

**FOR IMMEDIATE RELEASE**

**Contact:**

Harumi Reis-Reilly, MS, CNS, LDN CHES, IBCLC  
Lead Program Analyst  
Maternal Child & Adolescent Health/Breastfeeding Project  
Phone: 202.640.4926  
E-mail: [hreis-reilly@naccho.org](mailto:hreis-reilly@naccho.org)

**Continuity of Care in Breastfeeding Support: A Blueprint for Communities**

—New Resource Highlights Community-Driven Approaches to Support Breastfeeding —

**Washington, DC, September 2, 2021** — The [National Association of County and City Health Officials](https://www.naccho.org) (NACCHO), the voice of the country’s nearly 3,000 local health departments, has partnered with the United States Breastfeeding Committee (USBC) to launch the *Continuity of Care in Breastfeeding Support: A Blueprint for Communities*.

The Blueprint, developed with a public health lens, aims to increase local capacity to implement community-driven approaches to support chest/breastfeeding, centered on the needs of populations disproportionately impacted by structural barriers that leads to low rates of breastfeeding. The goal of this resource is to ensure that chest/breastfeeding support services are continuous, accessible, and coordinated, and that community spaces are consistently supportive of chest/breastfeeding families. The blueprint is intended for any local-level organization and individual that interacts with pregnant and postpartum families.

Content related to strategies, barriers, and resources is the result of collective intellectual work of the experts who participated in the USBC’s Continuity of Care Constellation and invited guests (a total of 100+ participants) over the past two years through meetings, surveys, and workshops. The content of this Blueprint does not necessarily represent individual contributor’s views or the consensus of all who participated over the past two years.

NACCHO developed the blueprint through the Reducing Disparities in Breastfeeding through Continuity of Care project, funded by the Centers for Disease Control and Prevention Division of Nutrition, Physical Activity, and Obesity. The views expressed within do not necessarily represent those of the sponsor.

To download the Blueprint, go to <https://www.breastfeedingcontinuityofcare.org/blueprint>

**About NACCHO**

The National Association of County and City Health Officials (NACCHO) represents the nation’s nearly 3,000 local health departments. These city, county, metropolitan, district, and tribal departments work every day to protect and promote health and well-being for all people in their communities. For more information about NACCHO, please visit [www.naccho.org](https://www.naccho.org).