

Welcome!

We are so glad you are here!

We will get started shortly.
In the meantime, we invite you to
intentionally enter this space.



Silence your cell
phone



Stretch



Close the door



Take a few deep
breaths



Close browser
windows



Emotionally release
your to-do list



Check your audio
and video



Take a bio break

Building Community Partnerships to Promote and Support Breastfeeding

Breakout Session

Thursday, November 4

3-4:20 pm ET

The Healthy Start TA & Support Center is operated by the National Institute for Children's Health Quality (NICHQ). This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number 1 UF5MC327500100 titled Supporting Healthy Start Performance Project.



Building Community Partnerships to Promote and Support Breastfeeding

Agenda

Housekeeping

Chantal Hoff,
National Institute for
Children's Health Quality
(NICHQ)

Welcome

Chantal Hoff,
NICHQ

Building Community
Partnerships to Promote
and Support
Breastfeeding

Cathy Carothers,
Every Mother Inc.

Q&A

All

Closing

Chantal Hoff, NICHQ



NICHQ
National Institute for
Children's Health Quality

HEALTHY
start
TA & SUPPORT CENTER



This session is being recorded.



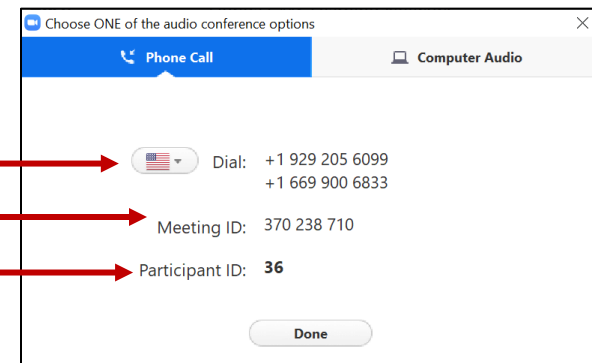
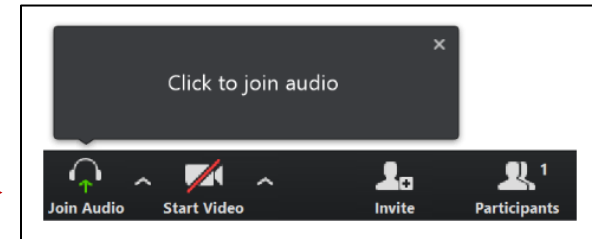
All participants are muted upon entry. We ask that you remain muted to limit background noise.



Participants are encouraged to share comments via the Chat module and ask questions via the Q&A module in Whova (on the mobile app or browser).

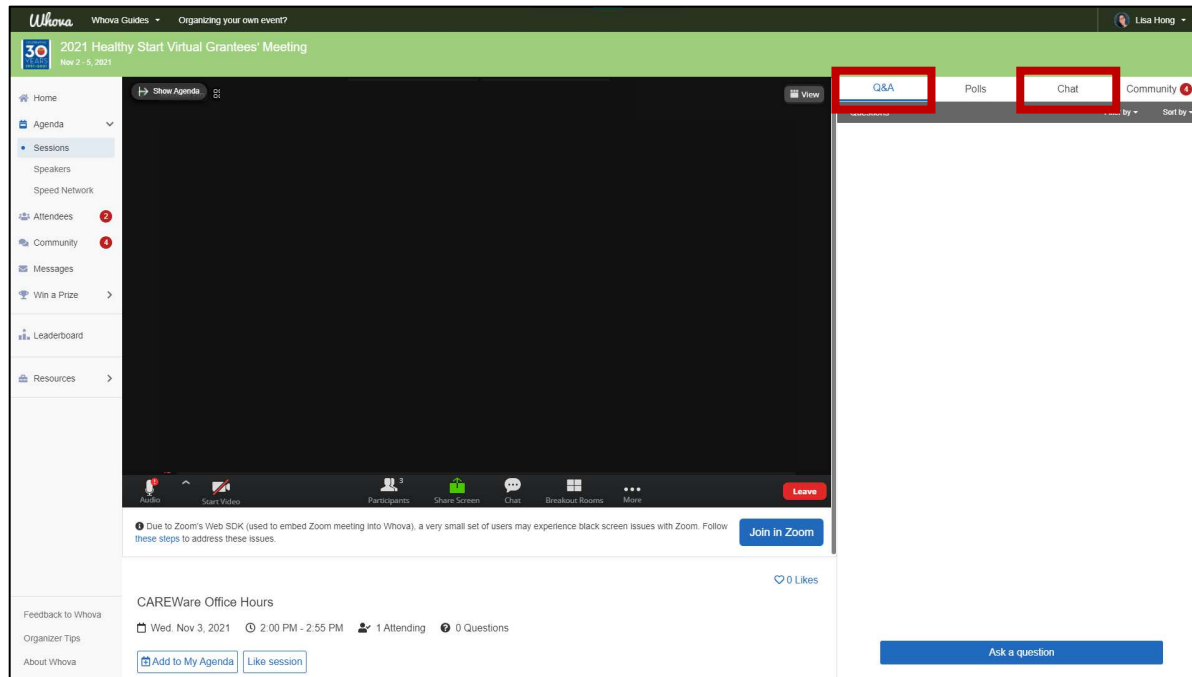
Audio

- After you join the Zoom session, an audio conference box may appear.
 - If you do not see the box, click **'Join Audio'**
- From the audio conference box, select **'Phone Call'** or **'Computer Audio'**
 - If using the phone:
 - Dial one of the given numbers next to **'Dial'**
 - You will be prompted to enter the **Meeting ID**
 - Then you will be prompted to enter the **Participant ID**

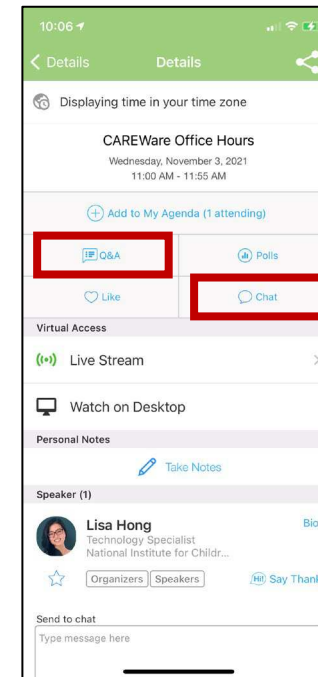


Chat and Q&A modules in Whova

Chrome Browser



Mobile Application



Like what you see?

The Healthy Start TA & Support Center is now active on social media!

1. Take a picture or a screenshot
2. Share on Instagram or Twitter!
3. Don't forget to tag @HS_TASC and @NICHQ and include hashtags #HealthyStartVGM2021 and #HealthyStartStrong

Technical Issues

If you experience any technical challenges with Whova, please email support@whova.com.

We Care & You Matter

Chantal Hoff

Director for
Children's Health
Quality

*Building Community Partnerships to Promote and Support Breastfeeding
Hosted by the Healthy Start TA & Support Center at NICHQ on November 4, 2021*

NICHQ
National Institute for
Children's Health Quality

**HEALTHY
start**
TA & SUPPORT CENTER

Welcome to the VGM!

We hope you have been
enjoying today's sessions
so far!

In this breakout, you will:

- Learn to name potential community partners who can help improve community support for breastfeeding families.
- Learn to identify effective ways to conduct outreach with community partners.
- Develop an understanding of available funding options for collaborative community initiatives.

Our Speaker

Cathy Carothers, IBCLC, FILCA
Co-Director
Every Mother, Inc.

*Building Community Partnerships to Promote and Support Breastfeeding
Hosted by the Healthy Start TA & Support Center at NICHQ on November 4, 2021*

Questions during the session?

Use the Q&A module in the Whova platform and make sure to identify the speaker to whom you are directing your question(s).

Questions will be answered during the session if time permits. Otherwise, questions will be addressed post-session.

Building Connections with Community Partners

Presented by:

Cathy Carothers, IBCLC, FILCA

Every Mother, Inc.



No financial disclosures

Learning 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. Describe funding options for collaborative community initiatives.

Poll #1

What community partners have you
successfully worked with?



Hard to Reach...



~~Hard to Reach...~~
YET to Be Reached





Extending Our Reach





20,000

Power of

7

Increased Breastfeeding Rates

8 Exposures

7 Exposures

6 Exposures

5 Exposures

4 Exposures

3 Exposures

2 Exposures

1 Exposure

4-Month

Breastfeeding Duration

2-Month

Breastfeeding Duration



Poll #2

What are the greatest barriers to
continuing to breastfeed
among your WIC participants?

Potential Partners



Community Assessment



WIC



WIC Breastfeeding Curriculum



Program Basics

WIC and Breastfeeding

Counseling

Breastfeeding Essentials

Preparing for
Breastfeeding

Normal
Breastfeeding

Breastfeeding
Assessment

Problem
Solving

Expand Topics

Staff Roles

Peer
Counselors

Peer Counselor
Management

WIC Designated
Breastfeeding Experts

Resources

Breastfeeding Class

Videos

Picture Stories

Documents

Websites

Local



U.S. DEPARTMENT OF AGRICULTURE

**WIC
BREASTFEEDING
SUPPORT**

LEARN TOGETHER. GROW TOGETHER.

Health Department Programs

October 25, 2021 | 12:25 pm

COVID-19 Vaccines

There are now booster recommendations for all three COVID-19 vaccines.

[DETAILS >](#)



[Services](#)

[News](#)

[Government](#)

[COVID-19 Vaccine](#)

[Q Search](#)

Services ▾ Health

Featured



[Get a COVID-19 Vaccine](#)

Find out where you can get the COVID-19 vaccine and how to make an appointment.



[Find a COVID-19 Testing Site Near You](#)

Any New Yorker is eligible to get a COVID-19 test for any reason. Find a testing site near you.





[Find Health Insurance](#)

New York State of Health Marketplace is a one stop shop for New Yorkers to find affordable low-cost health insurance.

Local Organizations

[U.S. Department of Health & Human Services](#) > [Administration for Children & Families](#)[Contact Us](#) 1-866-763-6481

 [About](#) [Topics](#) [Policy](#)



Programs

[Search](#)

[Home](#) > [Programs](#) [Share](#) [Print](#)


Early Head Start Programs

Early Head Start (EHS) programs serve infants and toddlers under the age of 3, and pregnant women. EHS programs provide intensive comprehensive child development and family support services to low-income infants and toddlers and their families, and to pregnant women and their families.


About the Early Head Start Program

EHS programs are designed to nurture healthy attachments between parent and child (and child and caregiver). Services encompass the full range of a family's needs from pregnancy through a child's third birthday.

[Learn More](#)



Other Home Visiting Programs



The banner features a photograph of a smiling woman (a nurse) interacting with a young child held by another woman. The Nurse-Family Partnership logo is in the top left, and the word "OHIO" is prominently displayed in the center. Navigation links (COMMUNITY, SHOP, DONATE, MENU) and a search icon are in the top right. Social media icons (Facebook, Twitter, LinkedIn, and a plus sign) are on the left.

Nurse-Family Partnership
Helping First-Time Parents Succeed®

OHIO

Home > States > Ohio

ESTABLISHED: 1996
FAMILIES SERVED: 6,095
NETWORK PARTNERS: 6
COUNTIES CURRENTLY SERVED: 8

Dayton was one of the very first communities to implement Nurse-Family Partnership, back in 1996. That is when the U.S. Department of Justice asked Dr. David Olds, the NFP program founder, the permission to start Nurse-Family Partnership in the community as part of the federal Weed and Seed program. Since then, thousands of women and their children in the buckeye state have benefitted from this proven nurse home visitation program.

RESOURCES

- [NFP OHIO STATE PROFILE](#)
- [ABOUT NFP](#)
- [BECOME AN NFP PARTNER](#)
- [MEET NFP MOM ALLISON](#)

<https://www.nursefamilypartnership.org/locations>

National Institute on Minority Health and Health Disparities

The screenshot displays the official website of the National Institutes of Health (NIH). At the top, a blue banner features the U.S. Department of Health & Human Services logo. Below this, the NIH logo is prominently displayed alongside the text "National Institutes of Health" and the tagline "Turning Discovery Into Health". A search bar labeled "Search NIH" is located in the upper right corner, with links for "NIH Employee Intranet", "Staff Directory", and "En Español" nearby. A navigation menu includes links for "Health Information", "Grants & Funding", "News & Events", "Research & Training", "Institutes at NIH", and "About NIH". A red banner with a white exclamation mark icon and the text "COVID-19" is positioned below the navigation menu. This banner contains links to "Get the latest public health information from CDC", "Get the latest research information from NIH | Español", and "NIH staff guidance on coronavirus (NIH Only)". Below the COVID-19 banner, a blue bar displays the breadcrumb trail "Home » About NIH » What We Do » The NIH Almanac". The main heading "THE NIH ALMANAC" is shown in large, bold, white letters. On the left side, a sidebar lists various links: "The NIH Almanac", "About the NIH Almanac", "NIH Organization", "Leadership", "Photo Galleries", "Timelines", "Nobel Laureates", and "Lasker Awards". The main content area features the title "National Institute on Minority Health and Health Disparities (NIMHD)" in a large, dark font. Below the title, a horizontal menu includes links for "Mission", "Important Events", "Legislative Chronology", "Director", and "Programs". The "Mission" link is currently selected, and the word "Mission" is displayed in a large, dark font below the menu. At the very bottom, the beginning of a paragraph is visible: "The National Institute on Minority Health and Health Disparities (NIMHD) leads scientific research to".

U.S. Department of Health & Human Services

NIH National Institutes of Health
Turning Discovery Into Health

Search NIH

NIH Employee Intranet | Staff Directory | En Español

Health Information | Grants & Funding | News & Events | Research & Training | Institutes at NIH | About NIH

COVID-19

- Get the latest public health information from CDC
- Get the latest research information from NIH | Español
- NIH staff guidance on coronavirus (NIH Only)

Home » About NIH » What We Do » The NIH Almanac

THE NIH ALMANAC

The NIH Almanac

About the NIH Almanac

NIH Organization

Leadership

Photo Galleries

Timelines

Nobel Laureates

Lasker Awards

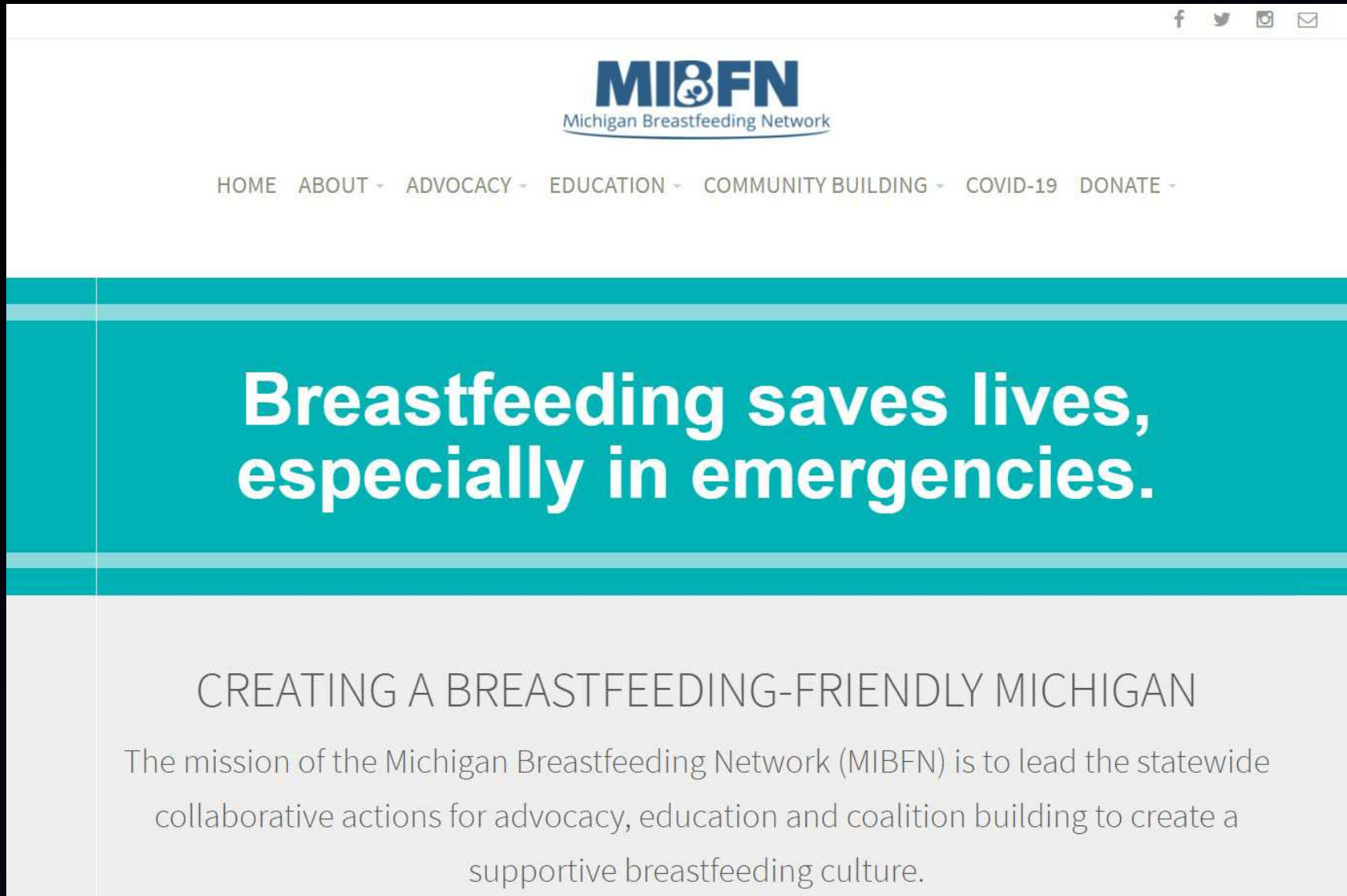
National Institute on Minority Health and Health Disparities (NIMHD)

Mission | Important Events | Legislative Chronology | Director | Programs

Mission


The National Institute on Minority Health and Health Disparities (NIMHD) leads scientific research to

State and Local Breastfeeding Coalitions



La Leche League

[ABOUT US](#) - [BLOG](#) [BREASTFEEDING INFO](#) [FIND SUPPORT](#) [GET INVOLVED](#) - [DONATE](#)



Find Local Help ▶

© Last Updated: July 24, 2021 by Yael Breimer

Looking Ahead to 2021 *Live, Love, Latch!*[®] and National Breastfeeding Month

[GO](#)

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Beginnings blog from
LLL USA**

Thank you for your interest in New Beginnings. Please complete the

Mother's Groups



Delivering Hospitals



Healthcare Professionals



Pharmacies



Employers



Source: Centers for Disease Control and Prevention, Every Mother, Inc., and Regina Maria Roig-Romero

Childcare Providers



Shopping Areas



Public Locations



Source: Centers for Disease Control and Prevention, Every Mother, Inc., and Regina Maria Roig-Romero

Hair and Nail Salons



Faith-Based Organizations



Media

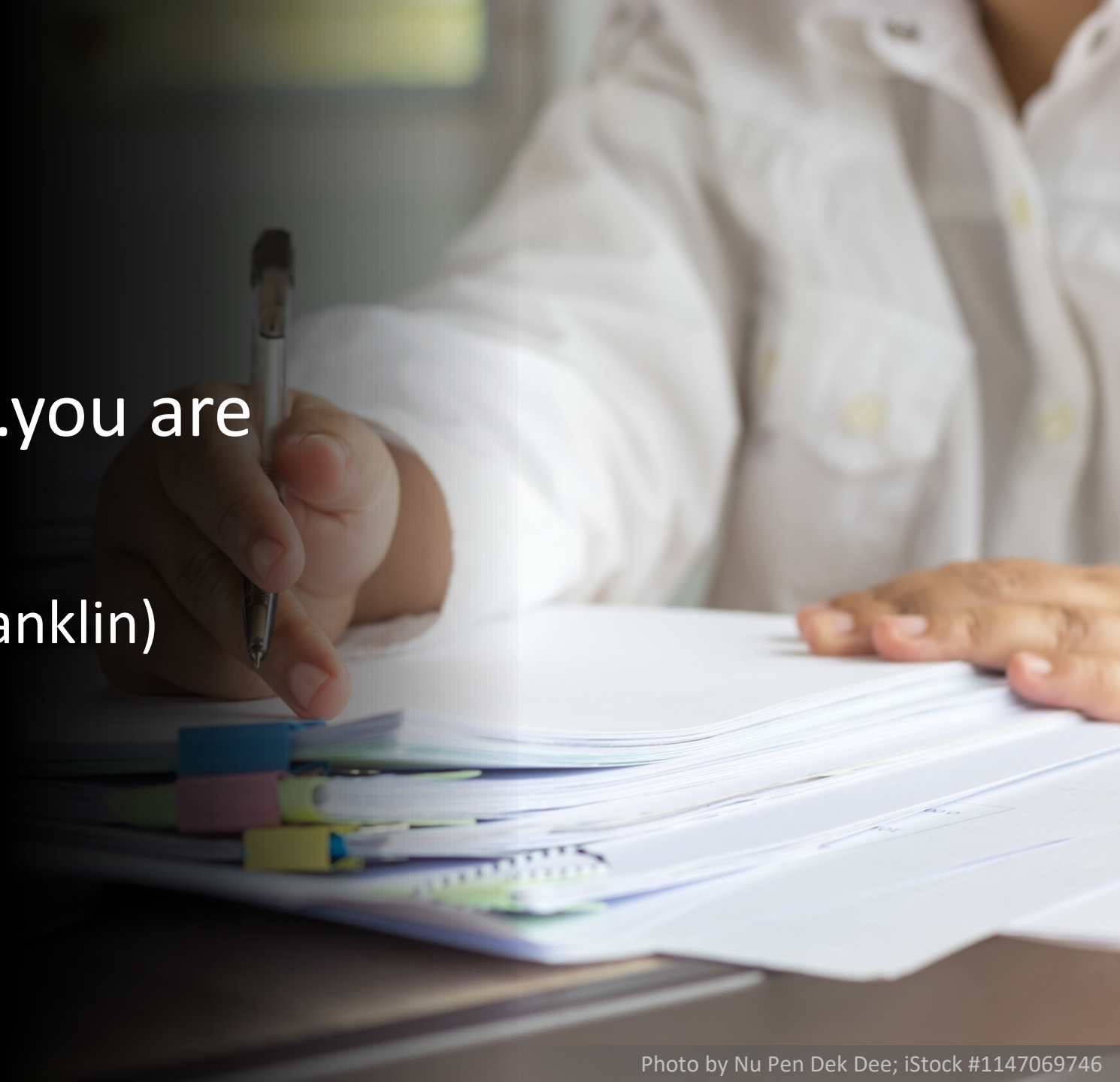


Poll #3

What groups in your community do you believe could have the strongest impact on improving breastfeeding rates?

By failing to prepare...you are
preparing to fail.

(Benjamin Franklin)



Form an Outreach Plan



Gather information



Identify Partners





La Leche League of Metro Jackson, MS

🔒 Private group · 9.7K members



+ Invite

About

Discussion

Guides

Announcements

Rooms

Topics

More ▾





Form an Outreach Plan



Gather information



Set a goal



A top-down view of several hands of different skin tones and ages reaching towards the center, holding a large, bright yellow circle with a white border. The circle contains the text "Shared Goals" in a bold, black, sans-serif font. The hands are positioned around the circle, with some fingers resting on the white border. The background is a plain, light gray.

Shared Goals

Form an Outreach Plan



Gather information



Set a goal



Develop a strategy





PHARMACY


Walgreens
24 HR

CINC




Funding Options





U.S. Breastfeeding Committee

[Login](#) [Request Login](#)

[About Us](#) [Get Involved](#) [News](#) [Policy & Actions](#) [Resources](#) [Breastfeeding Coalitions](#) [Membership](#) [Collaboration](#) [Conference](#)

[DONATE](#) [Connect with Us!](#)    [JOIN OUR EMAIL LIST](#)



Welcome

The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of more than [100 influential professional, educational, and governmental organizations](#) that share a common mission to drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States. Join our work to make a difference for our nation's families:

- [Read our Annual Report](#)
- [Download our Strategic Framework](#)
- [Learn more about our member organizations](#)
- [Find a breastfeeding coalition near you](#)
- [Subscribe to our e-newsletter and/or action alerts](#)
- [Join us for the National Breastfeeding Conference & Convening](#)

www.usbreastfeeding.org

Outreach Zones

Zone 1 Outreach
Easy

Zone 2 Outreach
Slightly Difficult

Zone 3 Outreach
Difficult

Communication Approaches



it's all about
relationships

LISTEN!

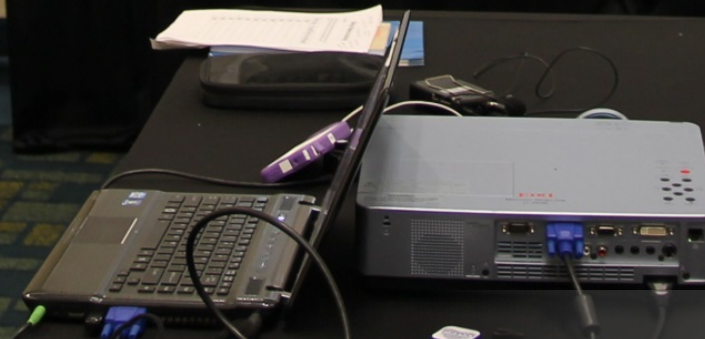




Explain Goals that Both Share



Offer Meaningful Services



Maintain the Connection!



Watch it Multiply!



WIC Breastfeeding Support



PARTNERING WITH WIC TO SUPPORT BREASTFEEDING



Everyone has a role to play in making breastfeeding the easiest, most convenient way for a mom to feed her baby. From hospital systems and retail stores to child care centers and faith-based groups, we can all work together to make breastfeeding the norm, create comfortable spaces for moms to breastfeed their babies in public, set up lactation rooms for moms to pump at work, and more.

We invite you to partner with WIC to help ensure moms have the support they need to breastfeed successfully. Here are some ideas for creating breastfeeding-friendly communities.



The Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) is a program of the USDA, Food and Nutrition Service.

FNS-749
August 2018

USDA is an equal opportunity provider, employer, and lender.

Businesses

- Use "The Business Case for Breastfeeding" and "Supporting Nursing Moms at Work: Employer Solutions" to create breastfeeding-friendly worksite initiatives and lactation programs at businesses.
- Establish quiet, private places for moms to breastfeed on-site.
- Place a sticker in the window of your physical location to establish your business as "breastfeeding-friendly," meaning moms are welcome to breastfeed as they wish.
- Share WIC Breastfeeding Support materials with patrons. Hang posters, play campaign videos, or print and distribute the Breastfeeding Basics fact sheets.
- Promote breastfeeding in your community by creating a broadcast public service announcement to air on a local TV or radio station or develop an ad for billboards or bus stops.
- Write and place an op-ed in your local paper, explaining how your organization supports breastfeeding and calling on other businesses to do the same.

Health Professionals and Organizations

- Provide continuity of care in your community after a WIC mom is discharged from the hospital. Support and encourage the Baby-Friendly Hospital Initiative in your community.
- Promote access to breastfeeding experts in your community.
- Distribute WIC Breastfeeding Support resources to healthcare providers.
- Participate as a guest speaker at in-service breastfeeding trainings for WIC, Early Head Start, Healthy Start, and/or hospital labor and delivery, postpartum, and newborn nursery staff.
- Arrange to speak to a college or university dietetics, public health, or medical class.
- Share the "Partnering with WIC for Breastfeeding Success" video with local healthcare professionals and organizations.
- Spread the word about breastfeeding by writing a blog, sharing social media messages, or authoring a column for a hospital newsletter.

Community-Based Organizations

- Start a support program for breastfeeding moms.
- Designate your organization as breastfeeding-friendly and invite women to breastfeed openly, whether it's a library, community center, place of worship, or other organization women may frequent.
- Promote the campaign and its resources by distributing materials, hanging posters, or linking to the WIC Breastfeeding Support website, WICBreastfeeding.fns.usda.gov.
- Organize trainings for local businesses or child care workers on how they can support breastfeeding.
- Sponsor a breastfeeding information booth at a community or State health fair.
- Share the "Creating Community Partnerships for WIC Breastfeeding Support" video with local community-based organizations.
- Establish a referral network that identifies local area breastfeeding help and resources such as WIC clinics, hospitals, and pediatric groups.
- Share WIC Breastfeeding Support resources with local support groups or clubs for working, teenage, and/or new moms.

Want to join WIC in building a breastfeeding-friendly community?

Please contact your WIC State breastfeeding coordinator.



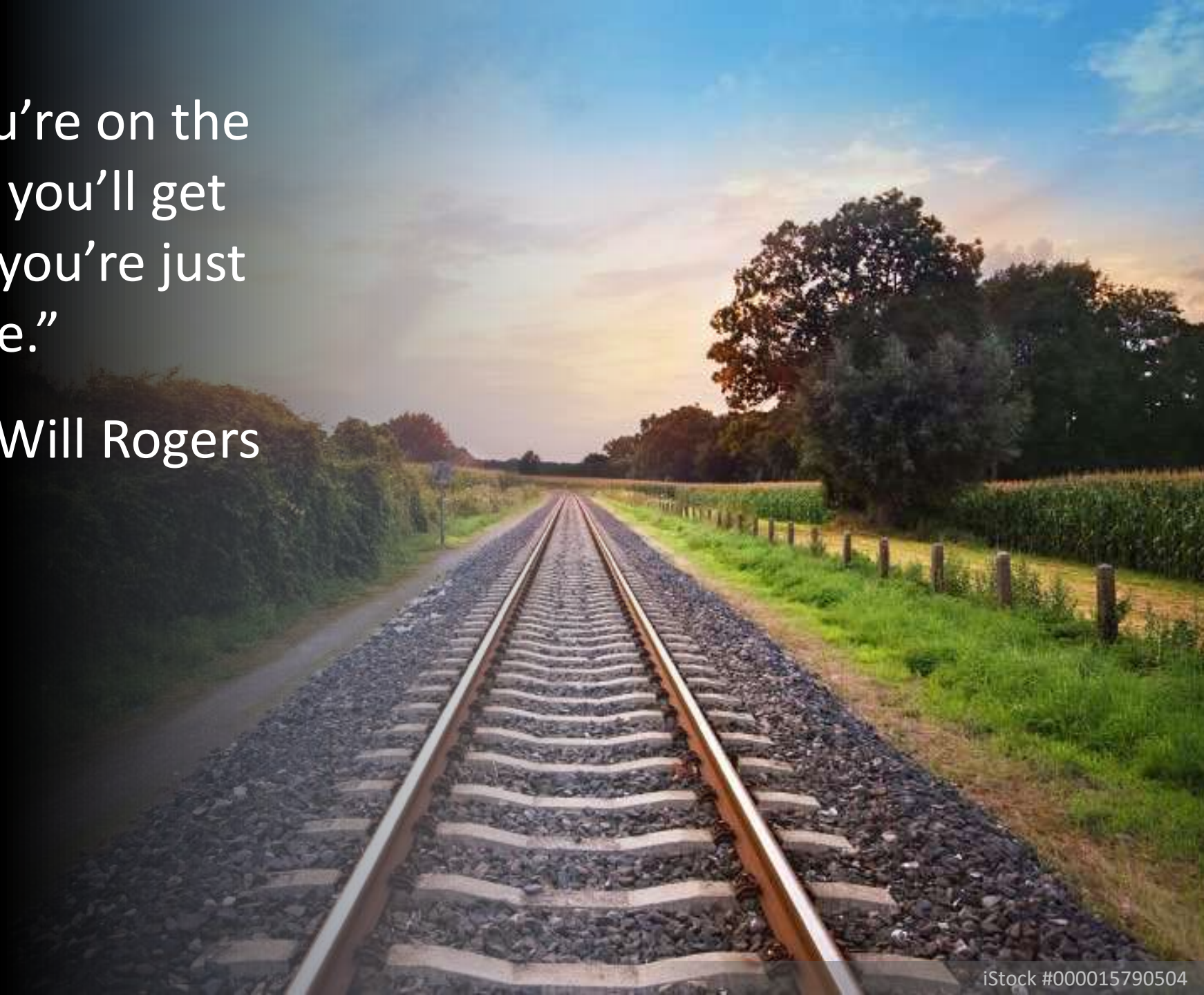
The logo for Ohio Workplace Plus features the text "OHIO WORKPLACE PLUS" in a white, sans-serif font, stacked in three lines. To the right of the word "OHIO" is a graphic of four overlapping, rounded rectangular shapes in shades of green, blue, and purple. Below the text is a stylized wave graphic composed of two curved lines, one in purple and one in blue.

OHIO WORKPLACE PLUS

Providing Lactation
Upgrades and Support

“Even if you’re on the
right track, you’ll get
run over if you’re just
sitting there.”

--Will Rogers







Cathy Carothers, IBCCLC
Every Mother, Inc.

cathy@everymother.org

Q&A

Please submit questions
using the Q&A module in
the Whova platform.

*Building Community Partnerships to Promote and Support Breastfeeding
Hosted by the Healthy Start TA & Support Center at NICHQ on November 4, 2021*



NICHQ
National Institute for
Children's Health Quality

HEALTHY
start
TA & SUPPORT CENTER



Thank you for joining us!

If you need any support...

Please email healthystart@nichq.org

Upcoming Session:
**Division of Healthy Start and Perinatal
Services Update**

*Building Community Partnerships to Promote and Support Breastfeeding
Hosted by the Healthy Start TA & Support Center at NICHQ on November 4, 2021*

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**HEALTHY
start**
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