

BREASTFEEDING– County Activities 2018

STRATEGIES	COUNTY	ACTIVITIES
<p>Strategy 1: Increase the number of fathers, non-nursing partner and family members, especially grandmothers, who learn about the importance of breastfeeding</p>	<p>North Central Public Health District</p>	<ul style="list-style-type: none"> • Work with community partners and the Breastfeeding Coalition to provide a community presentation for providers to address partner support • Provide printed resources to share with clients
<p>Strategy 2: Fill unmet needs for peer support of breastfeeding</p>	<p>Baker</p>	<ul style="list-style-type: none"> • Survey WIC participants regarding reasons for/not breastfeeding and barriers that they came across while trying to breastfeed whether it be family, work or lack of support. Include question asking if persons would attend a support group and if yes, what dates and times are best
	<p>Clatsop</p>	<ul style="list-style-type: none"> • The addition of La Leche leaders has energized the North Coast Breastfeeding members as well as having a project focus: Developing and administering an Infant Feeding Survey • The Coalition has determined the efficacy of utilizing the Community Research Coalition at OHSU to develop an evidence-based tool with reliable outcome and analysis; OHSU will assist with analysis • Translate Tool into Spanish; a pilot will be conducted • Based on the findings from the survey, the North Coast Breastfeeding Coalition will determine interventions that target the support or barriers revealed from the data analysis • Presentation to the Clatsop County Board of Commissioners
	<p>Jefferson</p>	<ul style="list-style-type: none"> • Bi-monthly (at a minimum) Loving Leche Breastfeeding support group meetings
	<p>Multnomah</p>	<ul style="list-style-type: none"> • Continue to develop strategy and build infrastructure to support activities to bring about the programming and supports needed to affect change in Breastfeeding Peer Support (BFPC) Groups that meet the needs of the African-American (AA) breastfeeding community • Hired two new AA Culturally Specific on-call BFPCs • Investigating contracts with community-based peer counselors to move some of the work of peer support for pregnant and breastfeeding women to be closer to the communities. Along with other vulnerable communities, we are including the African American community as a potential partner and contractor for these new community-based peer counselors. We will continue to build partnerships in the AA community relative to pregnancy, birth, breastfeeding, family investment, and life course nutrition

<p>Strategy 3: Educate pregnant women about breastfeeding</p>	<p>Clackamas</p>	<ul style="list-style-type: none"> • Alignment with community partners, WIC, other home visiting programs for consistent messaging and support of breastfeeding mothers • Update all policies to include breastfeeding data collection for infants and children up to age 24 months: initiation, exclusivity, and duration intervals up to 24 months
	<p>Clatsop</p>	<ul style="list-style-type: none"> • See activities under Strategy 2
	<p>Confederated Tribes of Warm Springs</p>	<ul style="list-style-type: none"> • Continue working with WIC to investigate why mothers are not exclusively breastfeeding for 6 months. Use tool developed last year to gain insight to why and when mothers are requesting formula to be added to their voucher package. Offer education from Registered Dietitian and/or IBCLC lactation consultant to offer support and other needed services to encourage exclusive breastfeeding • Offer education to expectant mothers about the benefits of breastfeeding and how to plan to initiate and sustain it • Provide education to mothers at the hospital and MCH post-partum visit about breastfeeding. Offer lactation support and supplies as needed • Work with local radio station to make a public service announcement about the benefits of breastfeeding with the emphasis on exclusive breastfeeding for 6 months
	<p>Grant</p>	<ul style="list-style-type: none"> • Jenni and Jessica will work with the Blue Mountain Hospital district to set up agreement with the health dept. to provide lactation assistance for new moms or families when needed • Jenni will be referred to 10 moms over the next year in order to be able to give lactation information and assistance with breast feeding • Jenni will meet with local community partners to inform them that she has her CLC, so they will be able to use her as a resource and referral options, including DHS
	<p>Josephine</p>	<ul style="list-style-type: none"> • RDN has started offering her classes through the Women's Health Center and is working on building the caseload. She plans to put posters in two baby stores in town as well as on several other bulletin boards. She would like to see this class grow and then would work on starting a postpartum nutrition and exercise class to help moms who need to lose weight
	<p>Columbia</p>	<ul style="list-style-type: none"> • Screening of pregnant women for breastfeeding intention • Provide education about breastfeeding to pregnant and postpartum women

	Yamhill	<ul style="list-style-type: none"> • Develop educational materials and resource list to distribute to other home visiting programs to support breast feeding education
Strategy 4: Increase workforce support for breastfeeding through training and access to high quality services	Baker	<ul style="list-style-type: none"> • Babies First and CaCoon home visiting nurses will attend a breastfeeding training • Provide/facilitate a breastfeeding training for hospital staff, medical providers, and nurses in Baker County that provide care to pregnant and nursing women
	Benton	<ul style="list-style-type: none"> • Staff will engage with Linn and Lincoln Public Health Nurse Home Visiting staff, hospital staff, and local lactation experts (Breastfeeding Coalition) to learn and maintain competency and skills in lactation support through training and continuing education • Two types of training will be offered to staff and partners 1) Evergreen breastfeeding training modules for self-study and 2) a 1-day training in September provided by an IBCLC who works in Benton County doctor's office through WIC program
	Clackamas	<ul style="list-style-type: none"> • Update resource list and FAQ's for providers to use when interacting with their breastfeeding patients and determine outreach strategy
	Crook	<ul style="list-style-type: none"> • Work with Local CCO and Hospital to bring child birth and breastfeeding classes to Crook County making access easier to our residents • Work with Deschutes County Public Health to open their classes to Crook County residents, as well as produce materials to inform residents of the new opportunities
	Douglas	<ul style="list-style-type: none"> • Identify current evidenced-based trainings for health professionals, evaluate costs and accessibility of those trainings and increase access to local health professionals serving infant, toddlers, and their mothers • Develop a workforce development plan to train and support health professionals to increase the number of breastfeeding competent professionals providing support that is accessible, timely and culturally appropriate for all women served
	Hood River	<ul style="list-style-type: none"> • Offer Milk Mob training to additional provider offices to increase support for breastfeeding moms in the community • Outreach to partnering agencies, provider offices, WIC and home visit staff to recruit Milk Mob Train-The-Trainers for the region in order to have more training opportunities regionally

	Jackson	<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 • Jackson County Public Health will support and sponsor Milk MOB training for MCH staff and community partners
	Jefferson	<ul style="list-style-type: none"> • Continue to offer breastfeeding support appointments within the WIC system. Utilize current professional staff in the home visitation programs and WIC to provide service. Promote service availability within the community at provider offices. Refer clients for breastfeeding support visits during hospital visits through the Perinatal Care Continuum
	Linn	<ul style="list-style-type: none"> • Staff will engage with Benton and Lincoln County Public Health Nurse Home Visiting Staff, hospital staff and the local breastfeeding coalition to learn and maintain competency and skills in lactation support through training and continuing education • Two types of training will be offered to staff and partners 1) Evergreen breastfeeding training modules for self-study and 2) a 1-day training in September provided by an IBCLC who works at a Linn County doctor's office sponsored through the WIC program
	Columbia	<ul style="list-style-type: none"> • Communicate with local clinics, programs and their staff about opportunities and interest for breastfeeding support education and/or certification
	Yamhill	<ul style="list-style-type: none"> • Work with local birth centers to have a planned check in with a public health nurse before moms are discharged. A home visit 3-7 days post discharge will be offered • Agreements will be in place with the birthing center, hospital staff will have been trained on program purpose and role • Work with Pediatric Hospitalist to develop plan for warm handoff to Public Health Nurse
Strategy 5: Increase access to workplace breastfeeding support	Coos	<ul style="list-style-type: none"> • Create a toolkit for local businesses to make their business a breastfeeding friendly workplace • Conduct outreach to local businesses and chambers of commerce to distribute the toolkit • Provide technical assistance for implementation of the toolkit
	Josephine	<ul style="list-style-type: none"> • Our new Healthy Start person, who will be hired by the new fiscal year, will be contacting local businesses to discuss with them their workplace policy for staff who need to pump during their time at work
	Washington	<ul style="list-style-type: none"> • WC MCH staff (CHWs) will work with the MCH Program Supervisor, the WIC Program Supervisor, the WIC PH

		<p>Lactation Consultant and other key individuals within the organization to develop a pamphlet with information that will help businesses and other organizations within the community to develop and implement a breastfeeding-friendly work place</p> <ul style="list-style-type: none"> • The finished product will be given to those working in the field (e.g., Environmental Health staff and Solid Waste and Recycling staff) to distribute to various businesses and other organizations • Additional information that we hope to develop and distribute to various businesses and other organizations will work to promote breastfeeding education and returning to work resources for pregnant mothers
<p>Strategy 6: Increase the support of breastfeeding at child care settings through policy, training and workforce development</p>	<p>Josephine</p>	<ul style="list-style-type: none"> • RDN and our Health Start person will work with the Child Care Provider Consultant through the Southern Oregon Education Service District (SOESD) to contact Daycare Providers to find out about their protocols for working with babies who are on breastmilk