BREASTFEEDING BEST PRACTICES IN THE COMMUNITY

TRAINING TO SUPPORT PARENTS AND COUNSELORS

- **PEER SUPPORT** programs to assist mothers.
- **ASSESSMENT** of needs for breastfeeding support in high-priority areas.
- **OUTREACH** to low-income families building a network of support.
- **CHANGING SOCIAL NORMS** to be more supportive of breastfeeding.

**STATE SUCCESS**

**OKLAHOMA**

**LAUNCHED 3 BABY CAFÉS** led by the **COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES**, a community support model for breastfeeding using an innovative, using an **EVIDENCE-BASED PEER BREASTFEEDING** approach.

- **CAFÉ SESSIONS HOSTED**: 23
- **VISITS BY BREASTFEEDING MOMS**: 60
- **VISITS BY PREGNANT WOMEN**: 27
- **VISITS BY FATHERS**: 19

**STATE SUCCESS**

**DISTRICT OF COLUMBIA**

**PEER COUNSELORS** use the acclaimed **LOVING SUPPORT TO GROW AND GLOW IN WIC** training program to serve and support families.

Collaboration between the DC Department of Health, DC Breastfeeding Coalition, and two local hospitals resulted in new policies to increase peer support.

**STATE SUCCESS**

**DELaware**

**PARTICIPATED IN A MEDICAL SOCIETY OF DELAWARE TRAINING MODULE** to increase the number of healthcare professionals who promote breastfeeding by providing evidence-based education, assistance, support, and community referrals to women who are pregnant or interested in breastfeeding.

- **MEDICAL PRACTICES**: 10
- **STAFF MEMBERS**: 116

HEALTH EQUITY

States identified groups of women who had lower breastfeeding rates and designed strategies that addressed the barriers to breastfeeding in their communities, including changing social norms, providing opportunities for women to share their breastfeeding challenges and experiences, and identifying worksite interventions to improve breastfeeding support.

**This project is supported by the grant BUILDING STATE HEALTH DEPARTMENT CAPACITY FOR BREASTFEEDING PROMOTION AND SUPPORT, funded by the Centers for Disease Control and Prevention.**

**For more information, visit www.astho.org/maternal-and-child-health/breastfeeding**

**This poster is a summary of the strategies and actions taken by 19 states in ASTHO’s supported learning community activities program.**
SUCCESS STATE INDIVIDUALIZED TECHNICAL ASSISTANCE was offered to 21 local businesses by the New Mexico Breastfeeding Task Force, in collaboration with the state health agency team, TO BECOME BREASTFEEDING-FRIENDLY.

After receiving technical assistance implementing supportive workplace lactation accommodations/policies, employers* noticed:

- **50%** Positive impact on their business due to their SUPPORT OF LACTATION IN THE WORKPLACE.
- **37%** Positive impact on the REDUCTION OF ABSENTEEISM.
- **63%** Positive impact on employee PRODUCTIVITY AND MORALE IN THE WORKPLACE.
- **25%** Positive impact on LOWERING HEALTHCARE COSTS.

*In a study conducted among New Mexico employers.*

**STATE SUCCESS**

**NEW MEXICO**

**STATE SUCCESS**

**SOUTH DAKOTA**

**STATE SUCCESS**

**VERMONT**

**BREASTFEEDING WELCOME HERE**

window clings and technical assistance to businesses used to INCREASE IMPLEMENTATION OF BREASTFEEDING POLICIES in a pilot community.

100 BUSINESSES in the South Dakota pilot community have taken an ONLINE PLEDGE TO BE A BREASTFEEDING-FRIENDLY BUSINESS.

**WRITTEN POLICIES**

Since 2014, the Vermont Department of Health has recognized 84 BREASTFEEDING-FRIENDLY EMPLOYERS, with 42 OF THOSE RECEIVING ASTHO GRANTS. Half of the 84 employers who applied during this time have written breastfeeding policies.

288 EMPLOYERS have been recognized for CREATING AND MAINTAINING BREASTFEEDING-FRIENDLY WORKSITES.

**HEALTH EQUITY**

States identified groups of women who had lower breastfeeding rates and designed strategies that addressed the barriers to breastfeeding in their communities, including changing social norms, providing opportunities for women to share their breastfeeding challenges and experiences, and identifying worksite interventions to improve breastfeeding support.

**TRAINING TO SUPPORT THE EMPLOYER**

- **RECOGNITION PROGRAMS** for employers who support nursing employees.
- **FINANCIAL ASSISTANCE** for businesses to become breastfeeding-friendly.
- **EMPLOYEE NEGOTIATIONS** for better lactation accommodations.
- **TECHNICAL GUIDANCE** on breastfeeding-friendly workplaces.

**FOR MORE INFORMATION, VISIT** www.astho.org/maternal-and-child-health/breastfeeding

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