

BREASTFEEDING BEST PRACTICES

IN THE COMMUNITY

TRAINING TO SUPPORT PARENTS AND COUNSELORS



PEER SUPPORT
programs to assist mothers.



OUTREACH
to low-income families building a network of support.



ASSESSMENT
of needs for breastfeeding support in high-priority areas.



CHANGING SOCIAL NORMS
to be more supportive of breastfeeding.

STATE SUCCESS



LAUNCHED 3 BABY CAFÉS led by the **COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES**, a community support model for breastfeeding using an innovative, using an **EVIDENCE-BASED PEER BREASTFEEDING** approach.

23 CAFÉ
SESSIONS
HOSTED

60 VISITS BY
BREASTFEEDING
MOMS

27 VISITS BY
PREGNANT
WOMEN

19 VISITS BY FATHERS



STATE SUCCESS



PEER COUNSELORS use the acclaimed **LOVING SUPPORT TO GROW AND GLOW IN WIC** training program to serve and support families. Collaboration between the DC Department of Health, DC Breastfeeding Coalition, and two local hospitals resulted in new policies to increase peer support.

STATE SUCCESS



10 MEDICAL PRACTICES **116** STAFF MEMBERS

PARTICIPATED IN A MEDICAL SOCIETY OF DELAWARE TRAINING MODULE to **INCREASE THE NUMBER OF HEALTHCARE PROFESSIONALS** who **PROMOTE BREASTFEEDING BY PROVIDING EVIDENCE-BASED EDUCATION, ASSISTANCE, SUPPORT, AND COMMUNITY REFERRALS** to women who are pregnant or interested in breastfeeding.

HEALTH EQUITY

States identified groups of women who had lower breastfeeding rates and designed strategies that addressed the barriers to breastfeeding in their communities, including changing social norms, providing opportunities for women to share their breastfeeding challenges and experiences, and identifying worksite interventions to improve breastfeeding support.

THIS PROJECT IS SUPPORTED BY THE GRANT *BUILDING STATE HEALTH DEPARTMENT CAPACITY FOR BREASTFEEDING PROMOTION AND SUPPORT*, FUNDED BY THE CENTERS FOR DISEASE CONTROL AND PREVENTION.

FOR MORE INFORMATION, VISIT WWW.ASTHO.ORG/MATERNAL-AND-CHILD-HEALTH/BREASTFEEDING



THIS POSTER IS A SUMMARY OF THE STRATEGIES AND ACTIONS TAKEN BY 19 STATES IN ASTHO'S SUPPORTED LEARNING COMMUNITY ACTIVITIES PROGRAM.

BREASTFEEDING BEST PRACTICES

IN THE WORKPLACE

TRAINING TO SUPPORT THE EMPLOYER



RECOGNITION PROGRAMS

for employers who support nursing employees.



FINANCIAL ASSISTANCE

for businesses to become breastfeeding-friendly.



EMPLOYEE NEGOTIATIONS

for better lactation accommodations.



TECHNICAL GUIDANCE

on breastfeeding-friendly workplaces.

STATE SUCCESS

NEW MEXICO

INDIVIDUALIZED TECHNICAL ASSISTANCE

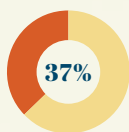
was offered to 21 local businesses by the New Mexico Breastfeeding Task Force, in collaboration with the state health agency team, **TO BECOME BREASTFEEDING-FRIENDLY.**



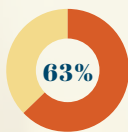
After receiving technical assistance implementing supportive workplace lactation accommodations/policies, employers* noticed:



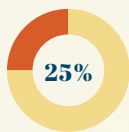
Positive impact on their business due to their **SUPPORT OF LACTATION IN THE WORKPLACE.**



Positive impact on the **REDUCTION OF ABSENTEEISM.**



Positive impact on employee **PRODUCTIVITY AND MORALE IN THE WORKPLACE.**



Positive impact on **LOWERING HEALTHCARE COSTS.**

* In a study conducted among New Mexico employers.

STATE SUCCESS

SOUTH DAKOTA

BREASTFEEDING WELCOME HERE

window clings and technical assistance to businesses used to **INCREASE IMPLEMENTATION OF BREASTFEEDING POLICIES** in a pilot community.



100 in the South Dakota pilot community have taken an **ONLINE PLEDGE TO BE A BREASTFEEDING-FRIENDLY BUSINESS.**

STATE SUCCESS

VERMONT

WRITTEN POLICIES

Since 2014, the Vermont Department of Health has recognized **84 BREASTFEEDING-FRIENDLY EMPLOYERS**, with **42 OF THOSE RECEIVING ASTHO GRANTS.** Half of the 84 employers who applied during this time have written breastfeeding policies.



288
EMPLOYERS

have been recognized for **CREATING AND MAINTAINING BREASTFEEDING-FRIENDLY WORKSITES.**

HEALTH EQUITY

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