



## **Loving Support<sup>®</sup> Implementation Plans 2003**

### **Arkansas:**

#### **Mobilizing Staff:**

- Developed a Competency-based Breastfeeding Self Study Module via website for professional and support staff
- Distributed current LLLI Breastfeeding Answer Book to county breastfeeding resource staff, infant-home visitation nurses, Regional breastfeeding coordinators, public health nutritionists, and peer counselors
- “Breastfeeding Quick Notes” e-mail newsletter sent monthly to local WIC staff – includes newest topics in breastfeeding information and provides suggested activities for involving staff in breastfeeding promotion
- Link breastfeeding and literacy for secondary nutrition education topic
- Provide current breastfeeding reference material such as Breastfeeding Atlas, and teaching videos, enabling lactations consultants to provide accurate information to health professionals who may have breastfeeding questions

#### **Client and Family Support:**

- Enhance the Arkansas Children’s Hospital NICU as Breastfeeding Friendly by placing breastfeeding posters in strategic areas
- Information packet provided to mothers include a breastfeeding information magnet/picture frame, breastfeeding pamphlet
- Enhance breastfeeding support at several hospitals in the target regions by improving breastfeeding education
- Develop a Grandparents Kit for distribution in communities and local Health Departments

#### **Public Awareness**

- Highlight breastfeeding with classes, pamphlets, and other informational materials at Baby Fairs held in various regions of the State
- Worked in concert with State media office to contact radio and TV outlets to encourage airing breastfeeding PSA’s.
- Write newspaper articles on breastfeeding topics for small town newspapers throughout the southeastern side of the State.
- Promote recognition of the “Loving Support” brand and replace formula gift items for hospital staff at various hospitals. Provide “branded” name tag holders, pens and other items that are frequently noticed by the public when interacting with health professionals

#### **Health Provider Outreach**

- Exhibit “Loving Support” and other WIC Breastfeeding services at health professional meetings and conferences.

- Distribute “Medications and Mothers Milk” by Thomas Hale to hospitals and pharmacies within target area.
- Partnered with physicians and the University Medical Center to develop a web-based breastfeeding education module for Pediatric and OB physician residents

#### Community Outreach

- Assure a link between the Healthy Living Initiative Website and the Arkansas WIC Breastfeeding website
- Include breastfeeding information displays at Health Fairs throughout the State

### Arizona

#### Mobilizing Staff

- Created a breastfeeding lending library for staff
- Provided Mississippi Model, “How to Support a Breastfeeding Mother”, Level I training for all clerical staff, adapting the model to the specific needs for Arizona
- Added a breastfeeding component to WIC University
- Sponsored intensive breastfeeding training for staff with the goal to have board certified lactation consultants in each agency within 2 years
  - Provide a review course and scholarships for staff to sit for the exam to become a board certified lactation consultant
- Developed a breastfeeding Listserv for information sharing

#### Client/Family

- Developed a statewide referral and resource list for WIC mothers and families
- Updated breastfeeding teaching material targeted to WIC families

#### Public Awareness

- Partnered with the “Worksite Social Marketing Campaign”
- Explore opportunities to generate media exposure for breastfeeding
- Target teen population for breastfeeding awareness

#### Health Care Providers

- Sponsor a breastfeeding expert to be the speaker at health profession meetings
- Sponsor an exhibit at health fairs or other programs that highlight healthy living
- Develop a campaign targeted to physicians’ offices. Include breastfeeding resource materials, provide training for office personnel and provide recognition to participating MD offices.

#### Community

- Highlight breastfeeding Partnership kick-off events in three locations, Statewide
- Target childcare centers to provide breastfeeding training and support to childcare centers

- Continue to build on the community partnerships by providing Regional trainings on breastfeeding topics with Community partners and WIC breastfeeding coordinators

## **Cheyenne River Sioux (CRS)**

### **Mobilizing Staff:**

- Provide training and support for WIC staff RN to become a board certified lactation consultant

### **Client and Family**

- Provide flexible clinic scheduling to accommodate working mothers, including monthly breastfeeding sessions in the evenings - a support network of Sioux mothers and families are invited
- Integrate “Loving Support” materials for Native Americans and branding of educational pieces
- Working with the University of South Dakota to present breastfeeding information for health care staff who provide prenatal care at Eagle Butte, Hospital

### **Public Awareness**

- CRS WIC program provided a guest speakers to discuss breastfeeding for the nationally broadcast radio program, “Native American Call-In”
- CRS WIC staff member discussed breastfeeding benefits on local radio shows that target the reservation and communities within the listening area
- “Loving Support Makes Breastfeeding Work” Native American billboard is displayed at a high traffic area in Eagle Butte
- “Loving Support” logo is displayed on the WIC Mobile Clinic that services mothers who live in remote areas of the reservation
- “Loving Support” PSA’s have been played on local cable TV

### **Health Provider Outreach**

- Provide basic breastfeeding training for health care providers at hospital where CRS mothers deliver
- Present “Historical Perspective on Native American Health and Breastfeeding” for University of South Dakota Nursing students

### **Community Outreach**

- Provide quarterly breastfeeding newsletter for community partners
- Recognize local businesses and child care centers that support breastfeeding;
- Assist in developing a Tribal Personnel Policy to support a breastfeeding-friendly workplace
- Partnered with local nursing schools to provide breastfeeding clinical experiences through WIC for student nurses

## **District of Columbia**

### **Mobilizing Staff**

- “Loving Support” training for WIC staff in local agencies as well as for non-WIC clinic staff
- Mississippi Model, Level I “How to Support a Breastfeeding Mother” training for staff in all WIC local WIC clinics
- Offer mini-grants for local agencies to develop breastfeeding promotion activities
- Provide Best Start’s 3-Step Counseling Strategy for staff
- Establish breastfeeding recognition awards for local WIC sites for exemplary projects and programs they have developed

### **Client and Family**

- Opened “Breastfeeding Friendly Room” at Upper Cardozo WIC Clinic
- Hosted a “Mother’s Day” event for WIC mothers and families, citywide
- Hosted the 4<sup>th</sup> Annual Breastfeeding Family Picnic with “Loving Support” community partner support
- 2005 Breastfeeding calendar, featuring WIC families, printed and distributed to WIC clients

### **Public Awareness**

- Received a Breastfeeding Proclamation from the mayor for World Breastfeeding Week
- Provided “Rock and Relax” venues with breastfeeding information at various summer health fairs and events
- Placed “Breastfed Babies Welcome Here” signs in WIC clinics and provided them to various local area businesses

### **Health Provider Outreach**

- Provided Physician and Health Care Provider Breastfeeding Support Kits to various clinics and physicians’ offices
- Provide training on WIC breast pump policies to various health care facilities in the community
- Developed a Breastfeeding Resource Guide for the local area health care providers

### **Community Outreach**

- Work to strengthen collaborative efforts with Maternal and Family Health Administration
- Provide breastfeeding information and training for the staff at the MOM-BABY hotline
- Continue collaborations with the D.C. Breastfeeding Taskforce

## **Georgia**

### Mobilizing Staff

- Assure availability of breastfeeding resources in each WIC agency
- Provide orientation to each local agency on “Loving Support” and other breastfeeding coalitions and initiatives
- Encourage and assist WIC staff in their efforts for additional training in breastfeeding management, including those planning to become board certified lactation consultants

### Client and Family

- Assure WIC clients have access to various breastfeeding information and education tools, such as “Fathers Supporting Breastfeeding” and “Breastfeeding, Another Way of Saying ‘I Love You’”

### Public Awareness

- Collaborate to promote the Breastfeeding Help Line for Healthy Mothers, Healthy Babies of Georgia as a resource for WIC mothers and families
- Highlight “Loving Support” activities along with other breastfeeding activities for World Breastfeeding Week

### Health Care Providers

- Work through the Georgia Chapter of the AAP to provide breastfeeding information and education to physicians throughout the State
- Develop breastfeeding education modules targeted to physicians
- Complete and distribute a Georgia breastfeeding resource guide for physicians and their patients
- Provide “Medications in Mother’s Milk” by Thomas Hale and the LLL “Breastfeeding Answer Book” to physicians’ offices in target site

### Community

- Promote the creation of breastfeeding coalitions throughout the State
- Provide special recognition for breastfeeding friendly worksites
- Facilitate round table discussions with the African American community to understand breastfeeding barriers unique to this group
- Examine how WIC and community partners can work together to support mothers during the early post partum period

## **Louisiana**

### Mobilizing Staff

- Provide breastfeeding education through “Lunch and Learn” opportunities for staff
- Recognize “breastfeeding warriors” in the WIC clinic
- Conduct breastfeeding trainings and conferences for WIC staff (several have been completed)
- Provide daily computer messages on breastfeeding topics for WIC staff

#### Client and Family

- Identify a breastfeeding contact person for all prenatal clients
- Provide breastfeeding support information to family members
- Continue to develop breastfeeding classes and targeted educational messages for WIC mothers and families
- Establish a breastfeeding “warm line” for mothers at a local hospital

#### Public Awareness

- “Loving Support” and other breastfeeding PSA’s aired on TV and Radio
- Sponsored a New Orleans streetcar ride for breastfeeding mothers and provide “Loving Support” information
- Conduct a comprehensive advertising campaign at the New Orleans Superdome with “Loving Support” logo on all entrances, exits and outside marquis and message boards for dome events

#### Health Care Providers

- Create a Resource Guide of breastfeeding information and services
- 3200 physician and healthcare provider support kits have been distributed to health professionals

#### Outreach to the Community

- Establish regional breastfeeding coalitions where they do not currently exist
- Continue a partnership with community-based organizations such as Head Start, Childcare and faith-based groups
- Develop an electronic newsletter to share information with partners in the community

### **Mississippi Band of Choctaw Indians**

#### Mobilizing Staff

- Provide basic breastfeeding training for staff at Women’s Wellness Center and Choctaw Health Center

#### Client and Family

- Established a Mother’s Room for clients and WIC employees who are pumping breast milk
- Provide breastfeeding support and information to new mothers upon discharge from the hospital
- Develop a breastfeeding video to address the breastfeeding concerns of Choctaw mothers

#### Public Awareness

- Place “Loving Support” billboards in prominent areas

#### Health Care Providers

- Partner with the local community college to include breastfeeding education materials into the current nutrition curriculum

#### Community Outreach

- Include staff from Early Childhood divisions in breastfeeding training effort
- Provide childcare center and Early Head Start, with breastfeeding posters, equipment and furniture for breastfeeding

### **Rhode Island**

#### Mobilizing Staff

- Provide breastfeeding education and Loving Support materials to Visiting Nurses Association and nurses in the birthing hospitals
- Strengthen the WIC breastfeeding infrastructure by reviewing policies and assuring a breastfeeding friendly environment in WIC clinics

#### Client and Family

- Develop breastfeeding brochure targeting prenatal and breastfeeding teens
- Develop culturally relevant brochures and other teaching materials for distribution
- Incorporate “Loving Support” branding into all breastfeeding materials
- Distribute “Breastfeeding: Another Way of Saying ‘I Love You’ to WIC Clinics and community partners

#### Public Awareness

- Provide breastfeeding information at public forums such as cultural events and other state-wide events
- Develop and launch HEALTH BF website
- Brand all materials with the “Loving Support” logo
- Sponsored the purchase and distribution of 550 copies of the children's book "We Like to Nurse" in English and Spanish in collaboration with Reach Out and Read Rhode Island (ROR/RI)

#### Health Care Providers

- Sponsor round-table discussions, lunch and learn opportunities
- Integrate breastfeeding materials into HEALTH pre-natal packets
- Develop an MD Recognition program for physicians that encourage and support breastfeeding with their patients
- Provide opportunities for pharmacists to receive breastfeeding information. Partner with CVS Stores to provide “Medication and Mother’s Milk”
- Present Thomas Hale’s Grand Rounds video at the University of Rhode Island
- Distribute pocket resource guide to health care providers to birthing hospitals
- Provide networking opportunities for lactation consultants
- Develop a referral mechanism with VNA

## Community

- Develop a community-based intervention for employer outreach to support breastfeeding mothers in the workplace
- Develop a partnership with health insurers to encourage enhancement benefits for breastfeeding services
- Provide breastfeeding education and awareness to childcare providers throughout the State
- Collaborate with Providence Family Van to distribute breastfeeding information and services in multi-cultural communities within the area

## Tennessee

### Mobilizing Staff

- On-going breastfeeding education and training to WIC staff and public health nurses
- “Loving Support” materials and additional breastfeeding resources provided to clinic staff in target areas

### Client and Family

- Breastfeeding classes are available to WIC mothers and families
- WIC mothers have mobilized to lead support and peer groups in various communities in the target area
- Bulletin boards highlight breastfeeding information and WIC mother-infant success stories
- “Breastfeeding: Another Way of Saying *I Love You*” in each clinic

### Public Awareness

- “Loving Support” billboards displayed in each county of the target area
- “Loving Support” PSA’s featured on radio stations
- “Incredible Baby Showers” and “Beautiful Breastfed Baby Showcase” highlight breastfeeding mothers
- Children’s books with messages of breastfeeding placed in libraries
- Breastfeeding booth at the “Night-Out – Fight Against Crime” event
- “Loving Support” 8 ft banners provided for display, to 21 health departments within the target areas

### Health Care Providers

- Bi annual visits are made to physicians offices with breastfeeding materials, and information to promote breastfeeding services that are available in the area
- Sponsored a breastfeeding conference for health care providers
- Provided breastfeeding lectures and training for students at the Nursing School
- Distributed physician and health care provider “Loving Support” kits

## Community



- Provided breastfeeding information and training to childcare workers
- Worked to integrate breastfeeding awareness into Family and Consumer Science classes at selected high schools
- Assisted with breastfeeding training for home visiting nurses

## **West Virginia**

### **Mobilizing Staff**

- Assure all WIC staff are trained to promote breastfeeding
- Reinforce skills needed for appropriate staff to support breastfeeding mother

### **Client and Family**

- Provide breastfeeding rooms and breastfeeding support to all mothers who use the clinic facilities
- Display “Loving Support” and other breastfeeding information and materials in waiting areas of all clinics
- Home visitations made to breastfeeding mothers
- Place breastfeeding information targeted to fathers in the waiting rooms of the hospital
- Work in partnership with the hospital to utilize peer counselor services within hospital guidelines

### **Public Awareness**

- Work with school administrators to provide breastfeeding information appropriate for health classes in high school.
- Provide breastfeeding information to faith-based organizations
- Disseminate information on breastfeeding classes offered by WIC to community partners
- Encourage businesses that are recognized as breastfeeding friendly to display a “Loving Support” decal
- Provide breastfeeding information to senior centers and programs to encourage grandmother support

### **Health Care Providers**

- Target labor and delivery nurses to receive additional breastfeeding training
- Partner with schools with LPN (licensed practical nurse) programs in the area to provide breastfeeding lectures and training
- Recognize physicians’ office staff that are breastfeeding friendly
- Provide “Medications and Mother’s Milk” by Thomas Hale to physicians within the target area

### **Community**

- Build on collaborations with “Loving Support” partnering organizations

- Include breastfeeding information in health fairs and seminars
- Collaborate with Head Start to include “breastfeeding areas” for mothers
- Outreach to businesses such as Wal-Mart to create nursing mothers’ room