

Breastfeeding Promotion Efforts in Coos County, OR : 2017-Present



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Overview



- Background**
 - Who has been doing the work
 - Coos County
 - Funding
- Promotion**
 - Toolkit + Employer Workshop
 - Booklet
 - Videos
 - Lactation Station
- Takeaways**
 - Strengths
 - Challenges
 - Next Steps

Background: Doing the Work




- Coos Health & Wellness (CHW)
 - Public Health Director: Florence Pourtal-Stevens
- AmeriCorps VISTA (Volunteers in Service to America)
 - About
 - National service program in various sectors
 - CHW VISTAs work through Oregon Health Authority
 - Sites apply to have a VISTA member
 - 2017-18: Amber Madigan
 - Toolkit and workshop
 - 2018-19: Maiya McNaughton
 - Basics booklet and promotional videos
 - 2019-20: Jenna Kacheroski (me ☺)
 - Promotion of existing materials/employer outreach, lactation station

Background: Coos County



- **Location**
 - South Coast of Oregon
 - Rural, underserved
- **Population: 63,308**
 - Mostly white (94%), with growing Spanish-speaking population
 - 2% indigenous: Coquille, Coos, Lower Umpqua, and Siuslaw Tribes
- **Spring 2017 Survey: 60 Coos Co. Families**
 - 92% supportive of county campaign around breastfeeding
 - 78% believe employers should provide flexible work schedules for breastfeeding mothers
 - 76% believe employers should provide private room for pumping

Background: Funding





- **Breastfeeding: Title V Priority: Perinatal and Infant Health**
- **\$ Spent/Budgeted for BF promotion efforts**
 - 2017-2018: \$13,342
 - 2018-2019: \$16,894
 - 2019-2020: \$13,070
- 2018-2019: **Strategy 1:** Increase the number of fathers, non-nursing partner and family members, especially grandmothers, who learn about the importance of breastfeeding
- 2017-2018: **Strategy 5:** Increase access to workplace breastfeeding support
- **Bulk of Funding: Title V MCH Block Grant**
- **Supplemented with:**
 - Coquille Indian Tribe Grant
 - Amount: \$4,500
 - Use: Creation and promotion of Breastfeeding videos
 - Bay Area Hospital Grant
 - Amount: \$2,500
 - Use: Employer toolkit printing and promotion

Toolkit



- **Contents**
- **Promotion**
 - 2 mo. Radio ads: \$1,617
 - Website
 - Chamber of Commerce
- **Cost**
 - Design: \$2,100
 - Printing: \$1,726
 - 200 toolkits
 - 500 stickers
 - 200 support signs
 - 400 laminated signs
 - 100 window clings

Inside This Toolkit

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Employer Workshop

- June 2018, 4 hour Workshop
- 11 attended
 - Walmart, CCO, Head Start, local clinics + hospitals, county risk manager, DHS, employment agency
- Where
 - Held in conference room on-site
- Purpose
 1. Help employers understand the importance of breastfeeding.
 2. Raise awareness for managers/supervisors about breastfeeding friendly practices.
 3. To provide time for everyone to share their challenges around support breastfeeding in the workplace.
 4. Set goals on how to improve breastfeeding friendly practices.



Employer Workshop

- Agenda
- Reception-evaluation summary
 - Content was found to be informative and appropriate
 - Workshop was worthwhile
 - Inspired to make a change from info presented
- Cost
 - 2 meal catering: \$432.50
 - Food= incentive
- Going forward
 - Need YOUR help...
 - How do we better outreach to employers?

8:00	Gather in lobby
8:05	Registration & breakfast
8:15 - 10:00	Welcome/Review Agenda Introductions About the Breastfeeding Friendly Workplace Project Share Your Stories Coos County Breastfeeding Friendly Workplace Toolkit
10:00	Break
10:15 - 11:15	Seminars: Identifying Areas for Improvement Mom's Perspectives and Experiences
11:15	Break/ Grab Lunch
11:30 - 12:30	Champions' Stories Identifying Your Goals Closing Remarks & Evaluations

Booklets

- Created after need was seen for basics via survey
- 24 pages, 4x9in.
- Reader kept in mind
 - Comprehensive, one-stop shop guide
- English and Spanish
 - Translated by CHW WIC coordinator +trained Spanish Interpreter, Rosa Atencio
- 8,19-12,19 Distribution
 - English: 720
 - Spanish: 200
 - Hospitals, clinics, CCO, tribe, DHS, school districts
 - On CHW website
- Feedback
- Reprinting updated version in 2020
 - Incorporating more community resources: exercise centers, legal aid



Logistics: Booklet

- **Content**
- **Cost**
 - Design: \$1,800
 - Printing: \$2,430
 - English: 1500 ct.
 - Spanish: 500 ct.
- **Funding**
 - Coquille Tribe Grant
- **Promotion**
 - Contact list of key local partners
 - Outreached to other possible interested parties, ie. School districts

COOS COUNTY
BREASTFEEDING
BASICS

Latching	4
Breastfeeding Positions	6
Milk Supply	8
Pumping	10
Starting Milk	12
Breastfeeding in Public	14
Breastfeeding in the Workplace	16
Ways to Support Mom	17
Silk Care	18
Coos County Resources	20
Local Classes	21
Smartphone Apps	22
Online Resources	22
Works Cited	22
Breastfeeding Wallet Card	23

Videos

- 6 videos
 - 3 narrative
 - 3 informational
 - English and Spanish CC versions
- **Promotion**
 - Facebook
 - YouTube
 - Contact list-key partners
 - Egyptian Theatre
 - Lobbies
 - CHW Website
- **Cost**
 - Creation- \$11,500
 - Promotion- \$1,800
 - Facebook Ads (\$600) and Egyptian Theatre (\$1,200) for 4-months of ads



Videos

	How Can Your Child Care Provider Support Breastfeeding Moms? Coos...
2:11	Coos Health & Wellness
	Know Your Breastfeeding Rights! Coos Health & Wellness
1:19	Coos Health & Wellness
	Ways Providers Can Help During Your Breastfeeding Journey Coos Health ...
2:15	Coos Health & Wellness
	How Dads & Partners Can Support Breastfeeding Moms
1:03	Coos Health & Wellness
	Are You a Breastfeeding-Friendly Employer?
2:08	Coos Health & Wellness
	Normalize Breastfeeding
1:54	Coos Health & Wellness

- **Feedback**
 - Well-received
 - Prominent community members featured
 - Theatre said most feedback out of any other ad played
 - Humorous videos got most Views
 - **Total Facebook and Youtube views: 16,618**
- **Future**
 - Recycle videos during world breastfeeding week on Facebook
 - Continuing playing in lobbies

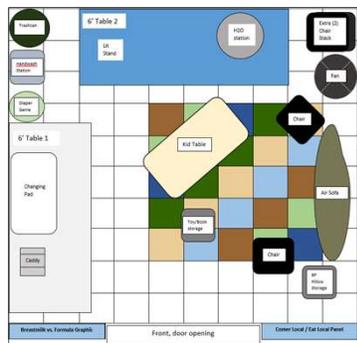
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Lactation Station

- **What**
 - Designated lactation and changing station area
- **Where**
 - Weekly, local farmer's market May-Oct
 - ~1 festival/month
 - County Fair
- **Cost**
 - \$1900
 - Minimal ongoing costs (booth registration, paper towels, cups, trash bags, etc)
- **Funding**
 - Title V MCH Grant
- **Planning Considerations**
 - Accessibility
 - Sensory-conscious
 - Sustainability
 - Durability
 - Packability
 - Hygiene/Sanitation
 - Easy-to-set-up
 - Cost-effective
 - Storage

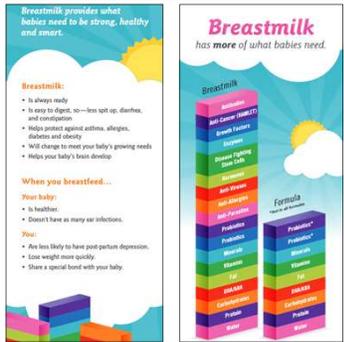


Lactation Station



Lactation Station

- 7' panels double as lactation+changing table privacy screen
- Graphics adapted w/permission from CA WIC



Next Steps

- Lactation Station
- Video Promotion
- Employer Outreach

Questions?

· Thank you for your time! 😊