



Loving Support® Implementation Plans 2002

Alaska

Mobilizing Staff:

- Statewide breastfeeding training for WIC staff in remote regions via electronic media
- Alaska breastfeeding training modules

Client/Family:

- Breastfeeding messages targeting Alaska Native communities
- Breastfeeding public awareness campaign targeting fathers
- Expansion of working moms' support group

Public Awareness:

- "Breastfeeding: It's Tradition" Loving Support® media campaign television and radio public service announcements
- "Breastfeeding: It's Tradition" previews in movie theaters

Health Providers:

- Breastfeeding education and protocols for health care providers
- Breastfeeding management training in remote villages across the state

Community:

- Expansion of breastfeeding coalitions throughout the State
- "Breastfeeding Welcome Here" program targeting local business

Iowa

Mobilizing Staff:

- Breastfeeding training workshops and in-services for WIC staff
- Loving Support® brand added to breastfeeding training and orientation materials for new employees
- Breastfeeding books and counseling guides distributed to WIC staff
- Planning for the Breastfeeding State Summit to be held October 2004

Client/Family:

- Made available the Mississippi WIC video: "Breastfeeding, Another Way of Saying I Love You" to clients through WIC agencies and breastfeeding coalitions

- Loving Support® branding on client education materials

Public Awareness:

- Branded Loving Support® tag line and look added to professional, client, state task force and website resources
- Recognition programs for health care, child care, and other employers whose efforts are moving them toward becoming "breastfeeding friendly"

Health Providers:

- "Ready-to-use" training kits that include training modules from Mississippi WIC
- Breastfeeding training program "kits" for lactation educators across the State
- On-site visits to local breastfeeding coalitions to promote training kits
- "Train-the-trainer" breastfeeding workshops

Community:

- Breastfeeding training in child care programs
- Provision of breastfeeding resources for use in the local community
- Working and breastfeeding kit
- "Ready-to-use" training kits for child care and human resource directors using training materials from Mississippi WIC

Kentucky

Mobilizing Staff:

- Breastfeeding "train-the-trainer" sessions for all WIC staff
- Staff recognition program

Client/Family:

- Mini-grants for WIC clinics to establish a Breastfeeding-Friendly environment
- Follow-up referral service for new moms

Public Awareness:

- Widespread Loving Support awareness campaign - radio and television PSAs and billboards
- Partner with grocery stores for shopping cart advertising
- "Rock and Relax" breastfeeding booth/station at the State Fair

Health Providers:

- Outreach for local physicians' offices:
- Breastfeeding Resources Guide
- Fruit and candy gift packs featuring original and creative breastfeeding slogans
- Physician "lunch and learn" sessions

Community:

- Expand breastfeeding coalitions in targeted areas and throughout the State
- Breastfeeding information and resources provided to local worksites and child care centers

Maine

Mobilizing Staff:

- Provide local pharmacists with Thomas Hale's "Medications and Mother's Milk"
- Breastfeeding learning "fair" with local WIC staff to disseminate basic breastfeeding information
- Best-Start "3-Step counseling" training for staff

Client/Family:

- Development of a laminated breastfeeding "scrapbook" with client and family photos and stories for waiting rooms
- Early postpartum follow-up referral system

Public Awareness:

- Comprehensive Loving Support® public awareness campaign - Governor's wife as spokesperson
- Posters of Maine residents who were breastfed
- Recognition awards for businesses, community groups, families and breastfeeding advocates who have done something special to support breastfeeding

Health Providers:

- Survey of "Best Practices" policies at local hospitals
- "On a roll" recognition program of supportive providers
- Breastfeeding information in local hospital newsletters
- Breastfeeding Speakers Bureau

Community:

- Promotion of support programs for working moms at worksites and child care centers
- Breastfeeding loop video for community health centers, clinics, hospital waiting rooms and Wal-Mart
- Breastfeeding stations at county fairs

Michigan

Mobilizing Staff:

- Breastfeeding assistance call triage flow-chart for clinical pathway adaptable for various settings, i.e., WIC clinic, hospital, etc.
- Referral resources for WIC staff
- "Lunch and learn" trainings for WIC clinic staff and local health care providers
- Distribution of Thomas Hale's "Medications and Mother's Milk" and the "Answer Book" by Le Leche League, International
- Staff recognition programs for participating agencies

Client/Family:

- "Back to work" support letters to working mothers
- Breastfeeding literature for families in clinic exam rooms and waiting rooms
- Breast pump program coordination with home-care personnel
- Expansion of peer counseling program throughout the county
- Breastfeeding room with breast pumps and rocking chairs in "Work First, Back to Work" office

Public Awareness:

- Recognition program for local community groups who are supportive of breastfeeding
- Partner with Chamber Commerce's "Family Initiative"
- High profile Loving Support® public awareness campaign featuring Loving Support® branded materials

Health Providers:

- Lactation consultants serve as breastfeeding representatives for physicians' offices to make contacts and become a resource
- "Lunch and learn" sessions with staff in private clinics
- Speakers with expertise in breastfeeding present at hospital administrative meetings
- Provide Breastfeeding Resource Guide and referral system to physicians' offices, local hospitals and health departments

Community:

- Breastfeeding packets to members of the Chamber of Commerce

- Certificates of recognition to breastfeeding friendly employers
- Information sent to Unions regarding support for working moms
- Outreach to insurance companies promoting breastfeeding support
- Incorporate child care training program, from the Mississippi WIC materials, into county licensure process

Missouri

Mobilizing Staff:

- Loving Support® campaign orientation for local WIC clinics
- Best Start "3-Step counseling" training for local WIC staff

Client/Family:

- Distribution of Mississippi WIC video "Breastfeeding, Another Way of Saying I Love You"

Public Awareness:

- Loving Support™ scroll messages shown at the beginning of movies in local theaters
- Breastfeeding friendly messages displayed on McDonald's tray liners
- Loving Support® PSAs
- Loving Support® billboards

Health Providers:

- Breastfeeding "representatives" provide information and serve as resources to physicians and hospitals
- Breastfeeding trainings at local hospitals
- Development of a tri-county breastfeeding resource guide

Pennsylvania

Mobilizing Staff:

- Staff training based on Best Start "3-Step counseling" principles

Client/Family:

- New brochures targeting fathers and grandmothers
- Video loop of "Breastfeeding, Another Way of Saying I Love You" from the Mississippi WIC video
- Prenatal breastfeeding curriculum for local groups to replicate into existing education plans
- Peer counselor program

Public Awareness:

- Approach local cable stations to air breastfeeding messages and PSAs
- Establish communications with local media outlets

Health Providers:

- Feedback system to alert physicians of positive comments from clients
- Partner with Maternal and Child Health Bureau to integrate breastfeeding into cancer prevention program
- Breastfeeding "representatives" deliver resource packets to pediatricians, family physicians and obstetricians
- In-services for hospital labor and delivery, postpartum and newborn nursery staff
- Case-based in-services to local physicians on hypoglycemia, jaundice, weight loss, and hypothermia presented by the American Academy of Pediatricians breastfeeding coordinator

Community:

- Fact sheet on the handling and storage of breast milk to local child care providers
- In-services for Early Head Start and Healthy Beginnings program staff
- Provide breastfeeding promotion and support materials to child care staff
- Development of local breastfeeding coalitions
- Contact regional offices of Wal-Mart and K-Mart to promote worksite breastfeeding support

Vermont

Mobilizing Staff:

- Breastfeeding education training for local WIC staff
- Website pages to keep staff informed
- Development of core regional breastfeeding support training teams

Client/Family:

- Enhancement of peer counseling programs
- Public Awareness
- Statewide promotion of *Loving Support*® branded materials
- *Loving Support*® messages on food delivery vans and trucks

Health Providers:

- Breastfeeding support training for home visitation staff
- Visits to health providers
- Development of a Breastfeeding Resource Guide
- Promotion of "Baby Friendly Hospital Initiative"

Community:

- Development of a Statewide breastfeeding network

- Worksite outreach programs with recognition of breastfeeding friendly businesses (Breastfeeding Friendly Employer Project)
- Outreach to faith-based organizations

Wisconsin

Mobilizing Staff:

- Breastfeeding training and orientation for local WIC staff

Client/Family:

- Provide Mississippi video "Breastfeeding, Another Way of Saying I Love You" to clients in clinics, hospitals, and community agencies
- Wide distribution of "Fathers Supporting Breastfeeding" materials
- Pilot peer counseling program

Public Awareness:

- Breastfeeding information added to Maternal and Child Health hotline
- Focus groups with African Americans to determine appropriate breastfeeding message delivery
- Comprehensive Loving Support[®] campaign through radio ads targeting minority outlets and partnership and Minority Health Week

Health Providers:

- Loving Support[™] campaign materials and training to local providers
- Distribute Thomas Hale's "Medications and Mother's Milk" to providers
- Breastfeeding fact sheet added to the "Nutrition Fact Sheet" series

Community:

- Roundtable discussion with African American leaders in Milwaukee
- Develop local coalition for breastfeeding promotion and support