

# Reducing Disparities in Breastfeeding through Peer and Professional Support



The Breastfeeding Project is a cooperative agreement with the Centers for Disease Control and Prevention (CDC) to increase implementation of evidence-based and innovative breastfeeding programs, practices, and services at the community level by providing peer and professional lactation support to breastfeeding mothers in African American and under-served communities. NACCHO provided funds to 69 local health departments and community based organizations to implement 72 demonstration projects between January 2015 and June 2016.

## 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

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

## 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

# 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.<sup>1</sup> 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.<sup>2</sup>

### Policy

### Systems

### Environment

## Florida Department of Health in Broward County

Ft. Lauderdale, FL

- 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.

- 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.

- 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.

- 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.

## Esperanza Health Centers

Chicago, IL

<sup>1</sup> What Is Policy, Systems and Environmental (PSE) Change? The Food Trust. 2012. [http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy\\_Systems\\_and\\_Environmental\\_Change.pdf](http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy_Systems_and_Environmental_Change.pdf). Accessed January 3, 2017.

<sup>2</sup> What Is 'Policy, Systems and Environmental Change'? Cook County Public Health. [http://www.cookcountypublichealth.org/files/cppw/pse\\_change.pdf](http://www.cookcountypublichealth.org/files/cppw/pse_change.pdf). Accessed March 30, 2017.

## 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](mailto:breastfeeding@naccho.org).

**Breastfeeding Support in the Community: Implementation that Works!**

Lessons Learned from the largest national implementation of community-breastfeeding support programs.

NACCHO

**Breastfeeding in the Community: Closing the Care Gap**

Public Health Breastfeeding Webinar Series: Module 2  
October 12, 2014 | 2:00-3:30pm ET

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**Breastfeeding in the Community: Engaging the Hard-to-Reach**

Public Health Breastfeeding Webinar Series: Webinar 3  
Monday, December 5, 2014 | 2:00-3:30pm ET

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**Breastfeeding in the Community: Leveraging Funds & Partnerships for Sustainability**

Public Health Breastfeeding Webinar Series: Webinar 4  
Wednesday, February 22, 2017 | 2:00-3:30pm ET

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**Breastfeeding in the Community: Moving from National Programs to Local Initiatives**

Public Health Breastfeeding Webinar Series: Webinar 5  
Wednesday, April 19, 2017 | 2:00-3:30pm ET

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**Breastfeeding in the Community: Building Sustainable Projects through PSE Changes**

Public Health Breastfeeding Webinar Series: Webinar 6  
Wednesday, June 7, 2017 | 2:00-3:30pm ET

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