ASTHO’s Breastfeeding Learning Community
Year 2
Learning Session #3

For Audio, Please Dial: 1-866-740-1260
Ext. 3185462
ASTHO Breastfeeding Learning Community

Orange: Award States
Blue: Coalition Enhanced Award States
Call Agenda

Large Group Call
- Welcome and Introductions
- Evaluation Updates
- New Mexico’s Presentation
- DC’s Presentation

Breakout Sessions
- Hospital Maternity Practices
- Peer/Professional/Workplace Support
- Where are you on the childhood development scale?
Call Objectives

- Discuss the role of peer counselors in state breastfeeding activities

- Identify opportunities to engage local businesses in becoming breastfeeding-friendly

- Facilitate state-to-state learning among states doing similar activities

- Share resources and tips for success to support work across all topics
Introductions

- ASTHO
  - Lisa Waddell, Chief, Community Health and Prevention

- CDC
  - Carol MacGowan, Division of Nutrition, Physical Activity, and Obesity
Evaluation

- Evaluation Indicators
  - Report on evaluation indicators outlined in your work plan development sheet

- Addition of Partnership Questions
  - We want to capture the collaborative partnerships in your state!

- Additional information is forthcoming!
  - Stay tuned!!
NMBTF
Breastfeeding Workplace Liaison Initiative
and
United Blood Services
GUEST PRESENTER: Christie Stephens
United Blood Services - Staff Training
Challenges/barriers you’ve faced so far?

- Educating the public

- United Blood Service staff are mobile and do not have a fixed location. We must rely on our business and organizational partners to help us.

- Often times the community is not familiar with the law but more often than not are willing to help.
Successes to date!

- Supporting returning moms!
- Our leaders are more comfortable with the law and managing the request!
- Seeing the process and practice come together and making it a win win!
Lessons learned

- Use common sense.

- Talk to your employee about what their request is.

- See what you can do to accommodate the request.

- Stay in touch with your employee to understand how breaks are working and continue to enhance the practice.

- Its not always going to be perfect but we have a responsibility to try.
How can other states in the learning community implement similar initiatives in their state?

- Just use common sense. Start with the basics and identify a safe, clean and private location.
- Speak with your employee and understand their need. Place expectations around break time and follow up.
- Become familiar with your state laws.
- If someone is new to implementing this practice it may not be perfect. Keep the lines of communication open. Be open to both good and bad feedback. Keep working toward a positive outcome.
- Often times employees don’t know to ask. It is helpful when managers start the conversation to see if there is a need for lactation breaks.
Questions?
Hi! I’m Melissa Dillingham.

Breastfeeding Peer Counselor at Children’s National Medical System East of the River Lactation Support Center at THEARC.

I’ve been in this position for almost a year. My choice to take this position was knowing I would be helping mother’s embark on a beautiful journey in life that gives great lifetime benefits. Having breastfed myself it gives me joy when I have moms that make that choice and I’m helping them be successful!
The DC Department of Health has successfully collaborated with the DC Breastfeeding Coalition on a number of projects, most notably, through the DOH/CDC Community Transformation Grant program, the DCBFC implemented Creating a Baby-Friendly District of Columbia initiative.
The DC Department of Health joined forces with the DC Breastfeeding Coalition and Children’s National Health Systems to leverage existing infrastructure as well as federal and private grant funding to expand peer counselor services.
Through the ASTHO funding, the Department of Health supports a full-time peer counselor that provides services at an additional healthcare facility serving a high proportion of the low-income, Black and African American population in the District.
The facility, called Children's Health Center at THEARC, is part of the Children’s National Health System and is a full-service medical home, which provides preventive health care, sick visits, immunizations, chronic illness management, and psychological, legal aid, referral management and social support services.
I am a full-time peer counselor:

- providing breastfeeding consultations
- assisting families at hospitals participating in the “Creating A Baby-Friendly District of Columbia” Initiative with setting up appointments with primary care and WIC
- teaching breastfeeding classes
- facilitating Mom’s Got Milk Club
- participate in the ASTHO Breastfeeding Support Learning Community activities.
Moms Got Milk Club

Come join us!

For breastfeeding moms, their loved ones, and anyone who wants to learn more about breastfeeding.

Location
East of the River Lactation Support Center
2501 Good Hope Road SE
Washington, DC 20020

Save the date
Feb. 18, 2016 / Mar. 17, 2016
April 21, 2016 / May 19, 2016
2:30 - 3:30 pm

District of Columbia Breastfeeding Coalition

Babies were born to be breastfed
• Access to families interrupted at both facilities because of concerns raised after the project was under way.

• Role of peer counselor in hospital setting is unique.
Neonatologist at one facility expressed value of real time appointment scheduling.

After much discussion and negotiating approval has been reestablished, awaiting PI approval.

After 10 months with the grant I have 6 moms that started breastfeeding and have met the 6 month mark! One of those moved out of state but still keeps in touch.
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“Successes”

- Number of unique consults = 52
- Number of follow-up consults = 96
- Number of WIC appointments scheduled = 20
- Number of pediatric appointments scheduled = 33
• Obtain clearance from executive management, pediatric team, educate staff on the initiative.

• Maintain consistent communication

• When moms have a great support system they reach their goal. You have to reach the mom where she is to actually help her, then she will receive your help and advice.
How can other states in the learning community implement similar initiatives?
- Collaboration is key to success, work with your local DOH and breastfeeding Coalition!
- Increase public awareness of the Peer Counselor role, conduct surveys to assess interest

How can state health agencies work with Peer Counselors?
- Work to place them in public health prenatal clinics to provide breastfeeding education and postpartum support groups
- Allocate budgeted Peer Counselor positions

How can we engage more businesses to become breastfeeding-friendly?
- Establish a city-wide or state-wide Work Place Friendly Award
Questions?