

Oregon’s 2021-2025 MACH Title V Priorities, strategies, local activities, measures, and resources

Women’s and Infant Health Priority: Chest/Breastfeeding Performance measure (NPM): A) Percent of infants who are ever breastfed; B) Percent of infants breastfed exclusively through 6 months State lead: Robin Stanton		
Breastfeeding – Strategy #1: Promote & support laws and policies for pregnant & lactating people in the workplace. Focus on populations with additional barriers. Foundational area: Policy and Systems State lead: Robin Stanton		
<div style="border: 1px solid black; padding: 5px; background-color: #f9f9f9;"> Related Foundational Priorities: <input checked="" type="checkbox"/> SDOH-E <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs <input checked="" type="checkbox"/> CLAS </div>		
Local Level Activities	Local measures	Resources
1. Increase awareness at individual or community level of current laws that protect against discrimination during pregnancy and support lactation.	a. Percent of clients/individuals who received education b. Number of partners engaged c. Number of educational events/activities conducted	Evidence: https://www.mchevidence.org/tools/strategies/4-7.php https://health.gov/healthypeople/objectives-and-data/browse-objectives/infants/evidence-based-resources Resources: Know Your Rights: Pregnancy, Workplace Rights, & COVID-19 FAQ: https://www.abetterbalance.org/resources/know-your-rights-pregnancy-workplace-rights-covid-19-faq/ Your COVID-19 Workplace Rights: Breastfeeding and Lactation: https://www.pregnantatwork.org/wp-content/uploads/Rights-of-Breastfeeding-Workers-in-the-Context-of-COVID-19.pdf Oregon Breastfeeding Laws: https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/Laws.aspx The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home
2. Engage workplace leaders to develop and implement workforce policies that promote a workplace culture of support for lactating people.	a. Number of employers who receive information and technical assistance on lactation support policies	Evidence: https://www.mchevidence.org/tools/strategies/4-7.php Resources: Return to Work or School:

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	<p>b. Number of partners engaged to promote workplace</p> <p>c. lactation friendly policies</p>	<p>https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/workplace.aspx</p> <p>Oregon Breastfeeding Laws: https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/Laws.aspx</p> <p>The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home</p>
3. Facilitate development of chest/breastfeeding policies with local childcare providers.	<p>a. Number of childcare providers partnered with</p> <p>b. Number of childcare providers that adopt chest/breastfeeding friendly policies</p>	<p>Evidence: https://health.gov/healthypeople/objectives-and-data/browse-objectives/infants/evidence-based-resources https://www.cdc.gov/breastfeeding/pdf/ece-breastfeeding-factsheet-508.pdf</p> <p>Childcare and Breastfeeding Resources: https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/childcare.aspx</p> <p>The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home</p>
4. Provide training to local childcare providers about how to support chest/breastfeeding families and employees.	a. Number of local childcare providers trained	<p>Evidence: https://health.gov/healthypeople/objectives-and-data/browse-objectives/infants/evidence-based-resources https://www.cdc.gov/breastfeeding/pdf/ece-breastfeeding-factsheet-508.pdf</p> <p>Childcare and Breastfeeding Resources: https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/childcare.aspx</p> <p>The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home</p>

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Breastfeeding – Strategy #2: Support advanced training, coaching and quality improvement activities for home visitors related to chest/breastfeeding. Foundational area: Workforce Related foundational priorities: State lead: Robin Stanton		
<div> Related Foundational Priorities: <input checked="" type="checkbox"/> SDOH-E <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs <input checked="" type="checkbox"/> CLAS </div>		
Local Level Activities	Local measures	Resources
1. Provide or sponsor home Visiting staff to attend advanced training, receive mentorship or coaching, and/or participate in quality improvement activities to promote and support chest/breastfeeding best practices	a. Percent of home visiting staff who received education about best-practices for supporting chest/breastfeeding among new parents	Evidence: https://www.mchevidence.org/tools/strategies/4-4.php Training courses: https://www.lactationtraining.com/ https://ohsu-psu-sph.org/lactation/ Supports Pathway 2 for IBCLC and student earns college credits as well as being provided mentorship to practice; mentorship opportunities are increasing throughout Oregon https://centerforbreastfeeding.org/lactation-counselor-training-course/clc-certification/ https://lacted.org/ https://www.goldlactation.com/ https://ilactation.com/ https://nurturely.org/ https://theblackcourse.com/
Breastfeeding – Strategy #3: Ensure that providers who serve tribal members have training in culturally specific approaches to promotion and support of lactation. Foundational area: Workforce capacity & effectiveness State lead: Robin Stanton		
<div> Related Foundational Priorities: <input checked="" type="checkbox"/> SDOH-E <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs <input checked="" type="checkbox"/> CLAS </div>		
Local Level Activities	Local measures	Resources
1. Assess infant feeding knowledge and practices, including lactation, among providers who serve tribal members to identify gaps and training needs.	a. Number of providers assessed	

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2. Provide training on culturally specific approaches to providers (including home visitors) who serve tribal members.	a. Number of providers trained	Indian Health Service Breastfeeding Promotion and Support: https://www.ihs.gov/babyfriendly/ Northwest Portland Area Indian Health Board: http://www.npaihb.org/ Oregon Intertribal Breastfeeding Coalition: https://www.facebook.com/pg/oregonintertribalbreastfeedingcoalition/about/?ref=page_internal The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home

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<div><div>Breastfeeding – Strategy # 4: Ensure access to culturally responsive preventive clinical care, especially for low income and undocumented individuals</div><div>Foundational area: Community, individual & family capacity</div><div>Related foundational priorities:</div><div>State lead: Robin Stanton</div><div>Related Foundational Priorities:<div><div><input checked="" type="checkbox"/>SDOH-E</div><div><input checked="" type="checkbox"/>Toxic stress/trauma/ACEs</div><div><input checked="" type="checkbox"/>CLAS</div></div></div></div>		
Local Level Activities	Local measures	Resources
1. Implement and expand access to culturally specific chest/breastfeeding peer support services	a. Percent of pregnant and postpartum clients served by chest/breastfeeding peer counselors	<div>Evidence: https://www.mchevidence.org/tools/strategies/4-2.php</div> <div>Culturally-specific Breastfeeding Resources: http://www.breastfeedingrose.org/ https://nurturely.org/ https://www.healthconnectone.org/ https://theblackcourse.com/</div>
2. Create formalized linkages (i.e. agreements, MOUs, referral pathways) between health care settings & community-based health initiatives and programs (e.g. CHIPs, early learning /parent HUBs) to support access to lactation services.	a. Number of linkages or agreements formalized	<div>Evidence: https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Documents/strategies-lactation-services.pdf</div> <div>Resources: The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home</div>

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<div><div>Breastfeeding – Strategy #5: Establish community based perinatal, women's and infant health advisory groups to share best practices, strategize and impact policy change. Engage affected communities including people of color in leadership. Foundational area: Community, individual & family capacity Related foundational priorities: State lead: Robin Stanton</div><div>Related Foundational Priorities: <input checked="" type="checkbox"/>SDOH-E <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs <input checked="" type="checkbox"/>CLAS</div></div>		
Local Level Activities	Local measures	Resources
1. Convene or participate in a local community based perinatal, women’s and infant health advisory group.	<div><div>a. Number of partners convened</div><div>b. Number of advisory group meetings attended</div></div>	<div>Resources: The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home</div>
2. Engage and pay community members to participate in and lead community based advisory groups.	<div><div>a. Percent of advisory group consisting of community members</div><div>b. Number of community members financially supported to participate in advisory groups</div><div>c. Number of community members supported through training or tools to participate in advisory groups</div></div>	<div>Community engagement: https://www.tamarackcommunity.ca/communityengagement (see additional resources in other priority tables) The Continuity of Care in Breastfeeding Support: http://www.breastfeedingcontinuityofcare.org/home</div>