Reducing Disparities in Breastfeeding through Peer and Professional Support

Project Goals

1. Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and services

2. Increase awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services

3. Increase local, state and national partnerships to support peer and professional breastfeeding support

Successes

- One-on-one encounters with pregnant and post-partum women supported by grantees: 92,832
- Breastfeeding support groups were hosted: 3,332
- Hours of technical assistance provided to grantees: 1,500+
- Community partnerships established or enhanced: 830
- Lactation support providers trained: 150+

Grantees Enabled Community Access to Breastfeeding Support Services through the Provision of:

- Home & Hospital Visits
- Integration of Lactation Care into Existing Services
- Virtual Support & Social Media
- Childcare for Siblings
- 24/7 Support via Telehealth, Texting & Warmlines
- Incentives & Supplies
- Culturally Attuned Support Services
- Family Meals & Snacks
- Transportation Vouchers
- Family Engagement

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Grantees Improved Access to Services through Policy, Systems, and Environmental (PSE) Changes

DID YOU KNOW? Policy, systems and environmental (PSE) changes seek to go beyond programming and into the systems that create the structures in which we work, live, and play. PSE change makes healthier choices a real, feasible option for the community by looking at the laws, rules and environments that impact people’s behavior.

Florida Department of Health in Broward County
Ft. Lauderdale, FL

Esperanza Health Centers
Chicago, IL

Policy
- Established an MOA with a local hospital to create practice guidelines for WIC peer counselors to provide in-hospital lactation support to mothers post-delivery.
- Developed a Peer Counselor Hospital Curriculum to increase staff capacity to operate within a hospital setting.
- A WIC peer counselor participated in regular hospital staff training and was supervised by hospital IBCLC.
- Established breastfeeding education, promotion and support protocols.
- Ensured that clients received nine points of breastfeeding support contact, starting from the first prenatal medical visit to the infant’s first birthday.
- Updated the EMR system to capture client breastfeeding intentions and status and to document all breastfeeding education and support sessions by staff of the health center.

Systems

Environment
- Increased care continuity for mothers through: in-hospital lactation support and frequent post-discharge follow-up by peer counselors.
- Implemented in-hospital peer counseling programs into 4 additional hospitals.
- Enhanced partnership with Saint Anthony Hospital to improve continuity of care.
- Increased organizational capacity to support breastfeeding by training all-staff, from the front-desk to physicians, on the importance of breastfeeding.

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Public Health Breastfeeding Webinar Series:
Breastfeeding in the Community

NACCHO Public Health Breastfeeding Webinar Series, funded by the Centers for Disease Control and Prevention, promotes promising practices and shares lessons learned from the Reducing Disparities in Breastfeeding through Peer and Professional Support project. The series aims to identify public health solutions and promote equity in breastfeeding rates and access to care. No cost Continuing Education Credits are available for each webinar. (1.5 CMEs, CNEs, CECHs, and CERPs, 0.7 CEUs)

Archived Webinars are available online: http://breastfeeding.naccho.org/archived-webinars/
To learn more, visit the website: http://breastfeeding.naccho.org or email breastfeeding@naccho.org.