Dietetics features a table with information about the recalled formulas and appropriate alternative formulas.
- [Check Formula Lot Number](#): This webpage from Abbott allows you to check the lot number on your Similac, Alimentum, or EleCare formula to check whether it was impacted by the recall.



### Hosting or attending an exciting event or webinar?

We will use the EPIC Center [Training Calendar](#) to share information about events specifically planned for Healthy Start projects, as well as other relevant webinars, trainings, and other events that are open to the public. If you know of events or trainings that you think other Healthy Start projects should be aware of, please feel free to send information to [healthystart@nichq.org](mailto:healthystart@nichq.org).

Have questions? Either respond to this email or contact the sender on [healthystart@nichq.org](mailto:healthystart@nichq.org)

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