RESOURCES
GUIDE
BREASTFEEDING
CONTINUITY
OF CARE
RESOURCES
The "Blueprint"

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 lead 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.

To access the Blueprint, go to:
http://www.breastfeedingcontinuityofcare.org/blueprint

To access the resource library with over 150+ tools, stories, templates, go to:
www.breastfeedingcontinuityofcare.org/coclibrary
#EveryStepoftheWay Through the First 1,000 Days: CONTINUITY OF CARE IN BREASTFEEDING SUPPORT

Webinar Series

This accredited 8-part Continuity of Care webinar series highlights each of the seven Blueprint recommendations and its 42 strategies. Each session includes a panel of dynamic speakers who have successfully implemented the specific recommendation. There are Continuing Education credits (CMEs, CNEs, CERPs, CPEUs, CECHs, CPHs, and CEUs) for most of the recorded sessions. Contact breastfeeding@naccho.org for more information.

**Session 1:** This webinar is the first of the 8-part Continuity of Care webinar series, #EveryStepoftheWay through the 1,000 days. [https://bit.ly/CoCLaunch](https://bit.ly/CoCLaunch)

**Session 2:** This webinar focuses on Recommendation 1 of the Blueprint on breastfeeding as a community health improvement strategy. [https://bit.ly/ImproveHealththruCoC](https://bit.ly/ImproveHealththruCoC)

**Session 3:** This webinar focuses on Recommendation 2 of the Blueprint on breastfeeding policies, systems, and environmental changes. [https://bit.ly/CoCWeb3](https://bit.ly/CoCWeb3)

**Session 4:** This webinar focuses on Recommendation 3 of the Blueprint on transfer of care accountability and referral systems. [https://bit.ly/3P4XENF](https://bit.ly/3P4XENF)
Session 5: This webinar focuses Recommendation 5 of the Blueprint on public health healthcare workforce education.

Session 6: This webinar focuses on Recommendation 6 of the Blueprint on family-centered care, implicit bias awareness, and cultural humility approaches.

Session 7: This webinar focuses on Recommendation 7 of the Blueprint on health advocacy and local breastfeeding champions.

Session 8: This webinar focuses on Recommendation 4 of the Blueprint on community-driven chest/breastfeeding data systems.
Continuity of Care Blueprint Recommendation 1

Integrate breastfeeding promotion, protection, and support goals into existing community health improvement strategies and as a component of health promotion programs.

See these templates and tools to help develop an assessment.

Check out these links!

**Context Assessments**

- Breastfeeding Assessment for Families
- Community Status Lactation Landscape Assessment

**Partner Assessments**

- Organizational Assessment for Health Centers, Health Departments and Clinics
- Partner Staff Knowledge and Attitude Assessment

**Community Breastfeeding Assessments**

- Compilation of Sample Community Assessments & Tools, created by CDC REACH Recipients
- Brooklyn, NY Breastfeeding Community Assessment Tool
- Region of Waterloo, Canada Public Health & Emergency Services - Breastfeeding Needs Assessment
- Center for Health Equity, FL - Enhancing the Breastfeeding Landscape in Gadsden County through Education & Integration in Home Visiting

Additional Survey Templates

Click here!
Technical Assistance

Recordings of office hour sessions offered to recipients of the CDC’s Racial and Ethnic Approaches to Community Health (REACH) Grant

October 24, 2022: This session focused on Recommendation #1 of the CoC Blueprint.

November 11, 2022: This session focused on Recommendation #2 of the CoC Blueprint.

December 11, 2022: This session focused on Recommendation #3 of the CoC Blueprint.
Sustainability Series: Community Driven Chest/Breastfeeding Data System

January 11, 2023: This session focused on Recommendation #4 of the CoC Blueprint.

Sustainability Series: Building Community Workforce Capacity to Equitably Support Chest/Breastfeeding

February 8, 2023: This session focused on Recommendation #5 of the CoC Blueprint.

Sustainability Series: Family-Centered Care, Implicit Bias Awareness, and Cultural Humility Approach

April 18, 2023: This session focused on Recommendation #6 of the CoC Blueprint.

Sustainability Series: Health Advocacy and the Local Breastfeeding Oversight Role

June 27, 2023: This session focused on Recommendation #7 of the CoC Blueprint.
Wabanaki Public Health & Wellness in Maine serves four federally recognized tribes located in five communities: the Houlton Band of Maliseet Indians, the Aroostook Band of Micmacs, the Passamaquoddy Tribe at Indian Township, the Passamaquoddy Tribe at Pleasant Point, and the Penobscot Nation. Wabanaki supports future generations in their Maternal & Child Health Division by advancing the health and wellness of women, girls, and young children through healthy Wabanaki familial practices, literacy, and a focus on medical and spiritual capacity by promoting the bonding and love of the maternal and child spirits.

While Wabanaki began their second year of funding during year five of the REACH grant, their team took no time to operationalize and leverage REACH funding and aligned resources. In their first year under the grant, they have completed workplace requirements by finalizing the establishment of their own lactation space, a lactation policy, and developing a toolkit for tribal leaders.

As Wabanaki begins their second year, they are working alongside birthkeeping groups to continue strengthening community knowledge and support for birthgivers. Even more, WPHW is strengthening their Tribal Home Visiting Program to best determine how to support their tribal families across their distribution region and will work to build their lactation education and support before the program even begins seeing families. For more information on their organization and programs, please visit their website or network with Nancy Neptune at nneptune@wabanakiphw.org
Allegheny County Health Department has partnered with Healthy Start Incorporated in Pittsburg, Pennsylvania to improve birth outcomes for Black women, birthing people, and babies. Clients are connected to community health professionals and advocates, certified lactation consultants and counselors, doula and childbirth educators, licensed clinicians, and other public health practitioners. Their efforts consist of direct service, resource coordination, and systems change initiatives connected to policy and programs. While the goal is to ensure that all families have accessible and affordable quality care, they also partner with local medical professionals, businesses, and faith-based organizations to help reduce the county’s infant mortality rate and the number of low-birth-weight babies.
The Public Health Advocates (PHA) been connecting with several faith-based organizations in their region with the goal of establishing dedicated spaces for breastfeeding parents to feed their infants and toddlers. Recently, they celebrated their lactation policy partnership with The Open Door House of Prayer (TODHOP) at their Mother Room Dedication.

The community and the faith facility's membership and staff excitedly welcome this policy change, as this lactation space will serve over 250 church members!

To connect with PHA, email ed@phadvocates.org
Between October 2019 and October 2022, the City of Worcester, Massachusetts REACH program partnered with the Worcester Healthy Baby Collaborative, the Family Health Center of Worcester (FHCW) and UMass Memorial Maternal and Fetal Medicine Department to support breastfeeding among Latino families. Together, the partners provided a network of bilingual/bicultural breastfeeding education and support services for Latino families at both healthcare agencies. FHCW hired bicultural/bilingual staff for its Centering Pregnancy prenatal education program, Baby Café breastfeeding support group, and Women, Infant, and Children program. Additionally, through this partnership, UMass Memorial Health Maternal Medicine hired a Community Health Worker to assist families with referral for community services and offered bilingual/bicultural lactation support services. These efforts reached more than 2,619 families, including 1,181 Latino families.

To read their success story, click here.
For more information, contact Ydalia V. Heimann at HeimannY@ worcesterma.gov
REFERENCES:


National Association of County and City Health Officials. Community Health Assessment and Improvement Plans. Available at: https://www.naccho.org/programs/public-health-infrastructure/performanceimprovement/community-health-assessment

