## Northwoods Breastfeeding Coalition Work Plan 2014-2016

### Goal:
Increase the exclusivity, incidence and duration of breastfeeding in Oneida, Forest, Vilas and Price counties in accordance with the U.S. Healthy People 2020 Breastfeeding Maternal & Child Health Objectives, Healthiest Wisconsin 2020 and in collaboration with local Community Health Improvement Plans.

### Objective #1: Strengthen the support for breastfeeding within the health care systems of Oneida, Vilas, Forest and Price counties and normalize breastfeeding.

#### Health Care Systems Supporting Breastfeeding

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<tr>
<th>Strategy</th>
<th>Action Steps (SMART objectives)</th>
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| 1.1 Support BF training of local Health Care Providers/Professionals | 1. Determine method for clarifying breastfeeding messages with health care providers when it appears that inaccurate information has been provided. (recommending discontinuing BF, supplementing, starting solids early)  
2. Educate physicians and RNs on what is normal breastfeeding behavior – use their staff meetings  
3. Empower Coalition members to engage MDs, hospitals, etc. to SUPPORT BF themselves & to work on 10 steps to BF Friendly Hospital, OB & Pediatrician office (use new CDC guide to Maternity Care Practices)  
4. Reframe breastfeeding, that the responsibility does not lie with just woman, too much pressure on individual mom (Berkeley social media article)  
5. Support moms in first month of life (transition between hospital and home)  
   - Supply, building confidence, growth spurts (education), limit supplementation use expressed birth milk if necessary  
   - Milk supply concerns  
   - Breastfeeding gets easier past newborn; focus on older babies/children  
5. Melissa |
| 1.2 Promote BF Friendly Physicians Offices | 1. Member(s) will adopt a clinic department in their area to work with by x date  
2. Get formula & formula education pamphlets out of clinics  
3. Recommend or provide parental educational materials  
4. Recommend or provide professional references  
5. Photo album of nursing moms with education  
6. Posters/Pictures of moms nursing – breastfeeding welcome here sign – reception, waiting room exam, Security Health grant  
7. Lactation Rooms available  
8. Be aware of transitional time between hospital and home  
9. BF specialists in clinics | Debra  
María – her clinic |
| 1.3 Promote BF Friendly Tribal Clinics | 1. Member(s) will adopt a clinic department in their area to work with by x date  
2. Get formula & formula education pamphlets out of clinics  
3. Recommend or provide parental educational materials  
4. Recommend or provide professional references | Hope |
| 1.4 Promote BF Friendly Health Departments | 1. Member(s) will adopt a health department in their area to work with by x date  
2. Get formula & formula education pamphlets out of department  
3. Recommend or provide parental educational materials  
4. Recommend or provide professional references | Brenda |
| 1.5 Promote BF Friendly Practices in other Health Care Settings to provide a continuum of care (Pharmacies, Emergency Rooms, Medical Practices) | 1. Member(s) will adopt a pharmacy in their area to work with  
2. Member(s) will adopt a medical supplier in their area to work with  
3. Get formula & formula education pamphlets out of health care setting | Debra |

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| Suppliers) | 4. Recommend or provide parental educational materials  
5. Recommend or provide professional references  
6. Educate pharmacists to promote BF and not discourage it (refer to a breastfeeding expert) |
| --- | --- |
| 1.6 Prescription drug addiction affecting pregnant & breastfeeding women  
Need to educate medical professionals & community |
| 1.7 Nursing student presentations |
| 1.8 Hospital/Home visits by BFPC’s and home visitors |
| 1.9 Promote BFH – USA in Oneida County Hospitals |
| **Objective 2: Normalize Breastfeeding and empower families to make truly informed infant feeding choices by advocating for breastfeeding and increasing the availability of and access to breastfeeding resources in the community.** |
| **Community Systems Support Breastfeeding** |

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| 2.1 Develop sustainable plan to effectively communicate community breastfeeding resources | 1. Access to breastfeeding resource guide easier to find  
1. Outreach to inform HCP/public health about community resources (ID strategies specific to hospitals vs. clinic vs. PH vs. Tribes)  
2. Updated resources posted on Website.  
3. Public awareness media campaign;  
4. Develop system/resource for coordinating messages to mothers;  
5. Participate in state and local coalitions: Chronic Disease, WIBF  
6. 2-1-1 program; | |
| 2.2 Support the laws designed to accommodate nursing mothers | 1. Implement Business Case for Breastfeeding in X# Businesses (Northwoods LEAN (Oneida & Vilas co.) workplace wellness & other Chronic Disease Coalitions)  
2. Schools – breastfeeding/pumping room (students and faculty) | 2. Lynne Rhinelander High School |
| 2.3 Promote and support initiatives to increase community awareness of BF through electronic, print & TV media | 1. Using our Webpage  
1) Add Breastfeeding Class Links to our website  
2) Put our website and resource guide link on hospital, clinic, Health Departments websites  
2. Using our Facebook Page  
3. Writing blogs  
4. Media sharing on social media websites  
5. Press releases and articles | 1.2. Linked with Peter Christiansen Health Center’s website |
| 2.4 Men’s perspective on breastfeeding support, to educate (pre-pregnant and hospital) | 1. Educate prenatally and in hospital | 5. Media Releases: Merrill, Tomahawk & Rhinelander for BFCCC |
| 2.5 Promote BF to other community organizations | 2. Social Club Presentations Rhinelander Young Professionals | |

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<tr>
<td>2.6 Breastfeeding Friendly Child Care Centers/Providers - grant</td>
<td>3. Schools 4. Educate Youth</td>
<td>Debra, Andrea,</td>
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<td>2.7 Promote and support initiatives to increase community awareness of BF through Community breastfeeding peer LLL support groups</td>
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**Objective 3: Strengthen the sustainability & position of the Northwoods Breastfeeding Coalition.**

*Northwoods BF Coalition’s Position and Promotion of Breastfeeding*

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<td>3.1 Maintain Coalition Structure</td>
<td>1. Elect Officers @ Dec Coalition Mtg. 2. Hold 6 bimonthly meetings 3. Hold Executive Committee monthly meetings</td>
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<td>3.2 Share &amp; publish WIC BF Outcome Data (Hospital also)</td>
<td>1. Report of exclusivity and duration rates in concrete manner</td>
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<td>3.3 Re-establish &amp; formalize commitment from our members &amp; their organizations</td>
<td>1. Members will choose one area/action/objective to have input on; 2. Review meeting schedule to focus on subcommittee work and reduce travel time for large group 3. Develop regional subcommittees 4. 4 Mentor new members</td>
<td>1. Adding ? Child Care Centers to our membership, Feb. 2014</td>
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<td>3.4 Recruit new members</td>
<td>1. Mentors, reaching out to new breastfeeding professionals 2. Recruit men, community members, etc. (More diverse membership) 3. Engage more members 4. Interns through health department??? 5.</td>
<td>2. Completed 2013 Annual Report</td>
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<td>3.5 Secure additional funding through Grants</td>
<td>1. Security Health grant 2. Northwoods Lean 3. WLC grant deadline: May 1 4. State BF/Chronic Disease 5 year Grant</td>
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<td>3.6 Promoting NWBC in community</td>
<td>1. Bi-annual meeting 2. Annual report</td>
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