

Oregon Title V MCH Strategies: Breastfeeding

[The Surgeon General’s Call to Action to Support Breastfeeding](#), 2011 (SGCTA) outlines six areas to focus support to increase breastfeeding: mothers and their families, communities, health care, employment, research and surveillance and public health infrastructure. The strategies below are addressed in this call to action. An action guide based on the SGCTA, [How Public Health Professionals Can Help](#), identifies the public health role.

Strategy Number	Strategy name/brief description	Sample local level activities	Implementation resources
1	Increase the number of fathers, non-nursing partner and family members, especially grandmothers, who learn about the importance of breastfeeding	INDIVIDUAL Educate fathers, families, and support members to help them understand the importance of breastfeeding	Fathers Supporting Breastfeeding USDA Resource for Dads Breastmilk Counts Dads and Breastfeeding Kelly Mom NACCHO Public Health Breastfeeding Webinar Series—Engaging the Hard-to-Reach Webinar #3
		COMMUNITY Provide outreach to families to encourage accompanying mothers who attend breastfeeding classes / support Provide community awareness activities	How Communities Can Support Breastfeeding CDC Communities Supporting Breastfeeding AMCHP Breastfeeding Initiative Training Webinars—Marketing and Engagement, Reaching Families in Your Community
2	Fill unmet needs for peer support of breastfeeding	INDIVIDUAL Provide quality breastfeeding support groups—both prenatally and postpartum—led by trained peer facilitators	CDC Peer Support Programs Peer programs: Baby Café HealthConnect One La Leche League Mom2MomGlobal

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		<p>COMMUNITY/INSTITUTIONAL</p> <p>Support and fund community-based organizations to promote and support breastfeeding among communities of color</p> <p>Collaborate with local community-based organizations and hospitals to support creation and/or maintenance of mother-to-mother support groups</p> <p>Establish referral pathways from the hospital to community support for all types of lactation care</p>	<p>How Communities Can Support Breastfeeding CDC</p> <p>Communities Supporting Breastfeeding AMCHP</p> <p>Advancing Health Equity in Breastfeeding</p> <p>HealthConnect One</p> <p>NACCHO Public Health Breastfeeding Webinar Series</p> <ul style="list-style-type: none"> • <i>Closing the Care Gap Webinar #2</i> • <i>Leveraging Funds and Partnerships for Sustainability Webinar #4</i> • <i>Building Sustainable Programs Webinar #6</i> <p>Breastfeeding Initiative Training Webinar –Health Inequity and Structural Breastfeeding Barriers</p>
3	Educate pregnant women about breastfeeding	<p>INDIVIDUAL</p> <p>Provide breastfeeding education that promotes self-efficacy, especially for pregnant teens and underserved women</p> <p>Ensure that new mothers are educated about the use of breast pumps and have access to resources supporting breastfeeding initiation and duration</p>	<p>CDC Access to Breastfeeding Education & Information</p> <p>Breastfeeding resources for mom, Office of Women’s Health</p> <p>WIC education resources</p> <p>Breast pumps and Storage Oregon Health Authority</p>
		<p>COMMUNITY / INSTITUTIONAL</p> <p>Collaborate with hospitals, primary care providers, and CCOs to expand structured</p>	<p>Strategies for Providing Lactation Services, an evidence-based guide for CCOs</p>

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		<p>prenatal breastfeeding education classes/workshops and/or other means for pregnant women</p>	<p>Access to Breastfeeding Education CDC</p>
4	<p>Increase workforce support for breastfeeding through training and access to high quality services</p>	<p>INDIVIDUAL Provide professional breastfeeding support that is accessible, timely and culturally appropriate for all women served</p> <hr/> <p>COMMUNITY Train health care providers about breastfeeding:</p> <ul style="list-style-type: none"> • Develop a lactation community of practice where IBCLCs partner and mentor “Breastfeeding Champions” who work in primary care clinics <p>Collaborate with organizations that provide breastfeeding support from professionals (including nurses, lactation consultants, dietitians):</p> <ul style="list-style-type: none"> • During the postpartum period to increase the reach of their programs supporting new mothers • Evidence-based support can be provided in a variety of settings (e.g. WIC, home, by telephone) <p>Foster and support partnerships to increase the number of racial and ethnic minority IBCLCs to provide breastfeeding counseling</p>	<p>CDC Access to Professional Support</p> <p>Breastfeeding Initiative Training Webinars—<i>Cultural Humility, Shifting the Care Paradigm</i></p> <hr/> <p>CDC How Health Care Leaders Can Support Breastfeeding</p> <p>CDC Professional Education</p> <p>NACCHO Public Health Breastfeeding Webinar Series—</p> <ul style="list-style-type: none"> • <i>Leveraging Funds and Partnerships for Sustainability Webinar #4</i> • <i>Moving from National Programs to Local Initiatives Webinar #5</i>

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		<p>INSTITUTIONAL</p> <p>Train health care providers about breastfeeding:</p> <ul style="list-style-type: none"> Ensure local staff meet minimum competency and skills in lactation care and support (e.g. home visiting nurse competent to function as breastfeeding consultant) <p>Train public health home visiting nurses to become IBCLCs so that they are able to provide breastfeeding support while they are already in the home</p>	<p>The Core Competencies in Breastfeeding Care and Services for All Health Professionals</p> <p>Education:</p> <p>Lactation Education Courses PSU</p> <p>GOLD Lactation Online Conference</p> <p>Foundations for Best Practice in Lactation Care Health e-Learning</p> <p>Healthy Children’s Center for Breastfeeding</p> <p>Lactation online breastfeeding conference</p> <p>UC San Diego Extension Lactation Education</p> <p>Lactation Education Resources</p> <p>WIC Breastfeeding Basics</p> <p>Outpatient Breastfeeding Champion training</p>
		<p>SOCIETAL</p> <p>Improve access to professional lactation support through work with local CCO:</p> <ul style="list-style-type: none"> E.g. provide education about rights for lactation services and breast pumps under the Affordable Care Act and Oregon’s Reproductive Health Equity Act 	<p>Strategies for Providing Lactation Services, an evidence-based guide for CCOs</p> <p>Reproductive Health Equity Act</p>
5	Increase access to workplace breastfeeding support	<p>INDIVIDUAL</p> <p>Address barriers to breast pump access and ensure that new mothers are educated on the use of breast pumps</p>	<p>Breast pumps and Storage Oregon Health Authority</p> <p>Mom’s Rising #IPumpedHere campaign</p> <p>Breastfeeding Employee Rights Wallet Card and Brochure Oregon Health Authority</p>

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			<p>Breastfeeding resources for returning to work or school, Oregon Health Authority</p>
		<p>COMMUNITY / INSTITUTIONAL Foster community partnerships in promotion and adoption of lactation accommodation laws</p> <p>Provide education and technical assistance about the benefits of comprehensive, high-quality support for breastfeeding employees</p> <p>Promote innovative programs that allow mothers to directly breastfeed their babies after they return to work</p>	<p>Return to Work and School Oregon Health Authority</p> <p>Workplace Resources US Breastfeeding Committee</p> <p>Toolkits</p> <ul style="list-style-type: none"> • Business Case for Breastfeeding • Supporting Nursing Moms at Work: Employer Solutions • Lactation in the Workplace Toolkit <ul style="list-style-type: none"> ○ A comprehensive Oregon resource from the Healthy Columbia Willamette Collaborative. Toolkit includes a list of best practices, a lactation room checklist, an equity lens tool, a model policy, a survey tool for returning parents, sample communications for returning parents, and a manager / supervisor PowerPoint and training script. Available as a word document to be customizable for organization needs. <p>Babies at Work sample policies and toolkit</p> <p>Crib Notes: Babies at Work article from Society for Human Resource Management</p>

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			Lactation Stations: <ul style="list-style-type: none"> • Portable Lactation Station for Non-Office Settings • Mamava nursing pods
		SOCIETAL Develop and implement workplace policy and practice tools for employers to accommodate breastfeeding mothers	Sample workplace policies
6	Increase the support of breastfeeding at child care settings through policy, training, and workforce development	COMMUNITY / INSTITUTIONAL Provide public health consultation for Early Care and Education (ECE) providers to support breastfeeding <ul style="list-style-type: none"> • E.g. Develop a written breastfeeding policy Promote available trainings on breastfeeding for ECE providers. Provide resources, information, and tools to ECE providers.	CDC Breastfeeding Support in Early Care & Education Child Care and Breastfeeding Oregon Health Authority Sample child care breastfeeding policy , from Carolina Global Breastfeeding Institute Sample child care breastfeeding policy , from Let's Go How to Support Breastfeeding Mothers and Families: A Simple Guide for Child Care Providers (10-minute video) Let's Move Childcare: Resources to support breastfeeding Breastfeeding Friendly Child Care

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Examples of work at the different levels of influence

Level of influence	Examples (spectrum of prevention)
Individual/relationship	Strengthening individual knowledge and skills
Community	Promoting community education; fostering coalitions or networks
Institutional	Changing organizational practices, educating providers
Societal	Influencing policy and legislation