

#EveryStepoftheWay Through the 1,000 days:

Improving Community Health through Continuity of Care in Chest/Breastfeeding Support

November 18, 2021

About NACCHO

The National Association of County and City Health Officials (NACCHO) comprises nearly **3,000 local health departments** across the United States. Our mission is to **improve the health of communities** by strengthening and advocating for local health departments.

www.naccho.org

NACCHO Chest/Breastfeeding



ENABLING CHEST/BREASTFEEDING TO BE THE FEASIBLE, DEFAULT CHOICE IN COMMUNITIES, through:
Reducing Breastfeeding Disparities through Peer and Professional Support project (2014-2018)
Reducing Breastfeeding Disparities through Continuity of Care (2019-2022)

<https://naccho.org/programs/community-health/maternal-child-adolescent-health/breastfeeding>

Acknowledgement & Disclosures



The Continuity of Care (CoC) Blueprint development is part of the *Reducing Disparities in Breastfeeding through Continuity of Care* project, which is funded by the Centers for Disease Control and Prevention Division of Nutrition, Physical Activity, and Obesity (DNPAO).

The views expressed within do not necessarily represent those of the sponsor.



Blueprint content related to strategies, barriers, and resources is the result of collective intellectual work of the experts who participated in development meetings for the blueprint. Content is supported by research – evidence-based, promising practices and/or lived experience.



Webinar planners and presenters wish to disclose that they have no financial interests or other relationships with the manufacturers of commercial products, suppliers of commercial services, or commercial supporters.



Continuing Education (CE) Credits

By watching this live session or the recording*, you are eligible to receive:

1.5-L CERPs
1.5 CPEUs

CERPs and
CPEUs

1.0 CME
1.0 CNE
1.0 CECHs
0.1 CEU

CDC CE
credits

**Slides and recording link will be shared with all those who registered.
More CE information will be shared at the end of the webinar.*

Learning Objectives

1

Discuss lactation as a health promotion strategy

2

Describe a community lactation assessment process

3

Identify at least one public health partnership to advance continuity of care in the community

4

Describe the role of multisectoral partnership in establishing continuity of care in breastfeeding support



Community Health and Continuity of Care in Chest/Breastfeeding Support

Harumi Reis-Reilly, MS, LDN, CNS, CHES, IBCLC

National Association of County and City Health Officials



Lactation as a Health Promotion Strategy

Jolynn Dowling; MSN, APRN, NNP-BC, IBCLC

Wichita State University



Healthy Savannah: Conducting Lactation Landscape Assessments

Nandi A. Marshall, DrPH, MPH, CHES

REACH Savannah/ Georgia Southern University



Community Solutions to Co-create Lactation Support and Infant Feeding in Emergencies

Allison Wilson, MPH, CLC & Brenda Rodriguez, MSOL, RD, CLC

Jefferson County Public Health & Conectando

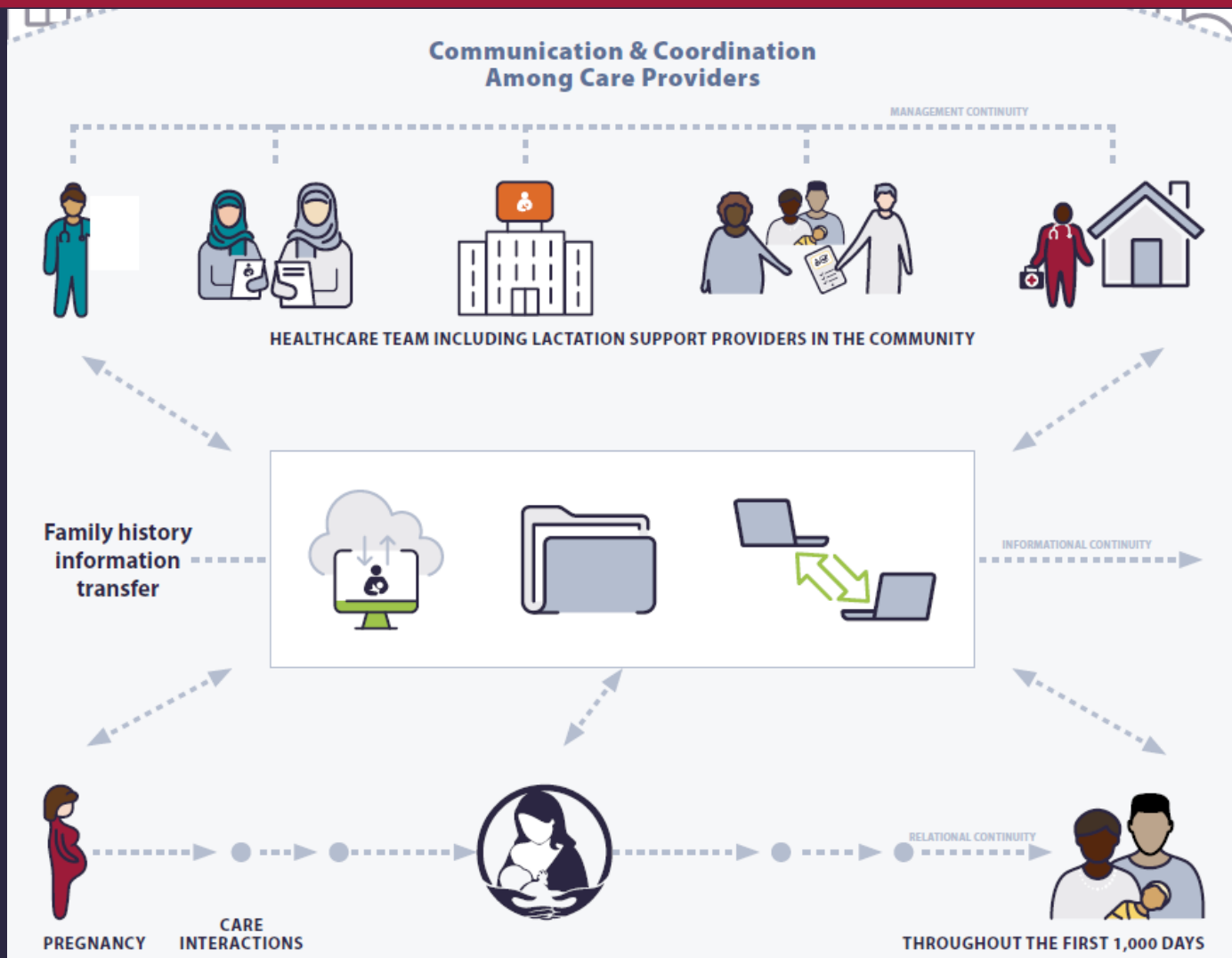


Questions, Comments and Answers

Blueprint Process Overview Snapshot



What is Continuity of Care (CoC)?



Continuity of care in chest/breastfeeding support is achieved by **consistent, collaborative, and seamless** delivery of high-quality services for families from the prenatal period until no longer breastfeeding. Continuity of care results in transitions of care that are **coordinated** and **fully supportive of families** throughout their chest/breastfeeding journey.

Continuity of Care in Chest/ Breastfeeding:

Communication,
Coordination among
providers/organizations



Consistency of supportive
policies, systems, and
environments (PSEs) in the
community







LOCAL HEALTH SYSTEM FOR CHEST/BREASTFEEDING:

Families need consistent supportive environments and different levels of skilled lactation support at various times through the first 1,000 days

Blueprint Recommendations

Community Infrastructure Recommendations

- **1** Integrate breastfeeding promotion, protection, and support goals into existing community health improvement strategies and as a component of health promotion programs.
- **2** Create environments that proactively promote, protect, and support chest/breastfeeding throughout the community, in spaces where families live, work, play, worship, shop, travel, receive services, and raise children.
- **3** Implement a care coordination system across the prenatal through weaning stages, including the development of formal referral systems, follow-up accountability, and hand-off protocols during transitions of lactation care from one provider or setting to another.
- **4** Develop a shared community breastfeeding database system to track infant feeding consistently for community health collective impact efforts.

Lactation Workforce Recommendations

- 5** Increase community capacity to provide consistent, tailored, evidence-based lactation education and support by regularly training all individuals who provide services to the family unit.
- 6** Provide family-centered lactation care that is responsive to the intersectionality of families' multiple identities, their social determinants of health, and other factors impacting their infant feeding journey.
- 7** Assume a community champion role, beyond the provision of direct services, by identifying and engaging key stakeholders to identify and help remove structural barriers to chest/breastfeeding within systems, organizations, and the community.

Recommendation 1

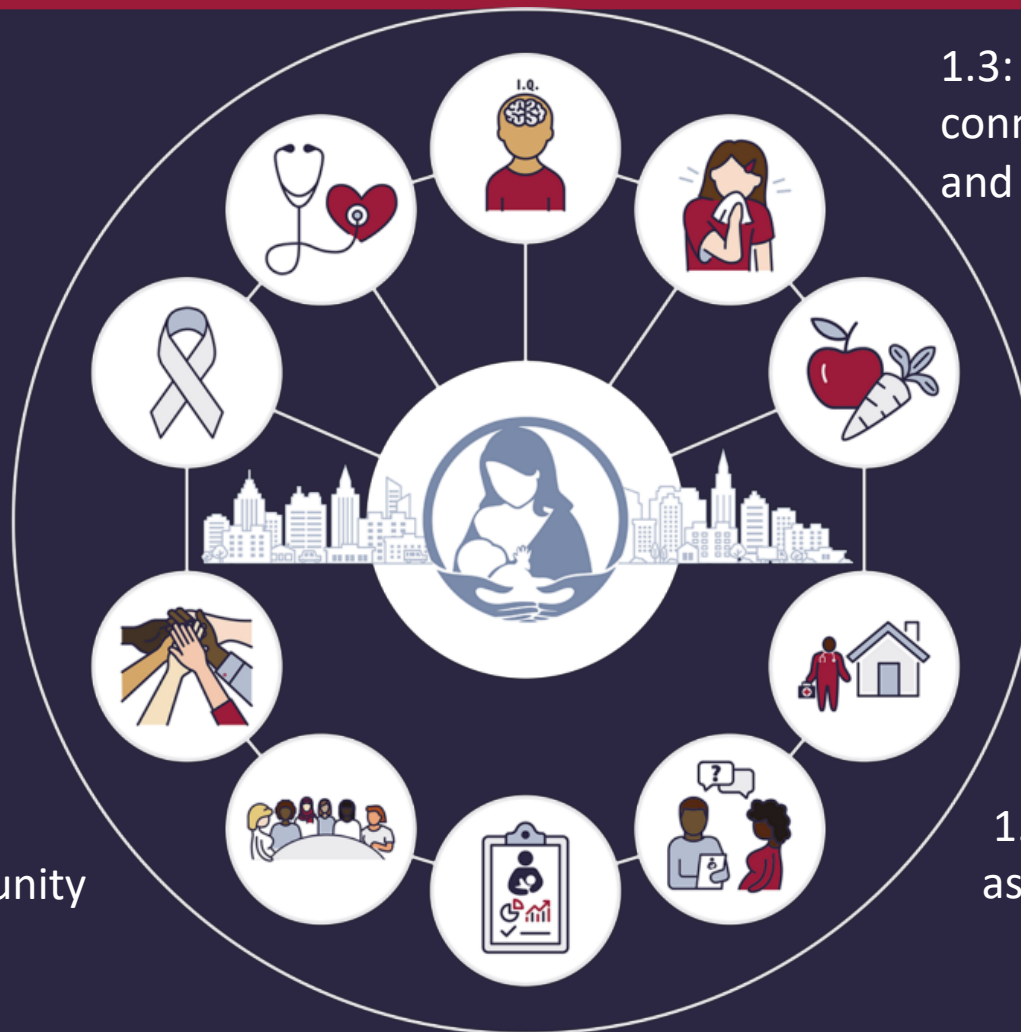
Integrate breastfeeding promotion, protection, and support goals into existing community health improvement strategies and as a component of health promotion programs



1.4: Integration of lactation support into other programs

1.6: Community engagement plan

1.5: Leverage Community partnerships



1.3: Education of the connection between breastfeeding and other public health areas

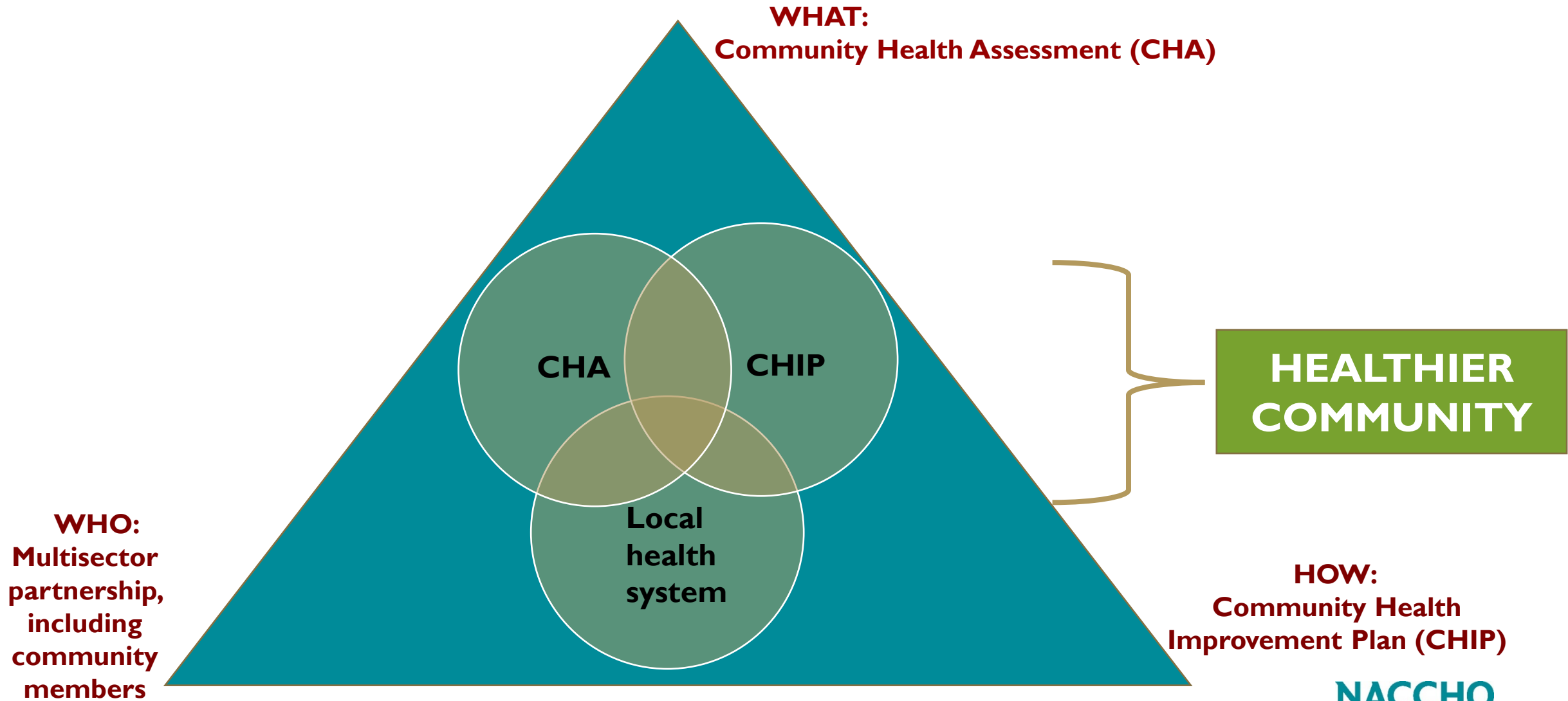
1.1: Community lactation assessments

1.2: Inclusion of breastfeeding support into community health assessments/ community improvement plans (CHA/CHIPs)

1.1-1.2: Integration of lactation support into community health assessment & community health improvement plans (CHA/CHIP)



Improving Community Health



Mobilizing for Action through Planning & Partnerships (MAPP): Framework for CHA/CHIP, Strategic Planning

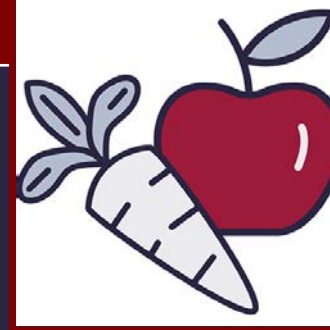
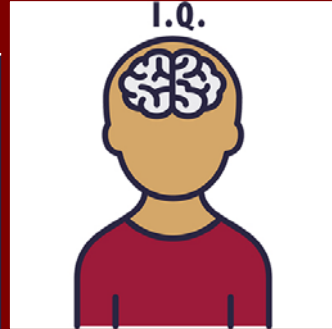


- Creates a stronger infrastructure
- Builds leadership and stronger partnerships
- Aligns duplicative efforts to maximize efficiency
- Increases visibility
- Creates advocates
- Strengthens health equity efforts
- Creates a healthy community

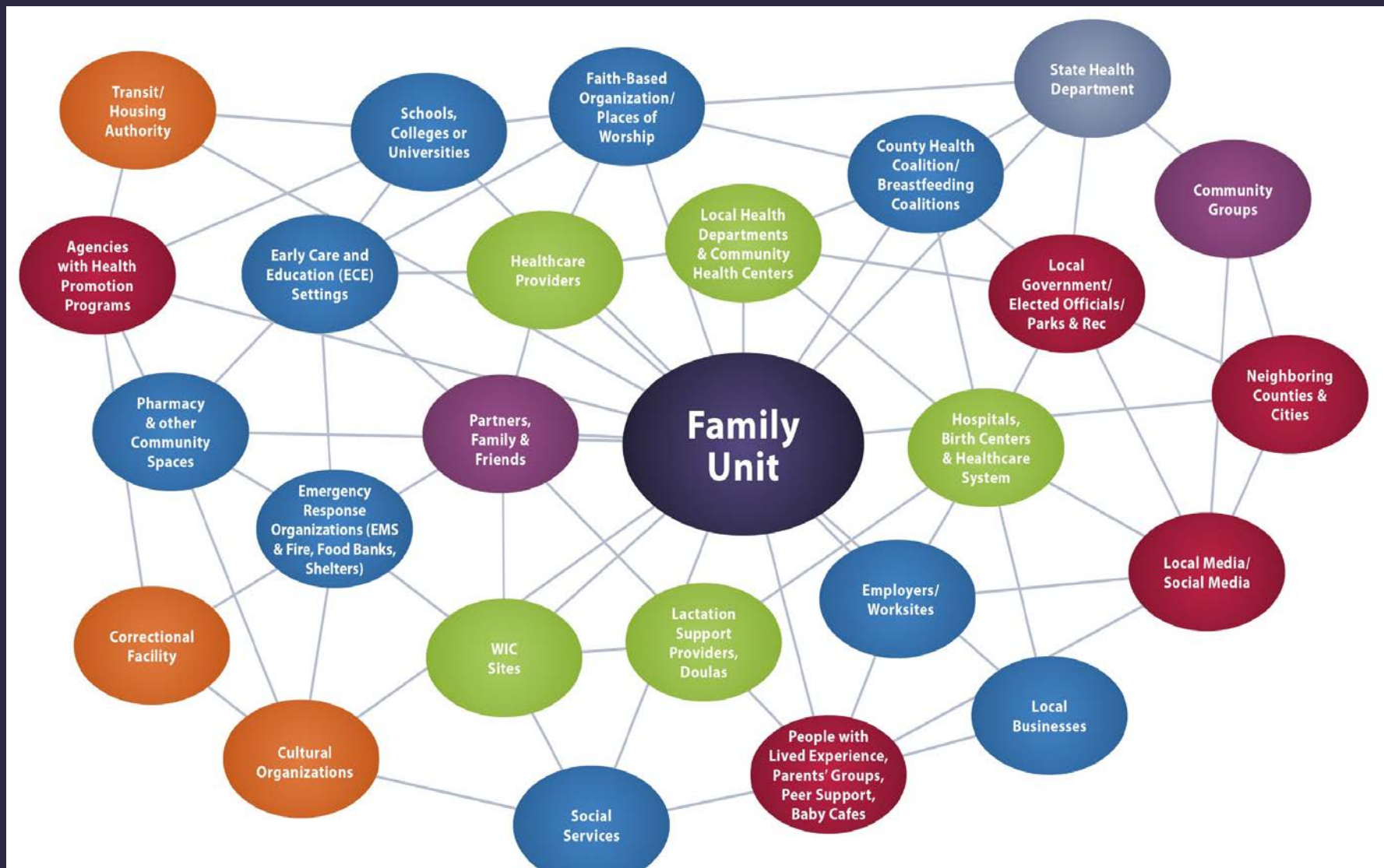
** MAPP is current being updated*

<https://www.naccho.org/programs/public-health-infrastructure/performance-improvement/community-health-assessment>

1.3-1.6: Connection between breastfeeding and other public health areas and integration of lactation support into other programs



Local Health System For Chest/Breastfeeding



Continuity of Care and Complex Care paradigm: care ecosystems through the local networks to address health and social needs of families

Recommendation 1 in Action: Examples from the Field

1. Community Lactation Assessments
2. Integrating lactation support into CHIP
3. Including lactation support/CoC into chronic diseases prevention



NACCHO current CoC in chest/breastfeeding projects

Identifying Care Gaps:
Conducting **Community Assessments** to
Improve the
Chest/Breastfeeding
Landscape

November 2020- November 2021

Implementing the
Continuity of Care in
Breastfeeding Support
Blueprint

November 2021- July 2022





Lactation landscape as a 3-part assessment

1. Community status/ local data
2. Community partners
3. Community context/ families' voice

In collaboration with community partners: strategic planning

1. Forces of Change
2. What's Next for CoC Workshop

Center for African American Health
Denver, CO

CHOP Neonatology Division
Philadelphia, PA

East Side Health District
East St Louis, IL

Coahoma County Diaper Bank
Clarksdale, MS

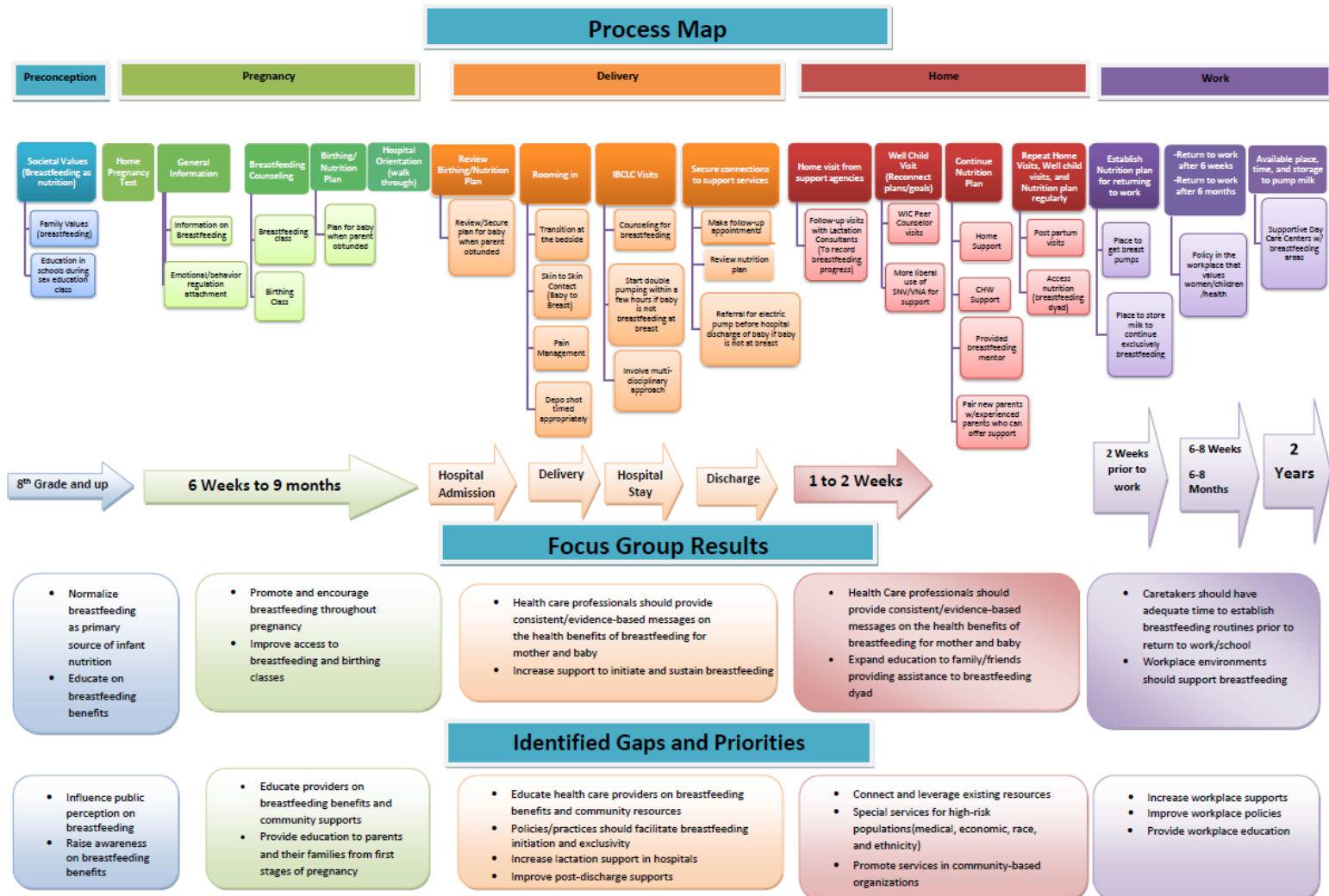
Healthy Hearts Plus II
North Chesterfield, VA

Hmong Breastfeeding Coalition
Saint Paul, MN

Latina Lactation of Southwest Kansas
Southwest KS

Northeast Valley Health Corporation
San Fernando, CA

Integrating Breastfeeding into CHIP: Erie County, NY



Without concerted efforts to collect infant feeding data during community assessments and tap into lactation support as a powerful strategy to improve community health, chest/breastfeeding programs and services are often left out of community health improvement plans and the financial investment opportunities to address community health priorities.

Racial and Ethnic Approaches to Community Health (REACH)

- Works to improve community health and end health disparities
- Partners with racial and ethnic communities to make healthy choices easier and improve access to chronic disease programs
- Strategies include:
 - Physical activity
 - Tobacco free living
 - Community-clinical linkages
 - Access to healthy foods
 - **Lactation support through Continuity of Care**





DOWNLOAD



THE CONTINUITY OF CARE IN BREASTFEEDING SUPPORT BLUEPRINT

The Blueprint, developed with a public health lens, aims to increase local capacity to implement community-driven approaches to support chest/breastfeeding, centered on the needs of populations disproportionately impacted by structural barriers that leads to low rates of breastfeeding.

The goal of this resource is to ensure that chest/breastfeeding support services are continuous, accessible, and coordinated, and that community spaces are consistently supportive of chest/breastfeeding families.

This resource is intended for any local-level organization and individual that interacts with pregnant and postpartum families.

Starting in November 2021, this website will be updated with resources frequently. If you would like to contribute with a relevant resource, please contact breastfeeding@naccho.org.

To see additional information, upcoming webinars, and other resources visit the [Continuity of Care in Breastfeeding Support homepage](#).

BREASTFEEDING AS A
COMMUNITY HEALTH
IMPROVEMENT
STRATEGY

LEARN MORE >>>

BREASTFEEDING
POLICIES, SYSTEMS
AND ENVIRONMENTAL
CHANGES

LEARN MORE >>>

TRANSFER OF CARE
ACCOUNTABILITY
AND REFERRAL
SYSTEMS

LEARN MORE >>>

COMMUNITY-DRIVEN
CHEST/
BREASTFEEDING
DATA SYSTEM

LEARN MORE >>>

www.breastfeedingcontinuityofcare.org/blueprint

Submit new resources to breastfeeding@naccho.org

Lactation as a Health Promotion Strategy

Jolynn Dowling, MSN, APRN, NNP-BC, IBCLC



LACTATION AS A HEALTH PROMOTION STRATEGY

Jolynn Dowling MSN, APRN, NNP-BC, IBCLC

Janice M. Riordan Distinguished Professorship in Maternal Child Health



INSIGHT GAINED FROM THIS PRESENTATION

- Appreciation of how lactation contributes to the health of the community as an overall health promotion and investment strategy
- Greater understanding of the importance of breast/chestfeeding to reduce maternal and infant health risks
- Link the socioecological model and breastfeeding key indicators to inform community CHA and CHIP



WHY IS LACTATION IMPORTANT?

1. Improves Economies
2. Reduces Health Risk
3. Sustains the Environment



IMPROVE ECONOMIES

Key Indicator: Exclusive Breastfeeding at 6 months



\$300
BILLION

LOWER-MIDDLE INCOME COUNTRIES

\$13
BILLION

UNITED STATES

\$27
MILLION

KANSAS

Source: AAP, 2012; Shekar et al., 2017; WHO, 2014

Breastfeeding Saves Lives Calculator:
www.usbreastfeeding.org/saving-calc

HEALTH RISK REDUCTION

Maternal	Infant
Postpartum Hemorrhage Postpartum Depression Breast Cancer Ovarian Cancer Diabetes Cardiovascular Disease Obesity	Respiratory Infection Otitis Media Gastrointestinal Disease/NEC SIDS Sepsis Meningitis UTI Leukemia Neuroblastoma Lymphoma Diabetes Feeding Self-Regulation
<small>(Figueirido et al., 2014; Jacobson et al., 2018; Rameez et al., 2019; Victora et al., 2016,)</small>	<small>(AAP 2012; Horta et al, 2015; Lauwers, 2018; Victora, 2016)</small>

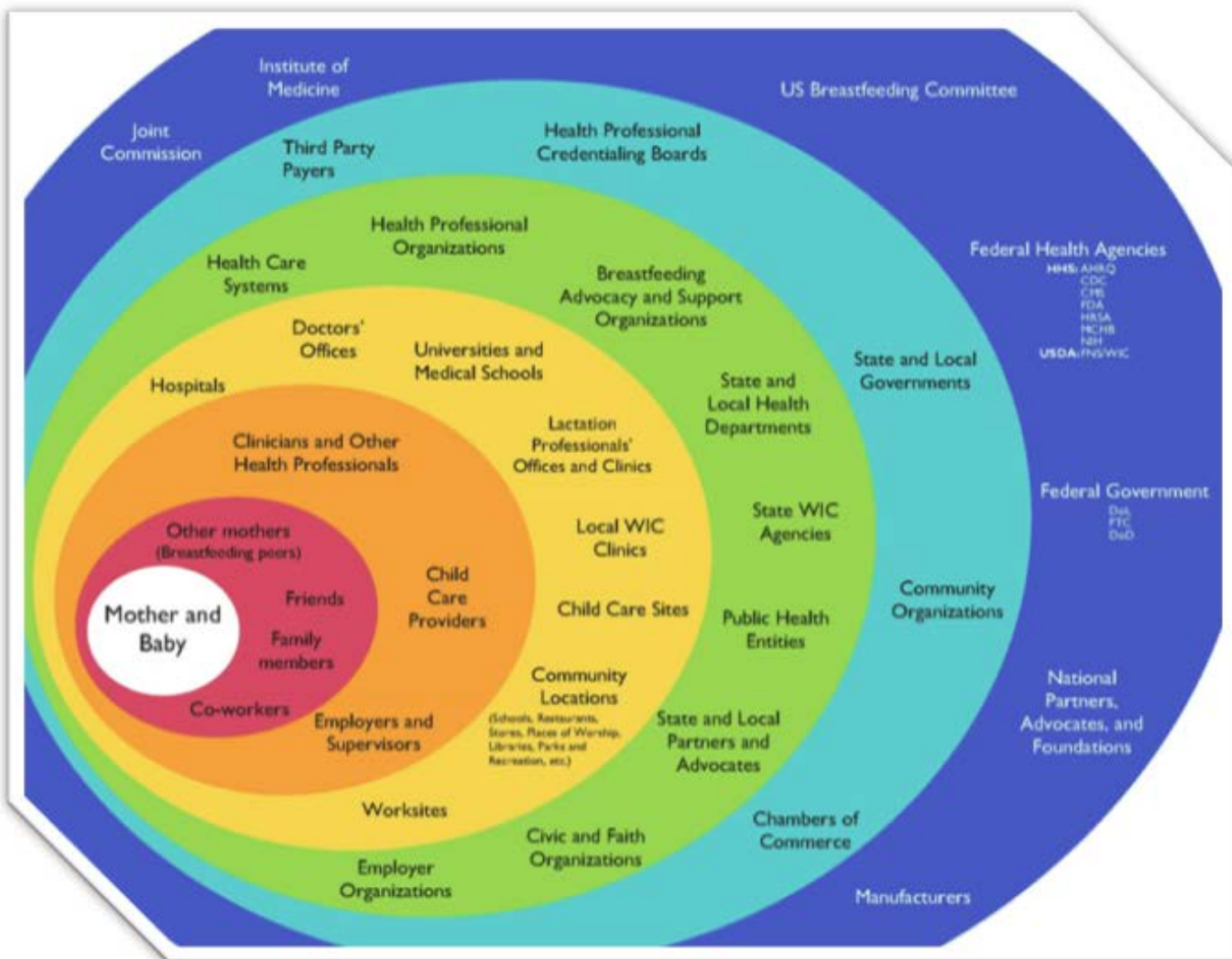


ENVIRONMENTAL SUSTAINABILITY

- Sustainable food source produced by the human body
- Environmentally safe
- Doesn't require packaging and does not produce waste
- It is always available, warm and ready to eat.



SOCIO-ECOLOGICAL MODEL FOR BREASTFEEDING



Key Indicators

- Exclusive breastfeeding at 6 months
- Continued breastfeeding, while introducing appropriate complementary foods, for 1 year or longer

USBC, 2011



BEGIN - TOGETHER

Community Assessment and Health Improvement Plan

- Establish partnerships/ coalition
- Assess resource assets and gaps
- Develop health improvement strategy - health equity
- Evaluate Outcomes
- Ensure sustainability





TOOL FOR CONTINUITY OF CARE

**BREASTFEEDING
"911"**

Find support near you:
[ksbreastfeeding.org/
local-resources](https://ksbreastfeeding.org/local-resources)

Call **800-994-9662**
8 a.m. –5 p.m. CT,
Monday-Friday
(English & Spanish)

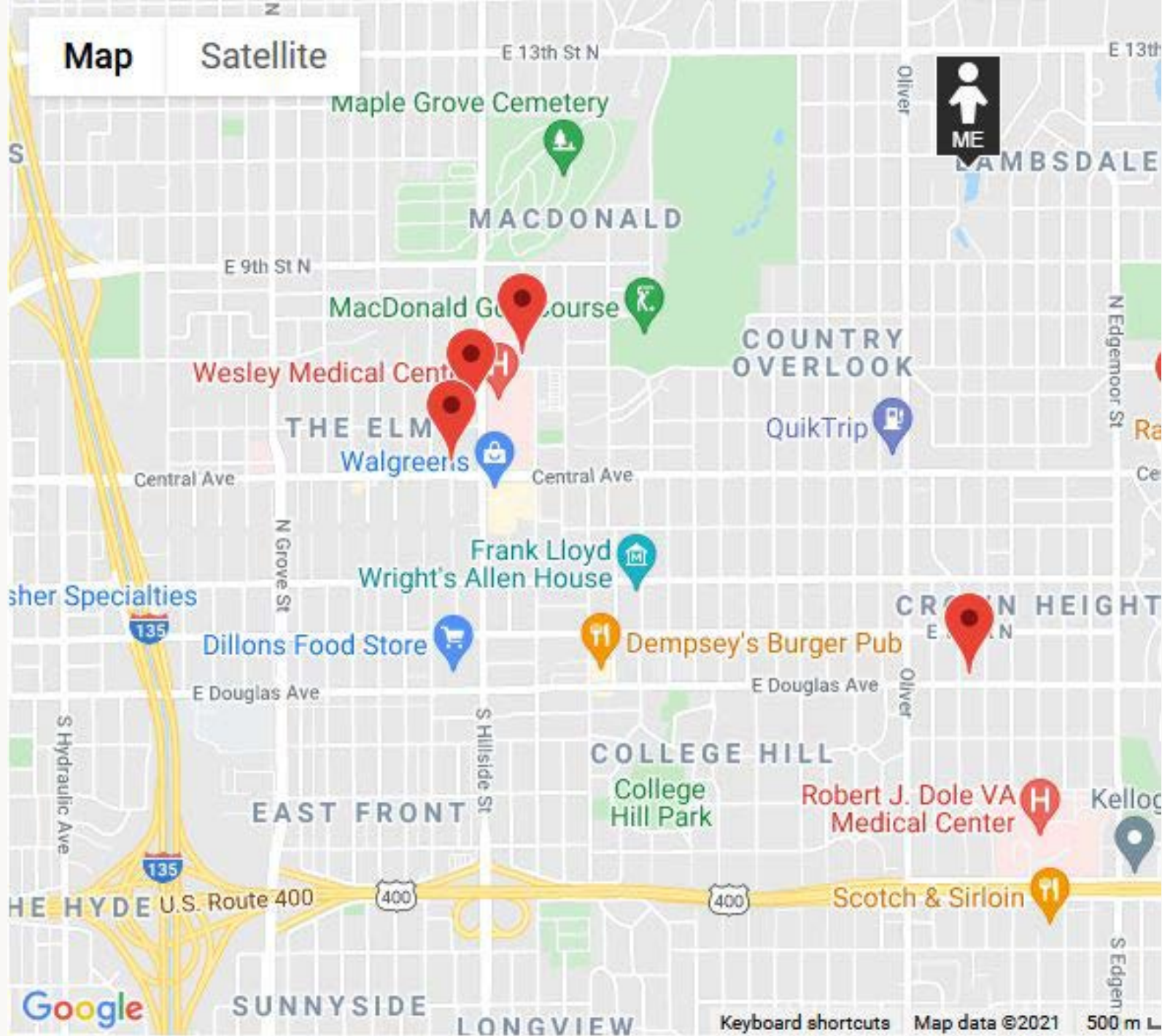
 Kansas
Breastfeeding
Coalition, Inc.

Provided by
Office on Women's Health

Breastfeeding Resources
for Parents:

ksbreastfeeding.org/resources/







“

If a multinational company developed a product that was a nutritionally balanced and delicious food, a wonder drug that both prevented and treated disease, cost almost nothing to produce and could be delivered in quantities controlled by the consumers' needs, the very announcement of their find would send their shares rocketing to the top of the stock market. The scientists who developed the product would win prizes and the wealth and influence of everyone involved would increase dramatically. Women have been producing such a miraculous substance, breastmilk, since the beginning of human existence.

~Gabrielle Palmer

THANK YOU!

Jolynn Dowling
(316)978-5717
Jolynn.dowling@wichita.edu



Conducting Lactation Landscape Assessments

Savannah H.O.P.E. Photovoice Project
and Continuity of Care

Nandi A. Marshall, DrPH, MPH, CHES



Conducting Lactation Landscape Assessments: Savannah H.O.P.E. Photovoice Project and Continuity of Care

Nandi A. Marshall, DrPH, MPH, CHES
Associate Professor & Associate Dean of Academic Affairs
Jiann-Ping Hsu College of Public Health
Georgia Southern University



JIANN-PING HSU
COLLEGE OF PUBLIC HEALTH
GEORGIA SOUTHERN UNIVERSITY

Savannah H.O.P.E.

(Healthy Opportunities Powering Equity)



This program is supported by Healthy Savannah and the YMCA of Coastal Georgia through grant funding awarded through the Centers for Disease Control and Prevention's Racial and Ethnic Approaches to Community Health grant program to close the gap in health disparities among priority populations in Savannah and Chatham County.

This presentation does not necessarily reflect the view of anyone other than my own

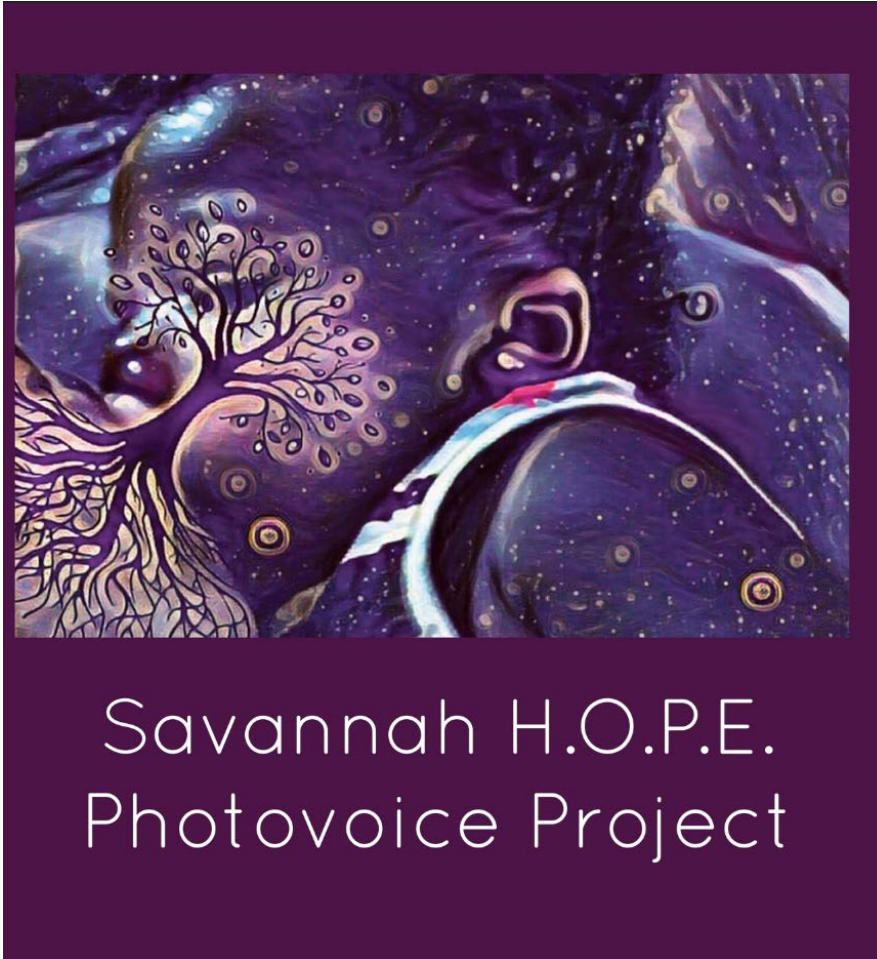
Savannah H.O.P.E.

(Healthy Opportunities Powering Equity)

Strategies to Increase Lactation Support

- ❖ **Assessment Activities**
- ❖ **Policy Development and Support**
- ❖ **Community Outreach**

Photovoice Partners



Savannah H.O.P.E.
Photovoice Project

<https://cdn.flipsnack.com/widget/v2/widget.html?hash=zn5em83xu3>



JIANN-PING HSU COLLEGE OF PUBLIC HEALTH

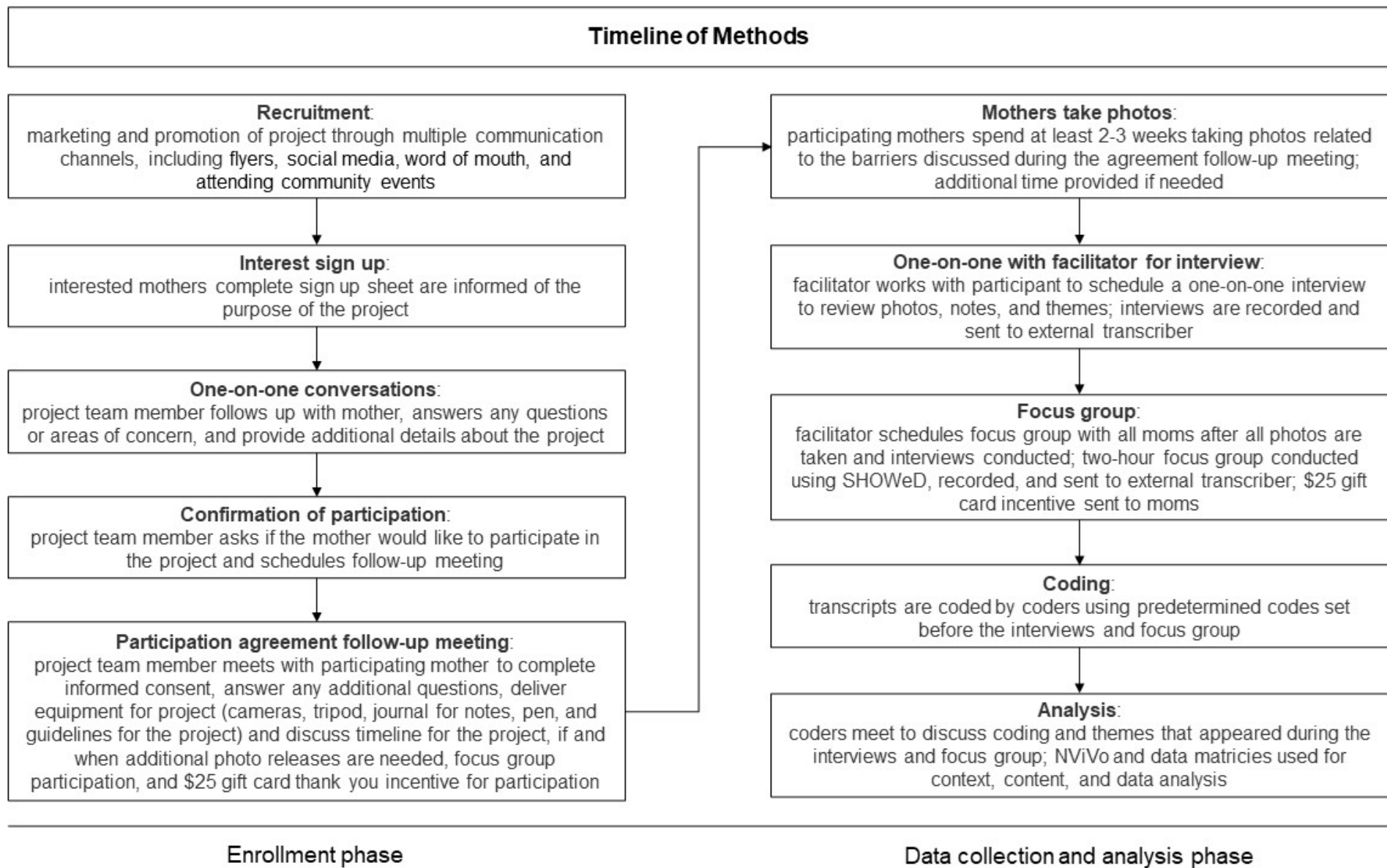


JIANN-PING HSU
COLLEGE OF PUBLIC HEALTH

Savannah H.O.P.E

Photovoice Purpose

- This photovoice project explored barriers to breastfeeding for **Black/African-American** moms in Chatham County, Georgia to address issues around continuity of care.
- Socioecological Model
- Focus: Physical, Social, Cultural Barriers
- Results to provide foundation for initiatives



Results

Physical:

- Frequent mentioning lack of public spaces, including the continuous recommendation of breastfeeding in an establishment's bathroom.

“They had bathrooms...but as I'm not going to nurse my son in the bathroom...and that's all they had was a bathroom.”



Results

Social:

- Looks of disgust and disapproval

“...I just don't want other people looking and staring so much because, whether it's a man or a female, they just sometimes just tend to stare...and then even though I have a cover-up, you still get people who still, like, stare and wonder what you're doing, or what's going on...”

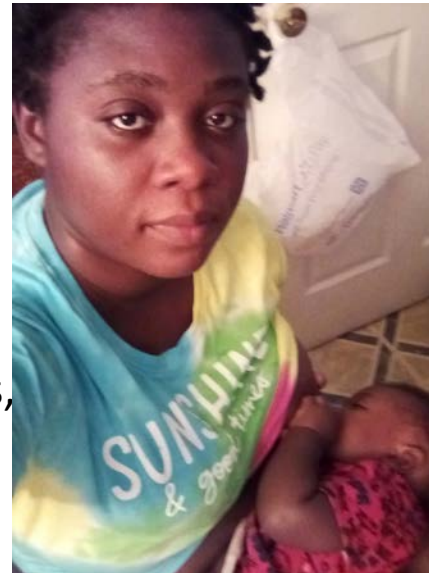


Results

Cultural:

- Perceptions that Black/African-American women don't breastfeed; Nursing older children; nursing around men in family.

"I don't nurse in front of her [cousin and grandma] when there's like my husbands around, or my dad's around or my [male] cousins around, I'll go to a separate place. But if it's just me and her and females, then she's cool with it."



Results

Personal comfort with Breastfeeding:

- All of the mothers described the need to overcome uncomfortable stares and questions, in spite of barriers.

“It's just a moment, on top of all the stuff I deal with with breastfeeding a toddler, there's the moment of just like with my child where its, I feel support just from him, you know, and I think that's what that moment that I meant to capture in that moment...It's really hard if you don't have your community support and your family support, but at the end of the day its meaningful for you and your child...you kind of just have to push through the societal shit, the cultural shit, the physical barriers that we're all dealing with and commit, if you can, to showing up for your child if that's what you decide in that way.”



Results

Recommendations: Breastfeeding Support & Normalization

- Increase lactation/breastfeeding-friendly spaces [Black/African-American Community].
- Lactation support specialist (CLCs, IBCLCs, etc)
- Peer support groups
- More representation of Black/African-American mothers breastfeeding

Savannah H.O.P.E. Photovoice and Community Health

- Provided context to quantitative data through recording lived experiences
- Influencing community leaders to adopt policies and programs to reduce chronic disease burden
- Increasing chest/breastfeeding educational opportunities in Savannah/Chatham County

How does the REACH Savannah/H.O.P.E. Photovoice Project tie into the Continuity of Care blueprint?

Strategy 1.1

Conduct a chest/breastfeeding community needs/assets assessment to understand the local lactation support landscape.

- Photovoice Process
- Review of available resources
- Community Readiness Model Implementation [early stages]

Strategy 1.2 & 1.3

Incorporate breastfeeding indicators and goals into community health assessments/community health needs assessments (CHAs/CHNAs).

Educate public health professionals about the connection between breastfeeding and the numerous health risk reductions

- City Proclamation increases awareness and continues discussion
- Partnership with Glow Lactation Services
- Baby Friendly Hospital Community Outreach Support

Strategy 1.4

Integrate breastfeeding education and support activities into performance measures of public health initiatives.

- First food efforts incorporated into food security/food apartheid work in County [Healthy Savannah & Partners]

Strategy 1.5

Establish partnerships among organizations implementing health promotion programs to strategically leverage resources and expertise

- Workplace Lactation Support Policies
- Working with IBCLCs, Community Stakeholders, Health Equity & Public Health professionals

Strategy 1.5

Develop a community engagement plan to better plan and co-create, developing programs and services with partners and community members.

- Community Readiness Model Implementation

Contact Information

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breastfeeding
time
feel
nursing
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barriers
cultural

Community Solutions To Co-create Lactation Support And Infant And Young Child Feeding In Emergencies Plans

*Building Community Resilience through Maternal Child Health and
Emergency Preparedness and Response Collaboration project*

Brenda Rodriguez, MSOL, RD, CLC

Allison Wilson, MPH, CLC



COMMUNITY SOLUTIONS TO CO-CREATE LACTATION SUPPORT AND INFANT AND YOUNG CHILD FEEDING IN EMERGENCIES PLANS



Brenda Rodriguez, MSOL, RD, CLC

Allison Wilson, MPH, CLC



COLORADO

Jefferson County is on the land of the Cheyenne, Arapaho, Sioux, and Ute tribes



SNAPSHOT

- About 6,000 births annually, 20% to families that identify as Hispanic
- 92.2% ever chest/breastfed
- Notable decline in chest/breastfeeding at 3 and 6 months, especially among communities of color and low-income families
- Community members describe difficulty in accessing culturally congruent care



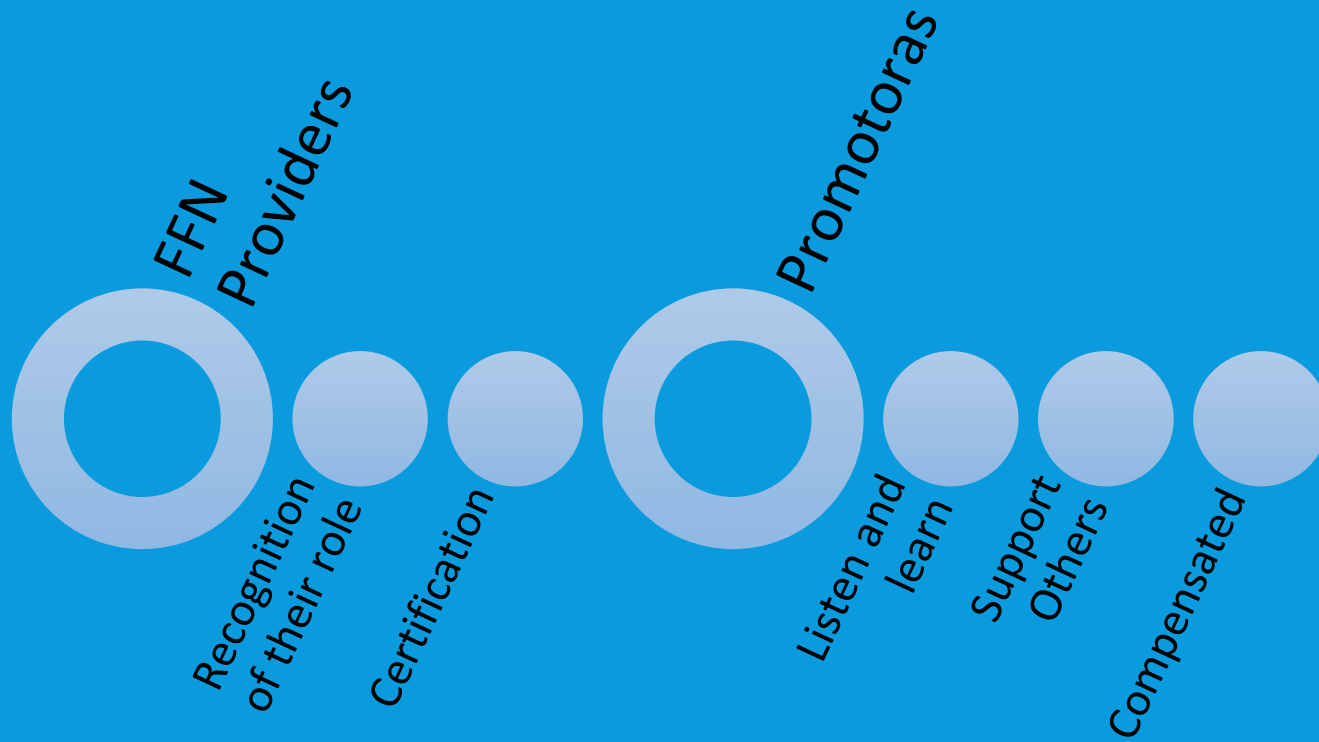
CONECTANDO



- systems development
- unit of identity
- embodies “cultural humility”
- strengths and resources
- collaborative, equitable partnership
- co-learning and capacity building
- knowledge generation and mutual benefit
- local relevance
- disseminates results to all partners
- commitment to sustainability
- broaden the bandwidth of validity

Minkler., Garcia, Rubin, Wallerstein. (2012). Community-Based Participatory Research.

CONSEJERAS BEGINNINGS

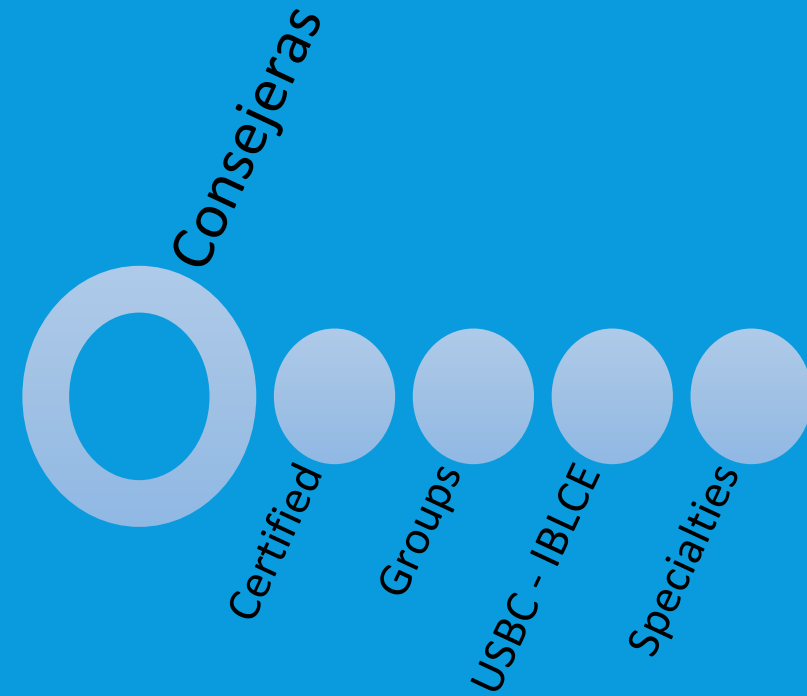


January 2019– 24 participants

March 2019 – 9 participants 18 certified



CONSEJERAS BEGINNINGS



May 2019- 14 participants in 2 year cohort

LACTATION TRAININGS & PATHWAY

Cohort began with
14 Latinx members
in 2019

16 hours of
Lactation
Counselor training

4 hours of
Lactation-friendly
certification

4 hours IYCF-E
training

21 hours of
communication
and leadership

16 hours of Infant
and maternal
mental health

50 hours
Community
Lactation Access
Project

COMMUNITY LEADERS IDENTIFYING LACTATION NEEDS





Red Latina de Salud y Educación



BEBÉS, MAMÁS, PAPÁS, ABUELOS, FAMILIAS, TODOS INVITADOS!

Hora de Bebés!

Todos los Viernes a las 10 AM!

EMBARAZO, PARTO, POSTPARTO y ALIMENTACIÓN INFANTIL

¿BUSCA RECURSOS?

- LINEA EN ESPAÑOL
- GRATUITA
- CONFIDENCIAL
- CON NAVEGADORES COMUNITARIOS



#JUNTOSENCVID19
#HACIENDONUESTRAPARTE

LLAME AL:
(720)507-7079

Conexión Prenatal

Temas a Seguir
Estar Presente
Nuestros Sentimientos
Mensajes que Bebés Reciben
Rituales

INSTRUYE:
Lorena T de Angelini



BABIES UNDER MY WINGS
- Prenatal • Preescolar -

Defendiendo el Desarrollo Óptimo de los Bebés
www.BabiesUnderMyWings.com

Parent & baby groups

Transitioned to virtual during COVID-19

Food security high priority

Family, Friend & Neighbor Childcare Providers

CUENTA CONMIGO LACTANCIA

FEED A MOTHER TO
FEED A BABY



Support mothers to continue breastfeeding.
It can save a baby's life.

[#SafelyFed](#)

SAFE INFANT FEEDING GAP 2018

INFANT AND
YOUNG CHILD
FEEDING IN
EMERGENCIES
(IYCF-E)
PLANNING
2018 - 2019





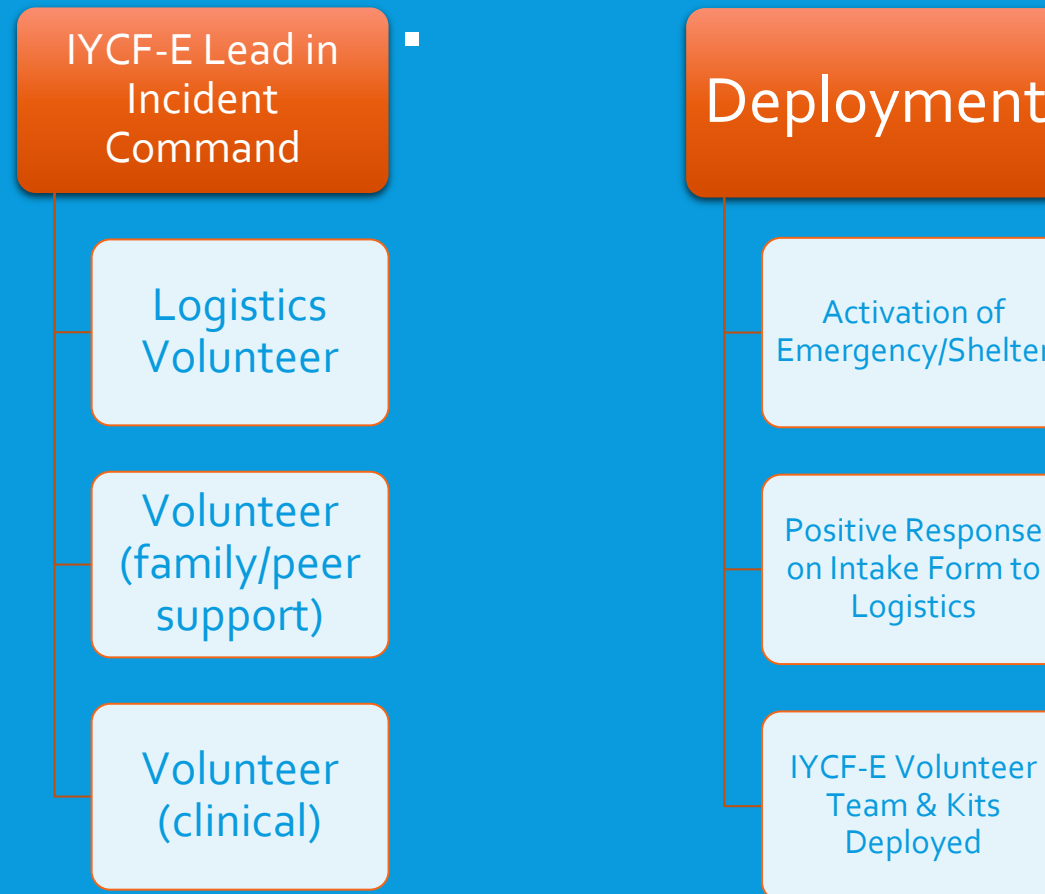
TRAINING VOLUNTEERS 2019-2020



SUPPLIES

IYCF-E TEAM STRUCTURE

Key stakeholder:
Emergency
Response
Operational
Managers



Rocky Mountain Medical Reserve Corps

Conectando Community

IYCF-E Volunteers

Jeffco Public Health

NACCHO Award

EXPANDING IYCF-E FROM LOCAL TO STATEWIDE
2021-2022

GRACIAS Y THANK YOU

- @ConectandoCSPC on Facebook
- Visit jeffco.us/2271/Emergency-Preparedness to view our IYCF-E plan and materials on our [Google Folder](#)



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JEFFERSON 
COUNTY COLORADO
Public Health

2

Coming up:

Webinar on the Blueprint Rec # 2:
**Advancing Continuity of Care
through Lactation-Friendly Policies,
Systems and Environmental (PSE)
Solutions**

Pre-register at:

<https://bit.ly/Rec2BreastfeedingPSE>

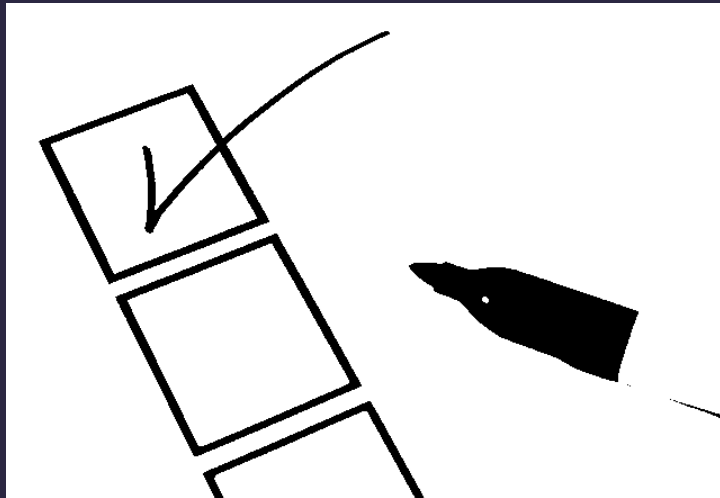
February 22, 2022 | 1pm ET

- Webinar 3 of the **#EveryStepoftheWay** through the 1,000 days Blueprint series



Questions, Answers and Comments Q&A session

**Use the Q&A chat to submit questions for any of our speakers*
To submit CoC resources and stories, please email breastfeeding@naccho.org



For CERPs and CPEUs:

Complete the evaluation and post-test for **1.5 L-CERPs** and **1.5 CPEUs**:

<https://bit.ly/CoCWebinar2Eval>

For CDC CE (CMEs, CNEs, CECHs, CPHs, CEUs):
follow the CDC TCEO instructions

<https://tceols.cdc.gov/Course/Detail2?activityID2=6073&activityInstanceID2=7161>

Course Access Code: WC4487

The Golden Thread

Breastfeeding is the golden thread woven through all of our public health initiatives.

*Jarene Fleming
Virginia Department of Health*



THANK YOU!