

# Building Policy, Supporting Families:

## Advancing Breastfeeding Initiatives, *Together*

Informational Webinar  
August 27, 2025

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# Housekeeping



The webinar recording and slide deck will be made available to webinar registrants.



Please utilize the Q&A feature to ask questions to the presenters.



For inquiries outside the scope of today's webinar, please contact [breastfeeding@naccho.org](mailto:breastfeeding@naccho.org)

# Agenda



Overview of Public Health Law Center's Lactation Policy Initiatives



Overview of NACCHO's Continuity of Care in Breastfeeding Support Blueprint



Mississippi Breastfeeding Memorandum Of Understanding Policy With Baby-Friendly® Hospitals

# Meet the Public Health Law Center



**Garin Strobl, Senior Staff Attorney**  
Healthy Eating Active Living Team,  
Public Health Law Center



**Emma Schubert, Policy Analyst**  
Healthy Eating Active Living Team,  
Public Health Law Center

# Maternal and Child Health Policy Innovation Program Overview

**Health Resources and Services Administration – Maternal Child Health Policy Innovation Program (MCH PIP)**

*“Improving maternal child health through innovative policy change.”*

# State Policy Options for Lactation Support

Right to Breastfeed in Public

Worksite Protections

Student Protections

Protections for Incarcerated People

Lactation Support and Supplies

# State & Local Synergy: Supporting Lactating Workers



State and local level workplace  
lactation protections

# State & Local Synergy: Supporting Lactating Students



State laws requiring schools to develop supportive policies for lactating students



PUBLIC HEALTH  
LAW CENTER  
at Mitchell Hamline School of Law



# Meet the NACCHO Staff















**Freweyni Gernerew, MPH**  
Senior Program Analyst  
Maternal, Child and Adolescent Health



**Victoria Thompson, MPH**  
Senior Program Analyst  
Maternal, Child and Adolescent Health

# About NACCHO

The National Association of County and City Health Officials (NACCHO) is comprised of over **3,300 local health departments** across the United States. Our mission is to serve as a **leader**, **partner**, **catalyst**, and **voice** of local health departments.

-   Advocacy
-   Partnerships
-   Funding
-   Training and education
-   Networking
-   Resources, tools, and technical assistance

# Maternal, Child, and Adolescent Health (MCAH) Initiatives

Early Childhood  
Nutrition &  
Breastfeeding



Family Healthy  
Weight Action  
Institute



Promoting  
Substance-  
Free Pregnancies

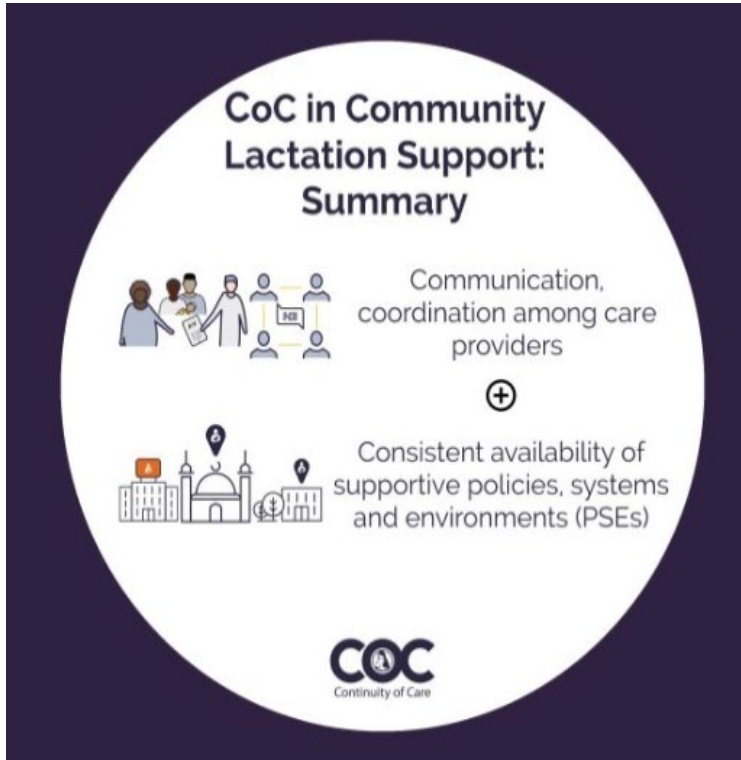


Early Care and  
Education Partnership  
Development

Policy Innovation  
Programs for Maternal  
and Child Health

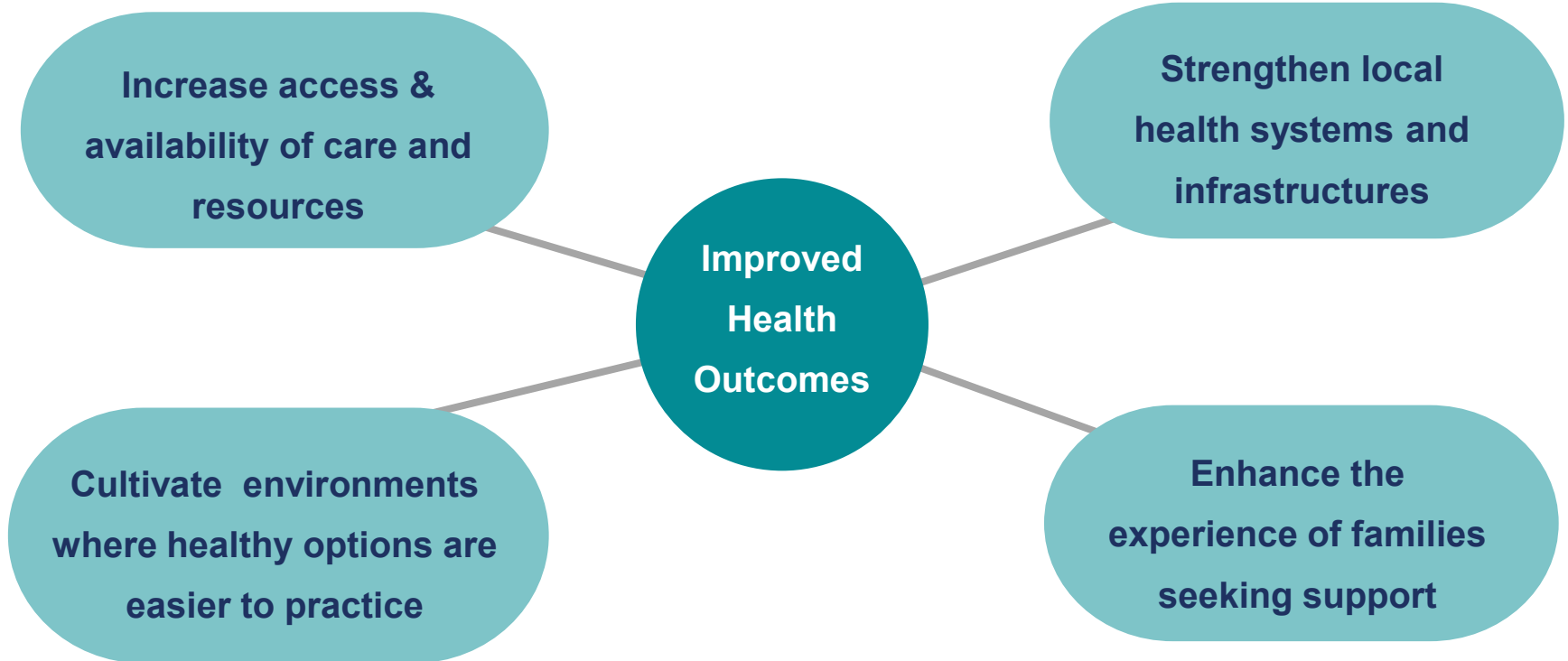
Maternal-Child  
Health & Preparedness

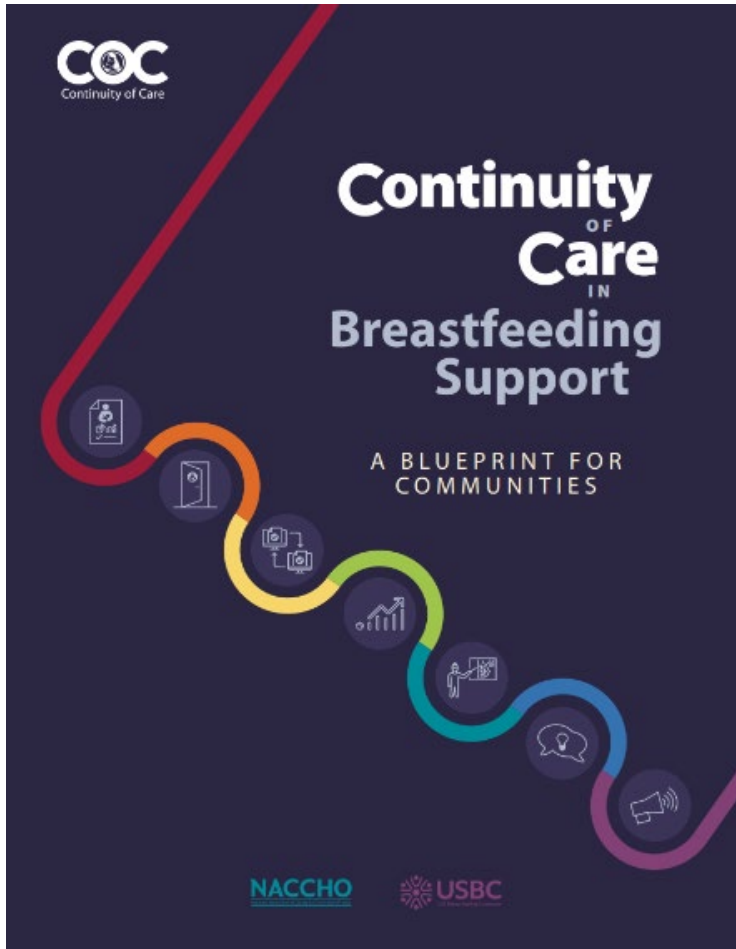
# What is *Continuity of Care*?



**Continuity of Care refers to the seamless and collaborative delivery of healthcare across different providers and settings**

# What can CoC do for a Community?





# Happy 4-Year Anniversary Blueprint!



To Download:

<https://bit.ly/CoCblueprint>



**RECOMMENDATIONS  
for  
COMMUNITY  
LACTATION  
INFRASTRUCTURE  
IMPROVEMENT**

**1**

**2**

**3**

**4**

**1**

**Breastfeeding as a Community Health  
Improvement Strategy**

“Breastfeeding as Public Health”

**2**

**Breastfeeding Policies, Systems,  
and Environmental Changes**

“Policies, Systems, Environments (PSEs)”

**3**

**Transfer of Care Responsibility  
and Referral Systems**

“Referrals”

**4**

**Community-Driven Breastfeeding  
Data Systems**

“Shared community data”



**RECOMMENDATIONS  
for  
LOCAL LACTATION  
WORKFORCE  
CAPACITY BUILDING**

**5**

**6**

**7**

**5**

**Public Health, Allied Health, and  
Healthcare Workforce Education**

**“Training”**

**6**

**Family-Centered Care, Implicit Bias  
Awareness & Cultural Humility  
Approach**

**“Culturally Responsive Care”**

**7**

**Health Advocacy and the Local  
Breastfeeding Champion Role**

**“Breastfeeding Champions”**

# Community of Practice Overview



## Goal

To support Southeastern U.S. local health departments interested in improving African American, and Non-Hispanic Black breastfeeding rates through a collaborative and knowledge-sharing environment.

# Meet the Guest Speakers



**Tawanda Logan-Hurt, BSW, IBCLC, Doula**  
State Breastfeeding Coordinator  
Mississippi State Department of Health  
WIC Breastfeeding Program



**April Renee Horn, CLC**  
Breastfeeding Coordinator  
District 7/Southern Region  
Mississippi WIC Program



# **Mississippi Breastfeeding Memorandum Of Understanding Policy With Baby-Friendly® Hospitals**

**Strengthening Hospital Partnerships  
To Support Breastfeeding Families**

**Tawanda Logan-Hurt**



# WHY THIS POLICY WAS NEEDED IN MISSISSIPPI

- **Mississippi ranks among the lowest in breastfeeding initiation and duration**
  - For children born in 2022, Mississippi's breastfeeding initiation rate was 72.5%, still below the U.S. average of 85.7%. Furthermore, there were 46% of mothers in Mississippi breastfeeding at 6 months in 2022, below the U.S. average of 62.1% according to National Immunization Survey—Child, Centers for Disease Control and Prevention, Department of Health and Human Services.
- **Disparities especially impact Black mothers and rural communities**
  - According to Working Together to Reduce Black Maternal Mortality | Women's Health | CDC Black women are three times more likely to die from a pregnancy-related cause than White women. Multiple factors contribute to these disparities, such as variation in quality healthcare and underlying chronic conditions. Social determinants of health prevent many people from racial and ethnic minority groups from having fair opportunities for economic, physical, and emotional health.
- **Birthing hospitals are crucial touchpoints for education and support**
  - According to Baby-Friendly USA, Baby-Friendly facilities designated as of September 30, 2021 there were 65.4% of live births occurring at Baby-Friendly facilities in Mississippi.

# **MEMORANDUM OF UNDERSTANDING (MOU) OVERVIEW**

Formalizes partnership between MSDH WIC and Baby-Friendly<sup>®</sup> hospitals - Reinforces evidence-based maternity care aligned with Baby-Friendly<sup>®</sup> standards - Supports continuity of care from hospital to home

# WIC SUPPORT PROVIDED BY CREATING A MOU

**3 ANTENATAL CARE**  
Hospitals support mothers to breastfeed by...

importance of breastfeeding

Discussing the importance of breastfeeding for babies and mothers

Preparing women in how to feed their baby

World Health Organization unicef

This infographic illustrates the 'Antenatal Care' stage of WIC support. It features a pregnant woman on the left and a healthcare provider on the right. A sign between them reads 'importance of breastfeeding' with an illustration of a mother breastfeeding. Two speech bubbles contain the text: 'Discussing the importance of breastfeeding for babies and mothers' and 'Preparing women in how to feed their baby'. The bottom of the graphic includes the logos for the World Health Organization and UNICEF.

**10 DISCHARGE**  
Hospitals support mothers to breastfeed by...

Referring mothers to community resources for breastfeeding support

Working with communities to improve breastfeeding support services

World Health Organization unicef

This infographic illustrates the 'Discharge' stage of WIC support. It shows a healthcare provider in a white coat standing with a family consisting of a mother holding a baby, a father, and another woman. Two speech bubbles contain the text: 'Referring mothers to community resources for breastfeeding support' and 'Working with communities to improve breastfeeding support services'. The bottom of the graphic includes the logos for the World Health Organization and UNICEF.

# MSDH WIC

## RESPONSIBILITIES

- Serve on hospital Baby-Friendly<sup>®</sup> task force
- Offer monthly prenatal/breastfeeding classes
- Provide post-discharge lactation care and outreach
- Prepare WIC mothers prenatally with positive practices



# **HOSPITAL**

## **RESPONSIBILITIES**

- Notify WIC staff of Baby-Friendly® planning meetings
- Collaborate on prenatal/postpartum lactation needs
- Refer prenatal and postpartum patients to WIC

# HOW WE IMPLEMENT THE MOU

- Local WIC staff identify hospital contacts and submit them to State WIC Office
- MOU routed for approval and e-signatures
- Hospital-WIC meeting to align on next steps
- 30 of 42 birthing hospitals are Baby-Friendly®
  - 28 are CHAMPS hospitals



# **SUCCESS STORY FROM THE FIELD**



# Implementing MOU with a Rural Local Hospital

King's Daughters Medical  
Center Brookhaven, MS  
& Mississippi WIC D7

April Horn

# **WIC SERVICES OFFERED**

- Referrals
- Baby-Friendly® meetings
- L&D updates
- Outreach to local agencies
- Health/breastfeeding educational classes
- Open ended communication

# PARTNERSHIP SERVICES

Congratulations!



KING'S DAUGHTERS  
MEDICAL CENTER

Brookhaven, Mississippi

Re-Designated Baby-Friendly!

#ProudToBeBabyFriendly

BF  
USA

- Discharged from hospital
- Access to aid 24/7
- Nursery Nurses/ IBCLC/ PCs
- WIC

## **NEXT STEPS FOR MOU GROWTH**

- Submit MOUs to the remaining Baby-Friendly<sup>®</sup> Hospitals for implementation
- Monitor and evaluate breastfeeding outcomes
- Strengthen WIC and Hospital collaboration and communication

# THANK YOU!

## **Tawanda Logan-Hurt**

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## **April Renee Horn**

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## **Website**

<https://msdh.ms.gov/breastfeeding>



# Questions

Please add your questions using the Q&A feature below.

# Thank You

For Joining Us!

