

Strategy #2 - Interventions Supportive of Breastfeeding

Expected Outcomes:

1. Increased number of places that implement supportive breastfeeding (BF) interventions
2. Increased breastfeeding

Target Population: African American women of childbearing age (18-49 years)

The Community and Clinical Connections for Prevention and Health Branch (CCCPH) will collaborate with state and local partners **to implement interventions supportive of breastfeeding** that address one or more of the following:

- A. **Maternity care practices in birthing facilities** – partnering with hospitals to pursue the NC Maternity Center Breastfeeding-Friendly Designation by accomplishing Baby Friendly USA's Ten Steps to Successful Breastfeeding
- B. **Continuity of care** – working with primary care practices (e.g., pediatrics, OB/GYN, outpatient medical clinics serving pregnant and postpartum women) toward earning the Mother-Baby Award for Outpatient Clinics
- C. **Community support** – assisting community organizations (e.g., faith communities) and businesses with adopting breastfeeding-friendly policies and applying for the Breastfeeding-Friendly Business Award
- D. **Workplace compliance with the federal lactation accommodation law** – collaborating with worksites to provide a private space and flexible breaks to express breast milk and applying for the NC Breastfeeding-Friendly Workplace Award

Target Settings: Health care (birthing facilities, primary care practices), faith communities, businesses, worksites

Recommended Partners:

• local breastfeeding coalitions • local breastfeeding support groups • public health educators • community groups • community coalitions • community members that represent the population at greatest risk for health disparities related to breastfeeding • health organizations (e.g. hospitals, pediatric offices) • Women, Infants and Children (WIC) programs • faith communities • YMCAs • worksites • colleges and/or universities • local businesses • local civic groups • local chambers of commerce • lactation consultants

Health Equity Planning Principals: To address breastfeeding disparities, efforts should focus on racial and economic inequities. Establishing health equity related to breastfeeding requires the engagement and support of health care facilities, worksites and communities. Where applicable, projects should prioritize settings serving African-American women of childbearing age and/or worksites with nonexempt (hourly) employees with low hourly rates.

BF Milestones:

1. Convene partners
2. Recruit venue(s)
3. Complete baseline BF assessment for each venue recruited
4. Develop a Physical Activity and Nutrition (PAN) action plan to make venue(s) breastfeeding-friendly, incorporating approved promotional materials and media messages to support the plan
5. Accomplish activities proposed in PAN action plan and apply for breastfeeding-friendly designations as appropriate
6. Complete follow-up BF assessment for each worksites/community venue

Examples of the types of activities that can be used to implement interventions supportive of breastfeeding; the following examples may include equipment that is not permissible with this funding (e.g., large furniture):

- A. A maternity care practice follows eight of the 10 steps to successful breastfeeding including, developing a written breastfeeding policy for the facility and helping all mothers initiate breastfeeding within one hour of birth. They applied for and received the NC Four-Star Breastfeeding Friendly Designation. They are working toward completing all 10 steps and earning the full five-star designation.

- B. A pediatrics office adopted a breastfeeding-friendly office policy, and its providers have completed more than 3 hours of education on breastfeeding beyond professional school. They refer clients to lactation specialists regularly.
- C. A coffee shop welcomes breastfeeding mothers, never asking them to leave, cover up or move. They have applied for the NC Breastfeeding-Friendly Business Award and display the “We’re Breastfeeding-Friendly” window cling.
- D. An elementary school equipped a large storage room with a desk, comfortable chair and small refrigerator for breastfeeding employees to use as a quiet, private space to pump. Breastfeeding teachers are allowed reasonable breaks to pump, and the school meets criteria for the NC Breastfeeding-Friendly Workplace Award.
- E. A small retail establishment earned the NC Breastfeeding-Friendly Workplace Designation by allowing breastfeeding employees to schedule breaks to express milk in a private office around the time the baby would normally feed.

Resources:

- A. The Surgeon General’s Call to Action to Support Breastfeeding - surgeongeneral.gov/library/calls/breastfeeding
- B. NC Maternity Center Breastfeeding-Friendly Designation Program - nutritionnc.com/breastfeeding/bf-mat-center.htm
- C. Mother-Baby Award for Outpatient Clinics - ncbfc.org/mother-baby-friendly-clinics
- D. Breastfeeding-Friendly Business and Workplace Awards - ncbfc.org/business-case-for-breastfeeding-1
- E. NC Making It Work Tool Kit - workwellnc.com/NCMakingItWork.php
- F. Work Well NC Lactation Support Page - workwellnc.com/scorecard-lactation_support.php