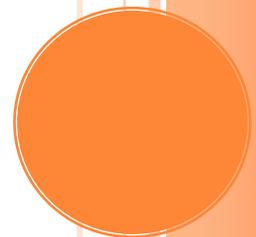


2012 WIC BREASTFEEDING SPECIAL PROJECTS GRANTS

In 2011, the Oregon WIC program was recognized for high breastfeeding rates among WIC participants and awarded a breastfeeding bonus with funds from the Healthy, Hunger-Free Kids Act of 2010. WIC used a portion of the award to fund innovative, collaborative and sustainable breastfeeding projects through a competitive grant process. The 2011 Surgeon General's Call to Action helped to define the priority areas for these grants.



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2012 WIC BREASTFEEDING SPECIAL PROJECTS GRANTS

In fall of 2011 the Oregon WIC program received a national breastfeeding performance bonus award that allowed the program to issue competitive grants to expand on the program's success and leverage new breastfeeding initiatives across the state. The purpose of these projects was to create a community environment that supports breastfeeding mothers and babies. "Longer breastfeeding will become the norm when we eliminate the many barriers mothers face as they try to do what's best for their children," said Sue Woodbury, Oregon WIC director. Much of WIC's breastfeeding work is done at the individual and family level, whereas these grants helped support breastfeeding efforts at the community level and in long-term policies.

Projects were funded in alignment with the 2011 *Surgeon General's Call to Action to Support Breastfeeding* <http://www.surgeongeneral.gov/library/calls/breastfeeding/index.html> and highlighted areas with the most potential to impact the population: strengthening breastfeeding coalitions, creating worksite policies to support breastfeeding, working with child care centers, and assisting hospitals to achieve a Baby-Friendly designation. Many of the funded projects covered more than one of the Surgeon General's priorities and fostered new and innovative collaborations.

More than half a million dollars were distributed for 22 projects spanning 25 counties.

Grantees were required to work in partnership and navigated a very short timeline because of federal spending requirements. They had 1-2 months from the grant notification to application submission and 6 months to complete the project once the funding was awarded.

Local WIC agencies partnered with more than 75 programs and organizations.

In this short amount of time, accomplishments included:

- *Seven new breastfeeding coalitions launched across the state;*
- *Outreach to more than 120 businesses, 16 sites received the Breastfeeding Mother-Friendly designation from the state and many more improved their policies or accommodations;*
- *A hospital breastfeeding policy adopted by the Providence Health System as a regional model;*
- *Innovative toolkit for foster families shared nationally and adapted by other states;*
- *Advanced breastfeeding trainings provided to staff and community partners in four communities.*

The following pages outline the focus areas and impacts of these special projects and also highlight four projects that have had impacts far beyond their communities. There is also a contact list for each project at the end of this report for those wanting more information about any of these grants.

BREASTFEEDING IN FOSTER/CHILD CARE SETTINGS

Multnomah: How to Support Breastfeeding Mothers and Families- A Simple Guide for Child Care Providers



This video filled a training need identified in a 2011 Oregon Public Health Institute survey for child care providers and covered breastfeeding on-site as well as the storage and provision of breast milk in bottles. The completed video is available on [YouTube](#). Future goals include: 1) ensuring that the video is distributed to licensed day care facilities; and 2) evaluating day care adherence to best practices.

Washington: Breastfeeding Support for Children in DHS Custody

This toolkit educates foster and other alternative caregivers about the importance and safe handling of breast milk, with an emphasis on challenges/barriers for incarcerated mothers who want to provide breast milk to their child. The multimedia toolkit is available in hard copy or on the web and is also available in the DHS Foster Family library for continuing education opportunities. See additional information about this project on page 10.

BREASTFEEDING COALITIONS

Benton/ Linn: Regional Breastfeeding Coalition

In support of the regional Coordinated Care Organization linking Benton and Linn Counties, their two WIC programs worked collaboratively on a multi-pronged approach to breastfeeding support and advocacy that included provider training, education and focus groups. WIC also collaborated with Health Communities and former Benton County coalition members to refresh and revive a previous breastfeeding coalition and establish a vision, mission and logo.

Clackamas: County-wide Breastfeeding Needs Assessment

Clackamas completed a breastfeeding Community Needs Assessment as groundwork for developing a local coalition. The needs assessment found that survey respondents value the breastfeeding promotion and networking in a coalition. Future funding could be used to develop coalition interest in key areas and among key stakeholders.

Clatsop: Enhancing Breastfeeding Capacity in Clatsop County



Clatsop County WIC partnered with area hospitals, health organizations and lactation advocates to establish the North Coast Breastfeeding Coalition. They identified breastfeeding support in hospitals as an initial goal and provided training for clinicians. The

grant also increased communication between the northern and southern regions of Clatsop County and neighboring Pacific County in Washington State.

Douglas: Coalition Development

The grant resources helped bring a facilitator to the Umpqua Valley Breastfeeding Coalition for strategic planning. The coalition was able to define specific goals for the year, which were supported by two local conferences on breastfeeding and infant feeding with national experts.

Jefferson County and Warm Springs Tribes: Forming a Coalition

The new Jefferson County Breastfeeding Coalition developed a vision, mission, logo and 3 year strategic plan. The coalition's activities included a prominent billboard of local and culturally diverse breastfed babies and the creation of a website.



Klamath: Breastfeeding Coalition & Community Assessment

Grant funds were used to create a new coalition with broad representation from medical providers, WIC, nurses, community advocates and the local La Leche League. After completing a community assessment on barriers to breastfeeding, the group chose to create a resource guide for practitioners.

Marion: Re-establishing a Marion County Coalition

The group re-established a coalition with a focus on sustainability and communication. They targeted outreach to local hospitals and community physicians to better understand their needs around breastfeeding. Coalition activities included the development of a Facebook page, resource sheet, partner event, and a breastfeeding tent available at local fairs.

North Central Public Health: Building a Breastfeeding Coalition

Community partners attended the National WIC Association conference together, forming new relationships that resulted in the establishment of the East Gorge Breastfeeding Coalition. The coalition holds weekly infant massage classes and is promoting breastfeeding in the community.

Tillamook: New Breastfeeding Coalition

A breastfeeding coalition was started with the help of local partners. Grant funds were also used to create a permanent meeting space for breastfeeding advocates and coalition members.

BABY-FRIENDLY HOSPITAL INITIATIVES

Deschutes: Step 10 of the Baby-Friendly Designation

By establishing a local breastfeeding support group, Deschutes County WIC helped the St.

Baby-Friendly USA
The gold standard of care

Charles Medical Center meet Step 10 of the 10 steps needed to become certified Baby Friendly. The hospital, local pediatric offices and WIC all refer moms to this community

group for peer support, lactation education, and infant weight checks. The hospital is now using a larger space because of the popularity of the group, which may expand to the Redmond hospital as well.

Hood River: Journey to Baby-Friendly

Staff from WIC and Providence moved rapidly to transform the Providence Hood River Memorial Hospital into a Baby-Friendly site. They created a model breastfeeding policy, a Baby-Friendly Task force, and hospital curricula for the Mother-Baby unit. As an offshoot of this project, they have developed a new follow-up process for WIC clients leaving the hospital to support breastfeeding at home. See more information on page 9.



Lane: Increasing Awareness of the Baby-Friendly Hospital Initiative

This group organized a one day working conference to promote Baby-Friendly concepts among hospitals. The group was facilitated by the Breastfeeding Coalition of Oregon and identified two actions for the workgroup: 1) help local CCO's adapt parts of the Baby-Friendly Initiative (for example, eliminating pacifiers); 2) explore data to establish baseline *before* Baby-Friendly designation. In addition, funds helped create a breastfeeding website for the county.

WORKSITE BREASTFEEDING

Columbia: Increasing Capacity for Breastfeeding Education & Partnerships

The Public Health Foundation of Columbia County (TPHFCC) purchased a modular building to accommodate group breastfeeding classes and community meetings. The new modular building has a dedicated lactation room and space for meetings and classes with community partners.



Crook: Mother-Friendly Worksites

Crook County WIC used the grant to update their current breastfeeding policy, which was then used as a model to publicize the mother-friendly designation at local businesses. The policy was approved by the county court and 14 county buildings were designated as Mother-Friendly Worksites. The Mother-Friendly Worksite label opened a dialogue with other community members.

Josephine: Businesses Taking Care of Business

This county focused their efforts on outreach to 24 local employers with minimum wage workers. In reaching out to employers, the WIC Breastfeeding Peer Counselor used *The Business Case for Breastfeeding* and worked with managers, owners and human resource departments on breastfeeding policies and private, comfortable accommodations for employees to pump. The project created five new spaces for breastfeeding employees and nine new or improved policies.

MEDIA CAMPAIGNS

Coos: Mother's Milk – Nature's Way

WIC and Healthy Communities created a PSA campaign (radio and TV) tailored to the county culture that emphasized breastfeeding as the natural standard for babies. While this was the most visible outcome, Coos reached out to 60 local businesses, 12 of whom became Breastfeeding Mother-Friendly Employers and worked with child care providers as well. See more information about this project on page 8.

Jackson: Normalizing Breastfeeding in the County

This project focused on increasing community acceptance of breastfeeding in public. Life-size pictures of women breastfeeding were distributed in multiple health care settings of our Southern Oregon Lactation Association partners, county libraries, and our lobby in Public Health. Other coalition activities included a lactation conference and resource library. See more on page 11.

STAFF DEVELOPMENT/ OTHER

Umatilla-Morrow: Lactation Updates

This grant developed the lactation capacity for the county WIC program and local health care system, which included staff training and reference materials for clinicians. The majority of attendees felt they could apply the information to help support and assist breastfeeding families.

Multnomah: Breastfeeding Promotion and Partnership with the *Native American Youth & Family Center (NAYA)* and the *International Center for Traditional Childbearing (ICTC)*

Grant funds were distributed to the Native American Youth Association and the International Center for Traditional Childbirth to support assessments of barriers to breastfeeding for women of color in these communities. NAYA conducted a series of focus groups with community members and ICTC conducted separate sessions with male and female community members to explore barriers to and needed supports for breastfeeding in the African American community.



Lake: Decreasing Barriers to Breastfeeding in Public

The grant funds were used to purchase a tent that allows women a private and comfortable space to breastfeed during large public events like the county fair. The goal is to help promote and normalize breastfeeding in this rural community.

BROADENING OUR REACH: PROJECTS WITH STATEWIDE OR NATIONAL VISIBILITY

Coos: A Breastfeeding-Friendlier Coos

Coos County designed a project to increase breastfeeding acceptance in public or in the workplace. Breastfeeding moms were not getting the community support they needed at work and were sometimes asked to leave public places. WIC staff and the breastfeeding coalition worked together to develop messages relevant to rural communities.

The Public Service announcements targeted new parents in multiple ways: guidance from health care providers, messages from already breastfeeding families, and a young father addressing a friend. One of the PSAs acknowledged the local culture and included references to the dairy farms in the area.

“We don’t see women breastfeeding in Coos County . . .

One grandmother said to me: ‘I don’t know what the problem is—of course you have to breastfeed in public’. We want to normalize breastfeeding as the traditional way for babies to eat.”

~ Josephine Morrison, WIC Breastfeeding Peer Counselor



Find the PSAs on YouTube:

[Mother's Milk Nature's Way](#)

[Guys Over Fence](#)

[Breastfeeding Family Tradition](#)

[Support Breastfeeding](#)

[Support Breastfeeding II](#)

Stations are required to run PSAs, and while the prime hours can be expensive, they often use a rotation of PSAs during other times at no cost. The PSAs developed by Coos WIC aired during prime time on 2 local stations using the grant funding and have since been used in the regular rotation. They have also been shared with WIC agencies in other states through the national WIC Works website.

Hood River's Journey to Baby-Friendly

According to Jennifer McCauley at Providence Hood River Memorial Hospital, many lactation consultants dream of helping their local hospital to achieve the 'Baby-Friendly' designation. It is an accreditation process that requires the hospital to implement 10 evidence-based strategies to support breastfeeding initiation and duration. Jennifer from Providence and Ellen Mallon from Hood River WIC partnered to help their local hospital become Baby-Friendly.

One of the major requirements is to train all staff so they understand and support the 10 Steps. Taking out pacifiers and having infants stay in with their mothers around the clock is a big change for most hospitals. Ellen and Jennifer worked with the local breastfeeding coalition, the health department, doctor's offices and clinics and a wide range of hospital staff to plan for the changes.

We didn't have a breastfeeding policy as a hospital. The breastfeeding policy we wrote is now available for use by all Providence hospitals earning Baby-Friendly designation."

Jennifer McCauley, Providence

The path towards a Baby-Friendly hospital designation typically takes one year for each of the first four phases. In part because of the rapid timeline for the grant, Jennifer and Ellen completed both the Discovery and Development steps in about a year.

The Ten Steps to Successful Breastfeeding:

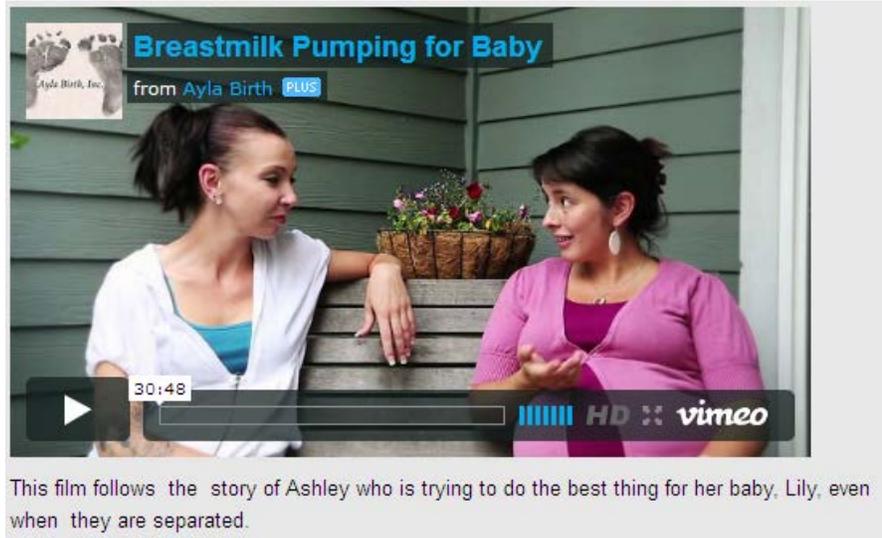
- 1) Have a written breastfeeding policy that is routinely communicated to all health care staff.
- 2) Train all health care staff in skills necessary to implement this policy.
- 3) Inform all pregnant women about the benefits and management of breastfeeding.
- 4) Help mothers initiate breastfeeding within one hour of birth.
- 5) Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
- 6) Give newborn infants no food or drink other than breast-milk, unless medically indicated.
- 7) Practice "rooming in"--allow mothers and infants to remain together 24 hours a day.
- 8) Encourage breastfeeding on demand.
- 9) Give no pacifiers or artificial nipples to breastfeeding infants.
- 10) Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

"One of the Baby-Friendly components was referral. Now, when a woman delivers, she not only sees Jennifer, but I also follow-up as well. Jennifer sends me a fax for each woman on WIC and I finish by helping support the client on the phone or visiting her home. If anything, it helped create a bond between the health department and the hospital-- a communication link. "

Ellen Mallon, Hood River County WIC

Washington County Assures the Connection between Foster Children and Breast milk

Washington County WIC was a key player in the effort to assure foster parents and caregivers about the importance and safe handling of breast milk, especially if the infant's mother was incarcerated. The idea originated with Anne Lenzi from Ayla Birth and had multiple partners, including: the Healthy Communities Program, Coffee Creek Correctional Facility and the Oregon DHS Child Welfare Office. There are about 20 babies born in Coffee Creek every year. It is a vulnerable population with challenges above and beyond the usual barriers to breastfeeding. The project group created a multimedia toolkit with a dual aim: addressing the barriers for the mothers in prison and building trust among foster families.



Focus groups with foster families, alternative caregivers, and incarcerated mothers helped inform the educational video that is now available online through Ayla Birth and in the foster family library to help with continuing education requirements.

“Coffee Creek never had enough breast pumps to go around, so it was difficult to encourage breastfeeding. Now that they have more breast pumps and supplies from WIC and the tools to educate women about pumping and storage, the nurse there feels stronger about encouraging women to breastfeed.”

Jeanette Howard, Washington County WIC

“I did the focus group with foster moms. Trust was a huge issue. There was a certain amount of myths [about breast milk and breastfeeding] in the group because it had been a long time since they may have breastfed. They wondered if prison was like the movies where the moms could get drugs. There were a lot of unknowns”.

Amanda Garcia-Snell, Washington County Healthy Communities Program

North Carolina distributed the toolkit; a prison program in Nevada would like to use it, and Washington State and Texas have both requested the materials. In addition, the toolkit was featured in the International Lactation Consultant Association January 2013 Newsletter and was accepted on the national WIC Works website as a resource. They are seeking additional funding to adapt the materials for Spanish-speakers.

Normalizing Breastfeeding in Jackson County

Like many other counties, Jackson's grant focused on multiple ways to increase breastfeeding duration targeting staff, employers, and the public. One striking component was a traveling exhibit of life-size cutouts featuring local women who breastfeed. These were used to increase acceptance of women breastfeeding in public places.



The cutouts visited county libraries and health care sites and some were paired with a training or activity at that site. Each image had a message about breastfeeding, such as:

- ❖ *Oregon law protects a woman's right to breastfeed in public*
- ❖ *The first step to normalizing breastfeeding is community acceptance*
- ❖ *Preventing obesity begins at birth through breastfeeding*
- ❖ *Oregon law requires employers to provide time and space to pump at work*

For the libraries, the cutouts were accompanied by a display that included a breastfeeding doll, books that families could check-out and coloring activities. Some of the libraries even bought their own copies of the books so people could keep reading them to the kids.

Jackson County would like to continue to feature the images in public places like the mall or downtown Medford. Three Oregon counties and the state WIC program are all purchasing cutouts for future use.

"The cutest thing was a little one- who was about four- who went up and hugged the mom and baby cutout..."

~Debbie Mote-Watson, Jackson County WIC

APPENDIX A:

BREASTFEEDING PROJECT CONTACTS, by agency

Benton/Linn

Regional Breastfeeding Coalition

Kelly Volkmann

(Kelly.volkmann@co.benton.or.us)

Cindy Cole (cycole@co.linn.or.us)

Clackamas

Breastfeeding Coalition Needs Assessment

Annmarie Geary

(ageary@co.clackamas.or.us)

Clatsop

Enhancing Breastfeeding Capacity

Trina Robinson (trobinson@co.clatsop.or.us)

Columbia

Improving Breastfeeding Education & Partnerships with More Site Capacity

Jana Mann, jmann@tphfcc.org

Coos

A Baby-Friendlier Coos

Debbie Webb (dwebb@co.coos.or.us)

To watch the PSAs, search YouTube for the clips mentioned on page 8.

Crook

Mother-Friendly Project

Emma Reynolds (ereynolds@co.crook.or.us)

Deschutes

Mommy & Me

Laura Spaulding (lauras@deschutes.org)

Douglas

Bridging Breastfeeding Gaps

Marilyn Carter

(mjcarter@co.douglas.or.us)

Hood River

Journey to Baby-Friendly

Ellen Mallon

(ellen.mallon@co.hood-river.or.us)

Jackson

Normalizing Breastfeeding

Debbie Mote-Watson

(watsondd@jacksoncounty.org)

Jefferson

Home Grown Babies

Carolyn Harvey

(carolyn.harvey@co.jefferson.or.us)

Josephine

Businesses Taking Care of Business

Roxanne Schultze

(rschultze@co.josephine.or.us)

Klamath

Local Breastfeeding Coalition & Community Assessment

Molly Brophy Jespersen

(mjespersen@co.klamath.or.us)

BREASTFEEDING PROJECT CONTACTS (*continued*)

Lake

Rock' n' Relax

Jill Harlan

(jillCPH@yahoo.com)

Partnership with Native American Youth and Family Center & the International Center on Traditional Childbearing

Mary DiLoreto

(mary.c.diloreto@co.multco.us)

Lane

Partnership for Breastfeeding Friendly

Policies in the Workplace

Sandy Moses

(SandyMOSES@co.lane.or.us)

Tillamook

Establish a Breastfeeding Coalition

Dawna Roesener

(droesene@co.tillamook.or.us)

Linn/ Benton

(*see Benton*)

Umatilla/ Morrow

Eastern Oregon Lactation Update

Angie Treadwell

(atreadwell@umchs.org)

Marion

Re-establish Marion Breastfeeding Coalition

Diane Quiring

(dquiring@co.marion.or.us)

Washington

Multimedia Toolkit for Foster Parents & Caregivers

Jeanette Howard

(jeanette_howard@co.washington.or.us)

Multnomah (2 projects)

Training Video for Childcare Providers in

Best-Practices of Breastfeeding

David Brown

(david.t.brown@multco.us)

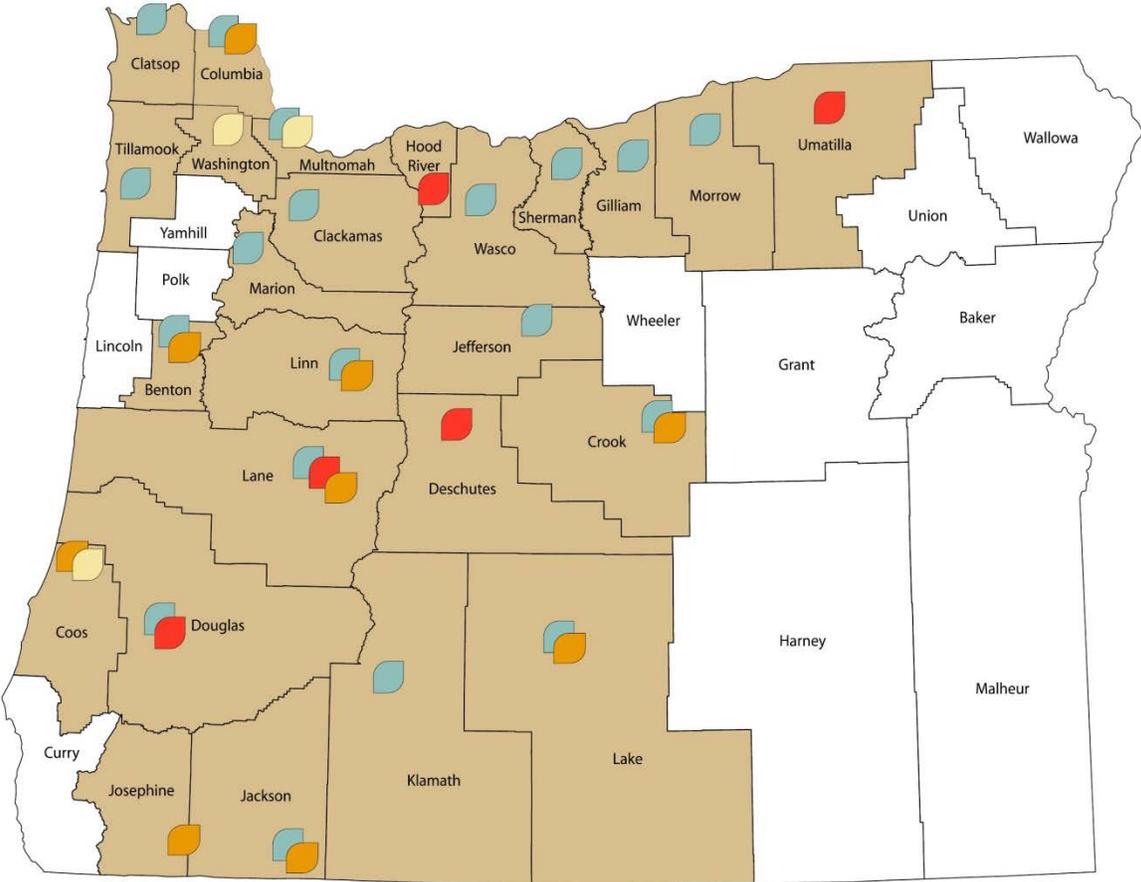
To access the toolkit, contact Jeanette Howard.

To watch the video, search YouTube for:

[“How to Support Breastfeeding Mothers & Families: A Simple Guide for Child Care Providers”](#).

A special thank you to Diane Garrett, WIC Special Projects Coordinator, whose advocacy, organization, mentoring and enthusiasm supported the successful implementation of these projects.

APPENDIX B: STATE MAP OF FUNDED PROJECTS



Project focus areas

- Coalition development
- Baby-friendly hospital initiatives
- Worksite policy
- Child care