

**Oregon’s 2021-2025 MACH Title V Priorities, strategies, local activities, measures, and resources (rev 2/12/21)**

<p><b>Women’s and Infant Health</b>  <b>Priority:</b> Breastfeeding  <b>Performance measure (NPM):</b> A) Percent of infants who are ever breastfed; B) Percent of infants breastfed exclusively through 6 months  <b>State lead:</b> Robin Stanton</p>		
<p><b>Breastfeeding – Strategy #1:</b> Promote &amp; support laws and policies for pregnant &amp; breastfeeding people in the workplace. Focus on populations with additional barriers.  <b>Foundational area:</b> Policy and Systems  <b>State lead:</b> Robin Stanton</p>		
<p><b>Related Foundational Priorities:</b>  <input checked="" type="checkbox"/> SDOH-E    <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs    <input checked="" type="checkbox"/> CLAS</p>		
Local Level Activities	Local measures	Resources
<p>1. Increase awareness at individual or community level of current laws that protect against discrimination during pregnancy and support breastfeeding.</p>	<p>a. Percent of clients/individuals who received education  b. Number of partners engaged  c. Number of educational events/activities conducted</p>	<p>Evidence:  <a href="https://www.mchevidence.org/tools/strategies/4-7.php">https://www.mchevidence.org/tools/strategies/4-7.php</a>  <a href="https://www.healthypeople.gov/sites/default/files/MICH_report_2020.05.04_508_0.pdf">https://www.healthypeople.gov/sites/default/files/MICH_report_2020.05.04_508_0.pdf</a></p> <p>Resources:  Know Your Rights: Pregnancy, Workplace Rights, &amp; COVID-19 FAQ:  <a href="https://www.abetterbalance.org/resources/know-your-rights-pregnancy-workplace-rights-covid-19-faq/">https://www.abetterbalance.org/resources/know-your-rights-pregnancy-workplace-rights-covid-19-faq/</a>  Your COVID-19 Workplace Rights: Breastfeeding and Lactation:  <a href="https://www.pregnantatwork.org/wp-content/uploads/Rights-of-Breastfeeding-Workers-in-the-Context-of-COVID-19.pdf">https://www.pregnantatwork.org/wp-content/uploads/Rights-of-Breastfeeding-Workers-in-the-Context-of-COVID-19.pdf</a>  Oregon Breastfeeding Laws:  <a href="https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/Laws.aspx">https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/Laws.aspx</a></p>
<p>2. Engage workplace leaders to develop and implement breastfeeding workforce policies that promote a workplace culture of support for breastfeeding people.</p>	<p>a. Number of employers who receive information and technical assistance on breastfeeding support policies  b. Number of partners engaged to promote workplace</p>	<p>Evidence:  <a href="https://www.mchevidence.org/tools/strategies/4-7.php">https://www.mchevidence.org/tools/strategies/4-7.php</a></p> <p>Resources:  Return to Work or School:  <a href="https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/workplace.aspx">https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/workplace.aspx</a>  Oregon Breastfeeding Laws:  <a href="https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/Laws.aspx">https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/Laws.aspx</a></p>

**Oregon’s 2021-2025 MACH Title V Priorities, strategies, local activities, measures, and resources (rev 2/12/21)**

	c. breastfeeding friendly policies	
3. Facilitate development of breastfeeding policies with local childcare providers.	a. Number of childcare providers partnered with b. Number of childcare providers that adopt breastfeeding friendly policies	Evidence: <a href="https://www.healthypeople.gov/sites/default/files/MICH_report_2020.05.04_508_0.pdf">https://www.healthypeople.gov/sites/default/files/MICH_report_2020.05.04_508_0.pdf</a> <a href="https://www.cdc.gov/breastfeeding/pdf/ece-breastfeeding-factsheet-508.pdf">https://www.cdc.gov/breastfeeding/pdf/ece-breastfeeding-factsheet-508.pdf</a>  Childcare and Breastfeeding Resources: <a href="https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/childcare.aspx">https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/childcare.aspx</a>
4. Provide training to local childcare providers about how to support breastfeeding families and employees.	a. Number of local childcare providers trained	Evidence: <a href="https://www.healthypeople.gov/sites/default/files/MICH_report_2020.05.04_508_0.pdf">https://www.healthypeople.gov/sites/default/files/MICH_report_2020.05.04_508_0.pdf</a> <a href="https://www.cdc.gov/breastfeeding/pdf/ece-breastfeeding-factsheet-508.pdf">https://www.cdc.gov/breastfeeding/pdf/ece-breastfeeding-factsheet-508.pdf</a>  Childcare and Breastfeeding Resources: <a href="https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/childcare.aspx">https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Pages/childcare.aspx</a>
<p><b>Breastfeeding – Strategy #2:</b> Support advanced training, coaching and quality improvement activities for home visitors related to breastfeeding.</p> <p><b>Foundational area:</b> Workforce  <b>Related foundational priorities:</b>  <b>State lead:</b> Robin Stanton</p> <div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p><b>Related Foundational Priorities:</b>  <input checked="" type="checkbox"/> SDOH-E   <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs   <input checked="" type="checkbox"/> CLAS</p> </div>		
Local Level Activities	Local measures	Resources
1. Provide or sponsor home Visiting staff to attend advanced training, <del>and</del> receive coaching, <del>and/or</del> <span style="background-color: #f8d7da;">participate in quality improvement activities</span> to promote and support breastfeeding best practices	a. Percent of home visiting staff who received education about best-practices for supporting breastfeeding among new mothers	Evidence: <a href="https://www.mchevidence.org/tools/strategies/4-4.php">https://www.mchevidence.org/tools/strategies/4-4.php</a> Training courses: <a href="https://www.lactationtraining.com/">https://www.lactationtraining.com/</a> <a href="https://ohsu-psu-sph.org/lactation/">https://ohsu-psu-sph.org/lactation/</a> <a href="https://centerforbreastfeeding.org/lactation-counselor-training-course/clc-certification/">https://centerforbreastfeeding.org/lactation-counselor-training-course/clc-certification/</a> <a href="https://lacted.org/">https://lacted.org/</a> <a href="https://www.goldlactation.com/">https://www.goldlactation.com/</a> <a href="https://ilactation.com/">https://ilactation.com/</a> <a href="https://nurturely.org/">https://nurturely.org/</a> <a href="https://theblackcourse.com/">https://theblackcourse.com/</a>

**Commented [SRW1]:** Aligning language with Well Women Care, adding QI piece

**Oregon’s 2021-2025 MACH Title V Priorities, strategies, local activities, measures, and resources (rev 2/12/21)**

<p><b>Breastfeeding – Strategy #3:</b> Ensure that providers who serve tribal members have training in culturally specific approaches to breastfeeding promotion and support.  <b>Foundational area:</b> Workforce capacity &amp; effectiveness  <b>State lead:</b> Robin Stanton</p>		
<div style="border: 1px solid black; padding: 5px; background-color: #f9f9f9;"> <p><b>Related Foundational Priorities:</b>  <input checked="" type="checkbox"/>SDOH-E   <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs   <input checked="" type="checkbox"/>CLAS</p> </div>		
Local Level Activities	Local measures	Resources
1. Assess breastfeeding/infant feeding knowledge and practices among providers who serve tribal members to identify gaps and training needs.	a. Number of providers assessed	
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: <a href="https://www.ihs.gov/babyfriendly/">https://www.ihs.gov/babyfriendly/</a> Northwest Portland Area Indian Health Board: <a href="http://www.npaihb.org/">http://www.npaihb.org/</a> Oregon Intertribal Breastfeeding Coalition: <a href="https://www.facebook.com/pg/oregonintertribalbreastfeedingcoalition/about/?ref=page_internal">https://www.facebook.com/pg/oregonintertribalbreastfeedingcoalition/about/?ref=page_internal</a>
<p><b>Breastfeeding – Strategy #4:</b> Support efforts to improve diversity in the workforce  <b>Foundational area:</b> Workforce capacity &amp; effectiveness  <b>State lead:</b> Robin Stanton</p>		
<div style="border: 1px solid black; padding: 5px; background-color: #f9f9f9;"> <p><b>Related Foundational Priorities:</b>  <input checked="" type="checkbox"/>SDOH-E   <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs   <input checked="" type="checkbox"/>CLAS</p> </div>		
Local Level Activities	Local measures	Resources
1. Support training for CHWs to be certified as a certified lactation counselor (CLC).	a. Number of community health workers participating in certified lactation counselors training	Evidence-base: <a href="https://www.mchevidence.org/tools/strategies/4-5.php">https://www.mchevidence.org/tools/strategies/4-5.php</a> Training courses: <a href="https://centerforbreastfeeding.org/lactation-counselor-training-course/clc-certification/">https://centerforbreastfeeding.org/lactation-counselor-training-course/clc-certification/</a> <a href="https://theblackcourse.com/">https://theblackcourse.com/</a>

**Oregon’s 2021-2025 MACH Title V Priorities, strategies, local activities, measures, and resources (rev 2/12/21)**

<p><b>Breastfeeding – Strategy # 5:</b> Ensure access to culturally responsive preventive clinical care for low income and undocumented women  <b>Foundational area:</b> Community, individual &amp; family capacity  <b>Related foundational priorities:</b>  <b>State lead:</b> Robin Stanton</p>		
<div style="border: 1px solid black; padding: 5px; display: inline-block;"> <p><b>Related Foundational Priorities:</b>  <input checked="" type="checkbox"/> SDOH-E    <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs    <input checked="" type="checkbox"/> CLAS</p> </div>		
Local Level Activities	Local measures	Resources
1. Implement and expand access to culturally specific breastfeeding peer support services	a. Percent of pregnant and postpartum clients served by breastfeeding peer counselors	<p>Evidence:  <a href="https://www.mchevidence.org/tools/strategies/4-2.php">https://www.mchevidence.org/tools/strategies/4-2.php</a></p> <p>Culturally-specific Breastfeeding Resources:  <a href="http://www.breastfeedingrose.org/">http://www.breastfeedingrose.org/</a>  <a href="https://nurturely.org/">https://nurturely.org/</a>  <a href="https://www.healthconnectone.org/">https://www.healthconnectone.org/</a>  <a href="https://theblackcourse.com/">https://theblackcourse.com/</a></p>
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	<p>Evidence:  <a href="https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Documents/strategies-lactation-services.pdf">https://www.oregon.gov/oha/PH/HEALTHYPEOPLEFAMILIES/BABIES/BREASTFEEDING/Documents/strategies-lactation-services.pdf</a></p>

**Oregon’s 2021-2025 MACH Title V Priorities, strategies, local activities, measures, and resources (rev 2/12/21)**

<p><b>Breastfeeding – Strategy #6:</b> 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.  <b>Foundational area:</b> Community, individual &amp; family capacity  <b>Related foundational priorities:</b>  <b>State lead:</b> Robin Stanton</p>		
<div style="border: 1px solid black; padding: 5px; background-color: #f9f9f9;"> <p><b>Related Foundational Priorities:</b></p> <p><input checked="" type="checkbox"/>SDOH-E   <input checked="" type="checkbox"/> Toxic stress/trauma/ACEs   <input checked="" type="checkbox"/>CLAS</p> </div>		
Local Level Activities	Local measures	Resources
1. Convene or participate in a local community based perinatal, women’s and infant health advisory group.	<ul style="list-style-type: none"> <li>a. Number of partners convened</li> <li>b. Number of advisory group meetings attended</li> </ul>	
1. Engage and pay community members to participate in and lead community based advisory groups.	<ul style="list-style-type: none"> <li>a. Percent of advisory group consisting of community members</li> <li>b. Number of community members financially supported to participate in advisory groups</li> <li>c. Number of community members supported through training or tools to participate in advisory groups</li> </ul>	<p>Community engagement:  <a href="https://www.tamarackcommunity.ca/communityengagement">https://www.tamarackcommunity.ca/communityengagement</a>                      (see additional resources in other priority tables)</p>