Building Community Partnerships for Breastfeeding Support
Presenters

• Lia Burg, Senior Community Health Specialist, Washington County Public Health & Environment

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• Karen Doster, Public Health Program Specialist, Carver County Public Health Department
Presentation Topics

- Breastfeeding Coalitions
- Baby Café
- Family Friendly Festivals
Many community partners can support or hinder breastfeeding.
How can we leverage existing partnerships and create new ones to better support breastfeeding?
Breastfeeding Coalition Work
The Washington County Breastfeeding Coalition (WCBC)

- Established in September 2010 as part of the Statewide Health Improvement Partnership (SHIP) and the Health Care Breastfeeding Support Intervention.
- Members met monthly to collaborate, share resources, plan projects and network.
Mission and Vision

- To promote, support and protect breastfeeding through education, outreach, and collaboration within our community.

- We envision a community where breastfeeding is the norm and where families are supported and empowered to achieve their breastfeeding goals.
Goals

• Increase initiation and duration rates in Washington County.
• Advance breastfeeding knowledge and the skill base of health professionals.
• Provide families access to accurate information, community support, and the resources to successfully breastfeed.
• Link healthcare professionals, breastfeeding families, and the community with up-to-date referral and educational materials.
WCBC...Past, Present and Future

Sponsored Professional Lactation seminar with Jan Barger
Supported Baby Friendly Hospital Certification process with Washington County hospitals
Developed Washington County Breastfeeding Resource List
Developed “Breastfeeding Toolkit for the Perinatal Clinic Setting” and began to place in several clinics
Added two additional handouts to Clinic Toolkit

Continue to support BFH process
Breastfeeding Toolkit for the Perinatal Clinic Setting
Recently revised/updated Washington County Breastfeeding Resource list and other sections of the Clinic Toolkit

Implement Clinic Toolkit for medical practices.
Establish more community and worksite support for breastfeeding.
Seek funding to support additional professional training sessions.
Identify additional clinics to place newly revised toolkit and share updated version with current users
Ensure all Washington County clinics are aware of the Washington County Breastfeeding List
Components of Breastfeeding Toolkit

- Toolkit Introduction
- Patient Education
- Supporting Research
- Assessment/Evaluation
- Clinic Tools
- Employee Support
- Multi-Language Resources
How to Hand Express

Preparation:
- Wash your hands.
- Prepare a clean wide-necked container for the milk. A medicine cup, tea cup or bowl may be appropriate.

Technique:
- You may sit or stand comfortably - possibly where you can rest your arm or lean forward slightly over the container.
- Gently massage the breasts, running hands over the nipple and areola to stimulate the milk flow reflex.
- Position the first finger and thumb on opposite sides of the nipple, at about the edge of the areola or about one inch from the base of the nipple.
- Push directly back towards the chest wall, then compress the breast between finger and thumb, and follow through by moving the pressure towards the nipple without sliding the fingers on the skin of the breast.
- It may take a minute or so to stimulate the milk flow. Release and compress rhythmically (about once per second).
- Continue expressing while milk flow is good for about 2-3 minutes. Colostrum is quite thick, so be patient.
- Switch to the other breast and repeat. This can be repeated back and forth on each breast several times.
- Stop expressing when milk flow slows to drips or the goal has been achieved. For example, the areola is softened enough for infant to latch, or amount of milk needed is collected.
- Hand expression should not be painful. Seek advice from a lactation consultant if needed.
Tips for the Child Care Provider

Tips for the Child Care Provider of a Breastfeeding Baby

Breastfeeding is not only important for mothers and babies, but is also beneficial to child care providers. Breast milk is free and does not cost the mother or child care provider anything. Meals containing breast milk supplied by the parent or the facility are reimbursable under the Child and Adult Care Food Program (CACFP). Because of the natural antibodies in breast milk, breastfed babies are generally healthier and have fewer ear infections, fewer episodes of stomach upset and less diarrhea. Your staff will appreciate taking care of healthier babies instead of dealing with medications, multiple changes in formula and fussy babies.

- Breathing mothers that are returning to work will look for child care providers that are supportive and understanding of their needs.
- The American Academy of Pediatrics recommends babies be exclusively breastfed for 12 months or longer, or for as long as both mother and baby would like. Solid foods may be introduced at 6 months.
- Breast milk contains many essential nutrients that are not found in formula, and it is important to provide a positive environment for breastfeeding mothers, their babies, and families.
- Child care providers can support breastfeeding mothers as they transition back to work or school by learning more about breastfeeding and following these guidelines.

Arrange for a day prior to the mother’s return to work to meet and discuss:

- Timing and frequency of feedings
- How to handle any issues with feeding
- Identify any bottle or nipple preferences
- Identify a private space where moms could breastfeed at the child care center

Handling Breast Milk:

- The American Academy of Pediatrics, the Center for Disease Control and Prevention, and the Occupational Safety and Health Administration recognize that breast milk should be treated with the same care and respect as other foods and nutritional supplements.
- Breast milk can be safely stored for up to 8 days in the refrigerator and up to 3 months in the freezer.
- Breast milk should be labeled with the infant’s name, the date it was collected (if it was previously frozen).
- Due to its nutritional composition, breast milk has a unique consistency and can separate, which is normal. While you can gently shake breast milk, it should not be shaken vigorously.
- Never microwave breast milk. Instead, warm or thaw it by placing the breast milk in a container of lukewarm water or bottle warmer.

Bottle Feeding Breastfed Babies:

- The goal is to make bottle feeding breast milk very similar to feeding directly from the breast. That means pacing the feeding so that it takes about 25-30 minutes for the newborn (shorter for the older baby). Sometimes babies get used to the fast flow of the bottle and are reluctant to return to the breast.
- Pacified bottle feeding allows the baby to be in control of the feeding as he is when breastfeeding. Hold the bottle nearly horizontal and hold the baby nearly upright to avoid the fast flow from the bottle.
- Breastfed babies become hungry every 1.5-3 hours.
- Position the baby in the bottle nipple so that they are pointed toward the roof of the baby’s mouth and so that the nipple is all the way in the baby’s mouth to ensure that the baby is receiving an appropriate flow of breast milk.
- Never force feed a baby. Feed the baby slowly and watch for hunger cues. (See Chart Below)

<table>
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<tr>
<th>Feeding Cues From Baby</th>
<th>Bottle Feeding Bottle Feeding</th>
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<tr>
<td>Hunger Cues: Making sucking motions with the lips, opening and closing the mouth, sticking out the tongue, puckering of the lips, rooting reflex, hand to mouth reflex, hunger cry</td>
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<td>Signs the bottle feeding is too fast</td>
<td>Agitation, Mutation, Grimacing, gasping for air, taking frequent breaths, restless baby in the arms, running out of the corner of the mouth, falling arms, pushing bottle away</td>
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<tr>
<td>Signs the bottle feeding is too slow</td>
<td>Agitation and grimacing, shaking head side to side, refusing the bottle, biting on the bottle nipple</td>
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<tr>
<td>Baby is full when</td>
<td>No longer interested in sucking, turning the head away from breast or bottle, falling asleep</td>
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INCORRECT: Baby is upright and the bottle is horizontal.

INCORRECT: Baby is flat and bottle is nearly upright.

INCORRECT: The flow is too fast for this baby. Note his stressed look, raised shoulders and clenched fists.

Washington County Breastfeeding Coalition
http://www.livinghealthy.org/Breastfeeding.html
Duplicate as needed 3/2015

Living Healthy
Department of Health and Family Services Living Healthy Program
Successes with Clinic Toolkit:

- Coalition members met with 8 area clinics to distribute and review Toolkit
- Secured Office on Women’s Health Grant in 2012 to fund printing of additional materials and purchase binders, etc.
- Patient Education materials most widely used component
- Materials may be personalized with clinics’ name/logo
- SHIP initiatives have helped tremendously
In 2016 a Coalition member observed family friendly lactation rooms available at new Hy-Vee grocery store in Oakdale, MN
HyVee Oakdale
HyVee Oakdale
Results

- Store submitted their Breastfeeding Friendly Workplace application to MDH in August 2016
- Hy-Vee was designated as a Breastfeeding Friendly Workplace in October 2016.
The Wright County Breastfeeding Coalition
The Wright County Breastfeeding Coalition

- Wright County is also part of the Central Minnesota Breastfeeding Coalition
- Realized that many key partners weren’t able to make regional meetings
- Used SHIP staff time to start a local, informal breastfeeding coalition
- Sent invitations to area hospitals, ECFE programs, Head Start, & WIC, later to some clinics
- First met in June 2016, monthly & then bimonthly
Purpose Statement

The mission of the Wright County Breastfeeding Coalition is to ensure that every family is supported throughout the whole breastfeeding journey by promoting consistent breastfeeding friendly practices in healthcare, community, workplace and childcare settings.
Current Goals

- Create and disseminate a local breastfeeding resource list
- Continue to grow & strengthen the group for the purposes of networking, sharing, and collaboration
- Increase support for Wright County mothers in the first few weeks after discharge and upon return to work
Wright County Breastfeeding Resource List

Buffalo
Alina Health - Buffalo Hospital
Outpatient lactation services
Monday – Friday: 7 am – 2 pm
Call (651) 623-2103 for appointment
Breastfeeding Classes
Breastfeeding and lactation basics
$30 at Buffalo Health
Visit: https://buffalomedicalgroup.com/lactation

Monticello
CentraCare Health – Monticello
Outpatient Lactation Services
Available: 3617
Call (320) 272-2258 to schedule an appointment
Breastfeeding Classes
Breastfeeding basics
$30 at CentraCare Health – Monticello

Maple Grove
Maple Grove Hospital
Outpatient lactation services
Monday – Friday: 7 am – 2 pm
Call (651) 437-7070 for appointment
Breastfeeding Classes
$30 at Maple Grove Hospital
Visit: https://www.maplegrovemedical.org/lactationservices

St. Cloud
St. Cloud Hospital
Breastfeeding services available at St. Cloud Hospital
Visit: https://www.sct ime.com/locations/st-cloud

St. Cloud
St. Cloud Hospital
Breastfeeding classes
$30 at St. Cloud Hospital

Waconia
Ridgeway Medical Center
Outpatient lactation services
Monday – Friday: 7 am – 2 pm
Call (651) 442-3500 to schedule an appointment
Breastfeeding Classes
Breastfeeding basics
$30 at Two Rivers Medical Center in Chaska
Visit: https://www.tworiversmedical.org/locations/chaska

Wright County
Wright County Community Action WIC
Breastfeeding education and support is available for women who breastfeed
Visit: https://www.wrightcountymhs.com/wic

Wright County Public Health
Breastfeeding support
Visit: https://www.wrightcountymhs.com/publichealth

Wright County Breastfeeding Resource List

Breastfeeding Classes
Breastfeeding
$30 at Maple Grove Hospital
Visit: https://www.maplegrovemedical.org/lactationservices

Mommy & Me Breastfeeding Support Group
National Breastfeeding Association
Meetings are open to anyone who breastfeeds!
Visit: https://nationalbreastfeeding.org/locations

Breastfeeding Classes
Breastfeeding basics
$30 at Buffalo Health
Visit: https://buffalomedicalgroup.com/lactation

St. Cloud
St. Cloud Hospital
Breastfeeding classes
$30 at St. Cloud Hospital

St. Cloud
St. Cloud Hospital
Breastfeeding classes
$30 at St. Cloud Hospital

St. Cloud
St. Cloud Hospital
Breastfeeding classes
$30 at St. Cloud Hospital

The La Leche League of St. Cloud
Breastfeeding support groups
La Leche League is a support group for breastfeeding mothers
Visit: https://www.lalecheleague.org

Waconia
Ridgeway Medical Center
Breastfeeding classes
$30 at Two Rivers Medical Center in Chaska
Visit: https://www.tworiversmedical.org/locations/chaska

Breastfeeding Solutions
Breastfeeding solutions
Visit: https://www.breastfeedingguide.com

American Academy of Pediatrics
Visit: https://www.aap.org

Breastfeeding Coalition
Visit: https://www.breastfeedingcoalition.org

Center for Disease Control and Prevention
Visit: https://www.cdc.gov

Kelly Mays
Visit: https://kellymays.com

Minnesota Breastfeeding Coalition
Visit: https://www.minnesotabreastfeedingcoalition.org

National Institutes of Health
Visit: https://www.nih.gov

Wright County Public Health
Breastfeeding support
Visit: https://www.wrightcountymhs.com/publichealth

Breastfeeding Supplies/Pumps
- Medical Assistance will provide rental double-electric pumps
  for mothers who breastfeed
  Check with your medical plan for coverage on your insurance
  Policy may vary by plan

Ameda ParentCare
Visit: https://www.amedaparentcare.com

American Academy of Pediatrics
Visit: https://www.aap.org

Breastfeeding Coalition
Visit: https://www.breastfeedingcoalition.org

Breastfeeding Solutions
Breastfeeding solutions
Visit: https://www.breastfeedingguide.com

Tel: 1-800-999-9999

Hygiplas Breast Pumps
Visit: https://www.hygiplas.com

Kaye's Breast Pumps
Visit: https://www.kayesbreastpumps.com

Mediaeums Pumps
Visit: https://www.mediaeums.com

Milk Moms
Visit: https://www.milkmoms.com

Nurse Midwives
Visit: https://www.amna.org

Reliable Medical Supply
Visit: https://www.reliablemedicalsupply.com

Tel: 1-800-999-9999

For more information, please contact Wright County Public Health at 763-384-7515.
Benefits

- Helped Public Health establish and strengthen relationships
- Facilitated cross-referrals
- Provides a platform for two-way information sharing
- Reveals new opportunities for collaboration
- Possibility of better alignment of services
Challenges

- Requires ongoing public health coordination and support
- Low attendance & making meetings work for a variety of participants
- Inconsistent attendance makes continuity of decisions & actions difficult
What role does SHIP play in your breastfeeding coalition?
What is a Baby Café?
Idea to implementation
Setting up a Baby Cafe

The Baby Cafe model works in many settings and is flexible enough to accommodate different community profiles.

With support resources and a proven model to follow, the process of setting up and running a Baby Cafe can be straightforward and time-efficient for staff involved.

Why choose the Baby Cafe model?
Why Collective Impact works
What benefits you receive from your Baby Cafe License

All Baby Cafe sites are:

- Licensed by Baby Cafe USA and listed on this website
- Any other site purporting to be a Baby Cafe is using the name without our authorization
- Permitted to use the trademarked logo and branding
- Fully funded
- Staffed by skilled facilitators
  - See staffing guidelines
- Encouraged to establish links with local health care providers
- Free to all mothers needing support with breastfeeding

Steps to set up a Baby Cafe:

PLEASE REGISTER FIRST

1. Fill out application- Once we get the application, it can be approved that day if all components are in place. Note: You must be familiar with our policies before completing your application
Promoting Baby Café
Promoting Baby Café

A free, family-friendly drop-in center for pregnant and breastfeeding moms

Baby Café offers information and support to help you reach your breastfeeding goals. You can get help with breastfeeding or just talk—with a certified lactation consultant from Buffalo Hospital and other moms, like you. Get answers to your questions in an informal, comfortable setting:

• I’m pregnant and wondering, “How will I feed my baby?”
• I’m having a few problems with breastfeeding.
• How can I continue to breastfeed after I go back to work?
• How/when do I start solid foods?

Baby Café location and details
• First and third Wednesdays of every month, 10 a.m. to 12 p.m.
• Wright County Historical Society
  2001 MN-25, Buffalo, MN 55313
• Scale available for weighing your baby.
• Enjoy a free beverage and a snack.

You don’t need to have given birth at Buffalo Hospital to go to Baby Café. It’s sponsored by Buffalo Hospital and Wright County as a community service.

Questions? Call Baby Café at 763-684-7630.

A family-friendly drop-in center for pregnant and breastfeeding moms the first and third Wednesday of the month from 10 a.m. – 12 p.m. There is no cost and no registration required. Stop in for snacks, breastfeeding information and fun.

Find us at the
Wright County Historical Society
(also the Heritage Center)
2001 MN-25
Buffalo, MN 55313
763-684-7630
Sixteen months later...
### Lessons Learned

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<tr>
<th>Date</th>
<th>Baby Age Category</th>
<th>Feeding Type</th>
<th>Total # Moms</th>
<th>BF Moms</th>
<th># New BF Moms</th>
<th># Pregnant Moms</th>
<th># Supporting Dads</th>
<th># Other Supporters</th>
<th># Referrals</th>
<th># Staff Hours</th>
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Baby Café efforts in Washington County

- In 2017, the coalition discussed hosting a Baby Café
- With the help of SHIP funds, Washington County Public Health & Environment was able to support a start up baby café at Lakeview Hospital
- Lakeview submitted their baby café application in June 2017
- In honor of World Breastfeeding Month, Lakeview plans to hold their first baby café meeting in August with a kick-off event
Baby Café Questions?
Family Friendly Festivals
Family Friendly Festival Initiative

- Focus was to improve social norms at city festivals and events in Carver County
  - Chose to focus on one festival in each community/county fair
- Three components chosen based on PH Department priorities
  - SHIP
  - Carver County Health Needs Assessment
  - Minnesota County Health Rankings
### Initiative Components

- Based on success of programs already in place
  - Breastfeeding
    - Tent
    - Free signage
  - Tobacco Free Spaces
    - Free signage
  - Responsible Beverage Server Training (RBST)
    - Training for festival staff/volunteers
<table>
<thead>
<tr>
<th>City</th>
<th>Festival</th>
<th>Breastfeeding Tent/Signage</th>
<th>Tobacco Free Signage</th>
<th>Responsible Beverage Server Training</th>
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<tr>
<td>Carver</td>
<td>Steamboat Days</td>
<td>n/a</td>
<td>3 A-frames</td>
<td>August 24 &amp; 31</td>
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<td>Sept. 9-11, 2016</td>
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<td>16 attendees</td>
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<td>Chanhassen</td>
<td>4th of July Celebration</td>
<td>Green/White 2 A-frames</td>
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<td>July 2-4, 2016</td>
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<td>River City Days</td>
<td>White 1 A-frame</td>
<td>6 ground stakes</td>
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<td></td>
<td>July 29-31, 2016</td>
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<tr>
<td>Hamburg</td>
<td>National Night Out</td>
<td>Purple/White 1 A-frame</td>
<td>n/a</td>
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<td></td>
<td>August 2, 2016</td>
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<td>25 attendees</td>
</tr>
<tr>
<td>Norwood Young America</td>
<td>Stiftungsfest</td>
<td>Blue/White 1 A-frame</td>
<td>6 ground stakes</td>
<td>August 8, 2016 29</td>
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<td></td>
<td>August 26-28, 2016</td>
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<td>Victoria</td>
<td>Volksfest</td>
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<td>2 A-frames</td>
<td>August 8, 2016 1</td>
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<tr>
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<td>August 19-21, 2016</td>
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<td>6 ground stakes</td>
<td>attendee (CC fair)</td>
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<tr>
<td>Watertown</td>
<td>Rails to Trails</td>
<td>Beige 1 A-frame</td>
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<td>July 15-16, 2016</td>
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<td>Carver County Fair</td>
<td>County Fair</td>
<td>White 1 A-frame</td>
<td>8 A-frames</td>
<td>August 8, 2016 21</td>
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<td></td>
<td>August 10-14, 2016</td>
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<td>25 12x12 metal signs with posts</td>
<td>attendees</td>
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NYA Stiftungsfest
Watertown Rails to Trails
Hamburg National Night Out
Carver County Fair
In progress: Breastfeeding tent for community events
In progress: Lactation Station for the Wright County Fair
Washington County Fair efforts

- In years past, the Washington County fair has not provided a designated lactation space for nursing mothers.
- In May of 2016, Public Health staff spoke with a Fair Board member and secured a nursing mother’s tent location at the Washington County Fairgrounds near the Red Cross building.
- SHIP funds helped purchase a 10x10 tent that will be made available to Coalition members and local partners to be used at other Washington County community events as well as the Washington County Fair annually.
Washington County Fair efforts

- The Coalition asked members to help with in-kind contributions such as equipping the room with some essential items to make the tent a supportive and inviting environment for nursing mothers.
- The Coalition asked looking for donated or borrowed items such as:
  - Fans
  - Comfortable Chairs
  - Tables
  - Diaper Changing station
  - Wipes, Kleenex, etc.
  - Children’s books, toys, etc.
  - Extension cords
  - Water bottles
  - Curtains/dividers
  - Trash Bin
Washington County Fair efforts
More Information:

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kdoster@co.carver.mn.us