

# RESOURCE 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](http://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](mailto: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>



**Session 2:** This webinar focuses on Recommendation 1 of the Blueprint on breastfeeding as a community health improvement strategy. <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>



**Session 4:** This webinar focuses on Recommendation 3 of the Blueprint on transfer of care accountability and referral systems. <https://bit.ly/3P4XENF>

# #EveryStepoftheWay Through the First 1,000 Days: CONTINUITY OF CARE IN BREASTFEEDING SUPPORT *Webinar Series* (Continued)



**Session 5:** This webinar focuses Recommendation 5 of the Blueprint on public health healthcare workforce education.  
<https://bit.ly/BuildCommWorkforce>



**Session 6:** This webinar focuses on Recommendation 6 of the Blueprint on family-centered care, implicit bias awareness, and cultural humility approaches.  
<https://bit.ly/Web6Recording>



**Session 7:** This webinar focuses on Recommendation 7 of the Blueprint on health advocacy and local breastfeeding champions.  
<https://bit.ly/CoCWeb7Recording>



**Session 8:** This webinar focuses on Recommendation 4 of the Blueprint on community-driven chest/breastfeeding data systems.  
<https://bit.ly/CoCWebinar8>

# EVERY STEP OF THE WAY THROUGH THE 1,000 DAYS:

## BREASTFEEDING CHAMPIONS AND COMMUNITY CHANGEMAKERS

April 11, 2023

Webinar Resource Guide



# EVERY STEP OF THE WAY THROUGH THE 1,000 DAYS:

## DEMYSTIFYING INFANT FEEDING DATA TO STRENGTHEN CONTINUITY OF CARE

June 28, 2023

Webinar Resource Guide

### NACCHO

- To view the webinar presenter biographies, click [here](#).
- To view the webinar recording, click [here](#).
- To view the webinar slide deck, click [here](#).
- To claim 1.5 L-CERPs/CPEUs, complete the evaluation [here](#).
- To claim CDC CEs, CNEs, CMEs, CECHs, CEUs, and CPHs, click [here](#).
- To register for the eighth webinar of the "Every Step of the Way through the 1,000 Days" series on local infant feeding data scheduled for June 28, 2023, click [here](#).
- To view the Continuity of Care in Breastfeeding Support: A Blueprint for Communities, click [here](#).
- To view the Continuity of Care Resource Library, click [here](#).
- To view the Blueprint grantees' success stories, click [here](#).

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- To claim 1.5 L-CERPs/CPEUs, complete the evaluation [here](#).
- To claim CDC CEs, CNEs, CMEs, CECHs, CEUs, and CPHs, click [here](#).
- To view our previous webinars in the "Every Step of the Way through the First 1,000 Days" series, click [here](#).
- To download the Continuity of Care in Breastfeeding Support: A Blueprint for Communities, click [here](#).
- To view the Continuity of Care Resource Library, click [here](#).
- To view current Blueprint grantees' success stories, click [here](#).
- To join our newsletter, click [here](#) to subscribe.

Contact us at [breastfeeding@naccho.org](mailto:breastfeeding@naccho.org).



### U.S. BREASTFEEDING COMMITTEE (USBC)

- To learn more about USBC, click [here](#).
- To view the Breastfeeding Coalition Directory, click [here](#).
- To view USBC membership information, click [here](#).
- To learn about Constellation Work Groups, click [here](#).
- To view the "World Central Kitchen" video, click [here](#).
- To register for the "National Breastfeeding Conference & Convening" on June 8-10, 2023, click [here](#).

### PARTNERSHIP FOR A HEALTHY LINCOLN

- To learn more about PHL, click [here](#).
- To learn more about the Pregnancy Risk Assessment Monitoring System, click [here](#).
- To view the Public Tableau Site, click [here](#).

Tami Frank can be contacted at: [tfrank@healthylincoln.org](mailto:tfrank@healthylincoln.org)  
Ted Fraser can be contact at: [tfraser@healthylincoln.org](mailto:tfraser@healthylincoln.org)



### SHELBY COUNTY BREASTFEEDING COALITION

- To learn more about Shelby County Breastfeeding Coalition, click [here](#).
- To view the Breastfeeding Resource Guide, click [here](#).
- To read the "Breastfeeding Sisters That Are Receiving Support: Community-Based Peer Support Program Created for and by Women of Color" journal article, click [here](#).
- To view the "It Takes a Village: Protection, Promotion, and Support of Breastfeeding in an Urban Community" poster presented by Jennifer Russell, MSN, RN, IBCLC, click [here](#).

Jennifer Russell can be contacted at: [jrussell@uthsc.edu](mailto:jrussell@uthsc.edu)



### COUNTY OF SAN DIEGO HEALTH AND HUMAN SERVICES AGENCY

- To learn more about Live Well San Diego, click [here](#).
- To learn more about the Breastfeeding Measurement in the Outpatient Electronic Health Record, click [here](#).
- To read about Naomi being honored as a Community Change Agent, click [here](#).

Naomi Billups can be contacted at: [naomi.billups@sdcounty.ca.gov](mailto:naomi.billups@sdcounty.ca.gov)  
Shana Wright can be contacted at: [smwright@sdcounty.ca.gov](mailto:smwright@sdcounty.ca.gov)



### NEW MEXICO BREASTFEEDING TASK FORCE

- To learn more about the New Mexico Breastfeeding Task Force, click [here](#).
- To view downloadable resource guides (available in English and Spanish), click [here](#).

Monica Esparza can be contacted at: [monica@breastfeedingnm.org](mailto:monica@breastfeedingnm.org)

### KANSAS BREASTFEEDING COALITION & LACTANCIA LATINA OF SW KANSAS

- To learn more about the Kansas Breastfeeding Coalition, click [here](#).
- To view a detailed database of Breastfeeding Support by Kansas County, click [here](#).
- To view the EHR/EMR Breastfeeding Data Collection Self-Assessment Tool, click [here](#).
- To connect with Lactancia Latina of SW Kansas, click [here](#).

Brenda Bandy can be contacted at: [bbandy@ksbreastfeeding.org](mailto:bbandy@ksbreastfeeding.org)  
Carmen Valverde can be contacted at: [lactancialatinakansas@gmail.com](mailto:lactancialatinakansas@gmail.com)



## 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.

*Additional community lactation assessment examples can be found in the [Continuity of Care Resource Library](#), listed under Recommendation 1.*

**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

Page 1 of 2

Sustainability Series:  
*Breastfeeding as a Community Health Improvement Strategy*

10/24/2022

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

<https://bit.ly/REACHOct22Recording>

Sustainability Series:  
*Breastfeeding as a Community Health Improvement Strategy*

11/11/2022

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

<https://bit.ly/REACHNov22Recording>

REACH: Hearing from Community through Focus Groups

12/11/2022

**December 11, 2022:** This session focused on Recommendation #3 of the CoC Blueprint.

<https://bit.ly/Dec22HoursRecording>

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Page 2 of 2

**Sustainability Series:**  
*Community Driven  
Chest/Breastfeeding Data System*

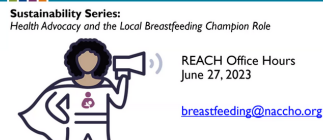
**January 11, 2023:** This session focused on Recommendation #4 of the CoC Blueprint.  
<https://bit.ly/REACHJanuary23Recording>

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

**February 8, 2023:** This session focused on Recommendation #5 of the CoC Blueprint.  
<https://bit.ly/REACHFeb23Recording>

**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.  
<https://bit.ly/REACHApril23Recording>



**June 27, 2023:** This session focused on Recommendation #7 of the CoC Blueprint.  
<https://bit.ly/REACHJune23Recording>



# REACH SPOTLIGHTS

Spotlights of recipients of the CDC's Racial and Ethnic Approaches to Community Health (REACH) Grant

## WABANAKI PUBLIC HEALTH & WELLNESS

Bangor, ME



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](mailto:nneptune@wabanakiphw.org)

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## ALLEGHENY COUNTY HEALTH DEPARTMENT

Allegheny, PA



**Allegheny County Health Department** has partnered with Healthy Start Incorporated in Pittsburgh, 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.

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## THE PUBLIC HEALTH ADVOCATES (PHA)

Stockton, CA



Galatians Community Church hosted a March Madness Canned Food Drive where REACH hosted the official kick-off and presented certificates of participation on behalf of their HFB and Lactation Policies to the congregation.

**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](mailto:ed@phadvocates.org)

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Spotlights of recipients of the CDC's Racial and Ethnic Approaches to Community Health (REACH) Grant

## CITY OF WORCESTER

Worcester, MA



**Creating a healthy baby network to support breastfeeding among Latino families in Worcester, Massachusetts**

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 bicultural/bilingual 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](mailto:HeimannY@worcesterma.gov)



## REFERENCES:

Breastfeeding focus group report: <https://iphionline.org/wp-content/uploads/2020/04/ISPAN-Focus-Group-Report-FINAL.pdf>

Nutrition, Physical Activity, and Obesity: Data, Trends, and Maps  
<https://www.cdc.gov/nccdphp/dnpao/data-trends-maps/index.html>

NACCHO Breastfeeding Assessment:  
<https://www.naccho.org/uploads/downloadable-resources/Issue-Brief-Needs-Assessment-FINAL.pdf>

Authentic Engagement: <http://bit.ly/AuthenticEngagementPlaybook>

Principles of Community Engagement – 2nd Edition  
[https://www.atsdr.cdc.gov/communityengagement/pdf/PCE\\_Report\\_508\\_FINAL.pdf](https://www.atsdr.cdc.gov/communityengagement/pdf/PCE_Report_508_FINAL.pdf)

Frieden, T.s R. (2010). A Framework for Public Health Action: The Health Impact Pyramid.” American Journal of Public Health, 100 (4).

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<https://www.naccho.org/programs/public-health-infrastructure/performanceimprovement/community-health-assessment>

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[http://strengtheningnonprofits.org/resources/guidebooks/Community\\_Assessment.pdf](http://strengtheningnonprofits.org/resources/guidebooks/Community_Assessment.pdf) 4. Centers for Disease Control and Prevention. (2013).

McKenzie, J. F., Neiger, B. L., & Thackeray, R. (2013). Planning, implementing, and evaluating health promotion programs: a primer. 6th edition. Boston: Pearson

