

Oregon MCH Title V Priority Area: Breastfeeding

Inputs	Strategies	Sample Activities	Outputs (Process Measures)	Short term outcomes	Intermediate Outcomes
<div>Staffing & expertise<ul style="list-style-type: none">• Programs• Assessment, Evaluation, Epi• Managers• Community Health Workers</div> <div>Funding / resources<ul style="list-style-type: none">• Title V• WIC• Other</div> <div>Partnerships within agency<ul style="list-style-type: none">• Healthy Communities• WIC• Other</div>	1. Increase the number of fathers, non-nursing partner and family members, especially grandmothers, who learn about the importance of breastfeeding	<div>- Educate family support members to understand breastfeeding importance</div> <div>- Provide outreach to families to encourage accompanying mothers who attend breastfeeding classes / support</div> <div>- Provide community awareness activities</div>	1.1 Percent of pregnant & breastfeeding women whose family member participated in classes/support.	<div>- Increased knowledge about importance of breastfeeding</div> <div>- Improved attitudes about breastfeeding</div> <div>- Increased skill and capacity in support of breastfeeding</div> <div>- Increased community engagement and partnerships for breastfeeding support</div> <div>- Increased or improved policies and programs supportive of breastfeeding</div>	National Performance Measure 4A: Percent of infants who are ever breastfed
	2. Fill unmet needs for peer support of breastfeeding	<div>- Provide quality breastfeeding support groups led by trained peer facilitators</div> <div>- Support & fund CBOs to promote / support breastfeeding among communities of color</div> <div>- Collaborate with CBOs & hospitals to support creation and/or maintenance of mother-to-mother support groups</div> <div>- Establish referral pathways from hospital to community for all types of lactation care</div>	1.2 Number of community awareness events		National Performance Measure 4B: Percent of infants breastfed exclusively through 6 months
	3. Educate pregnant women about breastfeeding	<div>- Provide breastfeeding education that promotes self-efficacy, especially for pregnant teens and underserved women</div> <div>- Ensure that new mothers are educated about the use of breast pumps and have access to resources supporting breastfeeding initiation and duration</div> <div>- Collaborate with hospitals, primary care providers, and CCOs to expand structured prenatal breastfeeding education</div>	2.1 Number of mother-to-mother peer support groups established		Improved environments for breastfeeding support
			3.1 Percent of pregnant & breastfeeding women provided breastfeeding education		Strengthened workforce capacity of breastfeeding providers
			3.2 Number of agreements with partners about breastfeeding education		Empowered families and communities are able to access breastfeeding support
					Long term outcomes
					<div>-Reduced infant mortality</div> <div>-Decreased risk of SIDS</div> <div>-Reduced risk of infant morbidity</div> <div>-Reduced risk of chronic disease later in life for both infant and mother</div> <div>-Reduced risk of post-partum depression</div> <div>-Strengthen responsive feeding and parenting style supporting parent-child attachment</div> <div>-Healthy brain development</div>

<div>Community partnerships</div> <ul style="list-style-type: none">• Health care providers• Hospitals• Local breastfeeding coalitions• Early Learning partners• CCOs• Local business community• County planning• Other <div>Data</div> <ul style="list-style-type: none">• State and national performance measures• Community Health Assessments• Community Health Improvement Plans• Census• CDC Breastfeeding Report Card <div>Evidence base / best practice</div> <ul style="list-style-type: none">• Surgeon General's Call to Action to Support Breastfeeding• The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies		4. Increase workforce support for breastfeeding through training and access to high quality services	<div><ul style="list-style-type: none">- Provide professional breastfeeding support that is accessible, timely and culturally appropriate for all women served- Train health care staff about breastfeeding- Collaborate with organizations that provide breastfeeding support- Support partnerships to increase the number of racial and ethnic minority IBCLCs- Train staff to ensure minimum competency & skills in lactation care are met- Train public health home visiting nurses to become IBCLCs- Improve access to professional lactation support through work with local CCO</div>	<div>4.1 Percent of staff who meet minimum competency in lactation care.</div> <div>4.2 Number of community HCP trained</div> <div>4.3 Number of staff supported to obtain IBCLC</div> <div>4.4 Number of agreements with partners / CCO to provide professional lactation support</div>	
		5. Increase access to workplace breastfeeding support	<div><ul style="list-style-type: none">- Address barriers to breast pump access and ensure breast pump education- Foster community partnerships in promotion and adoption of lactation accommodation laws- Provide education & TA about benefits of comprehensive, high-quality support for breastfeeding employees- Promote innovative programs that allow mothers to directly breastfeed their babies after they return to work- Develop and implement workplace policy and practice tools for employer breastfeeding support</div>	<div>5.1 Number of breastfeeding workplace support policies adopted / implemented</div>	
		6. Increase the support of breastfeeding at child care settings through policy, training, and workforce development	<div><ul style="list-style-type: none">- Train public health staff to provide consultation or coaching to ECE providers- Provide TA & training to ECE providers to ensure high quality resources & training are available to implement breastfeeding support</div>	<div>5.2 Percent of child care providers who have received training or coaching</div> <div>5.3 Number of child care providers who have adopted / implemented breastfeeding support policies</div>	