



ROSE

Reaching Our Sisters Everywhere

The Community in CHAMPS

Presented By
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Engage

- Peers
- Partners
- Policy
- Programs

Why Community Transformers?

The community MUST be engaged for change to occur.

This is a RELAY race.

To effectively orchestrate change, we must continue to learn from and be engaged with those from within the community

Listen...and Learn

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Louisiana



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Jackson, MS



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Greenwood, MS



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Partners

- Reaching Our Brothers Everywhere
 - Father to Father discussion and gatherings are vital
 - Understand that all male figures can have a role



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ROBE



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Breastfeed
Anytime
Anywhere

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Reaching Our Sisters Everywhere
breastfeedingrose.org



**Massachusetts
Breastfeeding
Coalition**
massbreastfeeding.org/

Family · Love · Breastfeeding

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Faith Based Initiatives

- Faith Based Initiatives
 - Reach out to the health ministries
 - Participate in community health fairs
- Grandmothers/ Aunties / Sisters
 - Provide guidance on how to help their daughters

Bible Verses about Breastfeeding

- [Luke 11:27](#)
- As he said these things, a woman in the crowd raised her voice and said to him, “Blessed is the womb that bore you, and the breasts at which you nursed!”
- [Isaiah 66:10-13](#)
- “Rejoice with Jerusalem, and be glad for her, all you who love her; rejoice with her in joy, all you who mourn over her; that you may nurse and be satisfied from her consoling breast; that you may drink deeply with delight from her glorious abundance.” For thus says the Lord: “Behold, I will extend peace to her like a river, and the glory of the nations like an overflowing stream; and you shall nurse, you shall be carried upon her hip, and bounced upon her knees. As one whom his mother comforts, so I will comfort you; you shall be comforted in Jerusalem.
- [Joel 2:16](#)
- Gather the people. Consecrate the congregation; assemble the elders; gather the children, even nursing infants. Let the bridegroom leave his room, and the bride her chamber.
- [Psalms 22:9](#)
- Yet you are he who took me from the womb; you made me trust you at my mother's breasts.
- [Lamentations 4:3](#)
- Even jackals offer the breast; they nurse their young, but the daughter of my people has become cruel, like the ostriches in the wilderness.
- [Isaiah 49:15](#)
- “Can a woman forget her nursing child, that she should have no compassion on the son of her womb? Even these may forget, yet I will not forget you.
- [1 Peter 2:2](#)
- Like newborn infants, long for the pure spiritual milk, that by it you may grow up into salvation—

POLICY

Collaborative Efforts



National WIC Association
NWA is the non-profit education arm and advocacy voice of the Special Supplemental Nutrition Program for Women, Infants and Children (WIC).

f t p
[DONATE to NWA](#)

- WIC BASICS ▾
- NEWS ▾
- EVENTS ▾
- ADVOCACY ▾
- TOPICS & RESOURCES ▾
- EDUCATION ▾
- MEMBERSHIP ▾



WIC Buttons

We but
0



usbc | United States Breastfeeding COMMITTEE
PROTECTING • PROMOTING • SUPPORTING

Home About Us News & Info Legislation & Policy Mothers & Families Communities Health Care Employment Research & Surveillance Coalitions

"All U.S. mothers should have the opportunity to breastfeed their infants and all infants should have the opportunity to be breastfed."

[Read More](#)

Welcome



News

- ACTION:** Tell Congress to Support ALL Breastfeeding and Working Moms!
- NEWS:** Launch of CDC Guide to Strategies to Support Breastfeeding Mothers & Babies
- ACTION:** National Breastfeeding Month 2013
- NEWS:** Model Policy for Insurers Aims to Calm Chaos

Quick Links

- [Donate Now!](#)
- [Subscribe to News & Action Alerts](#)
- [Breastfeeding Advocacy HQ](#)
- [FAQs for Mothers/Families](#)

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Professional Support for breastfeeding Moms



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Advancing Change

- Establishing relationships between the community and hospitals seeking Baby-Friendly Designation particularly in the South
- Educating our communities on the importance of the 10 Steps associated with Baby Friendly Hospitals.
- Education women on the Importance of breastfeeding

Change



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Establish and implement national and regional initiatives that will enhance and strengthen family and community breastfeeding programs.



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Powerful Petals

- Breastfeeding Clubs led by Community Transformers
- Located within the community or in the hospitals
- Multiple sessions exploring different breastfeeding topics
- Encourages relationship building among the women that attend



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Next Steps: Train the Trainers

- Master Trainer Workshops
 - Cultivate current leaders to become mentors
 - Change the landscape of lactation management to reflect the communities being served
 - Increase the access to care for mothers and their families



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Train the Trainers



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Using Social Media Live Chat NOW!

- Twitter and Hashtags can be powerful!
 - Centering a discussion
 - Moving across demographics
 - Igniting awareness

BLACK HISTORY MONTH

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Reaching Our Sisters Everywhere

National Breastfeeding
Making HERstory

Join us for a Twitter Party to discuss the importance of breastfeeding and increasing African American rates in honor of Black History Month.

with
Sojourner Marable Grimmett
Mom Blogger
@SOJOURNERRUTH

Reaching Our Sisters
Everywhere (ROSE)
@SUPPORT_ROSE

MomsRising
@MOMRISING

and the
U.S. Breastfeeding Committee
(USBC)
@USBREASTFEEDING

On Twitter using the hashtag
#BlkBFing

Moms Rising

usbc
United States Breastfeeding
INDEPENDENT • ORGANIZED • SUPPORTED

TWITTER PARTY
#BlkBFing

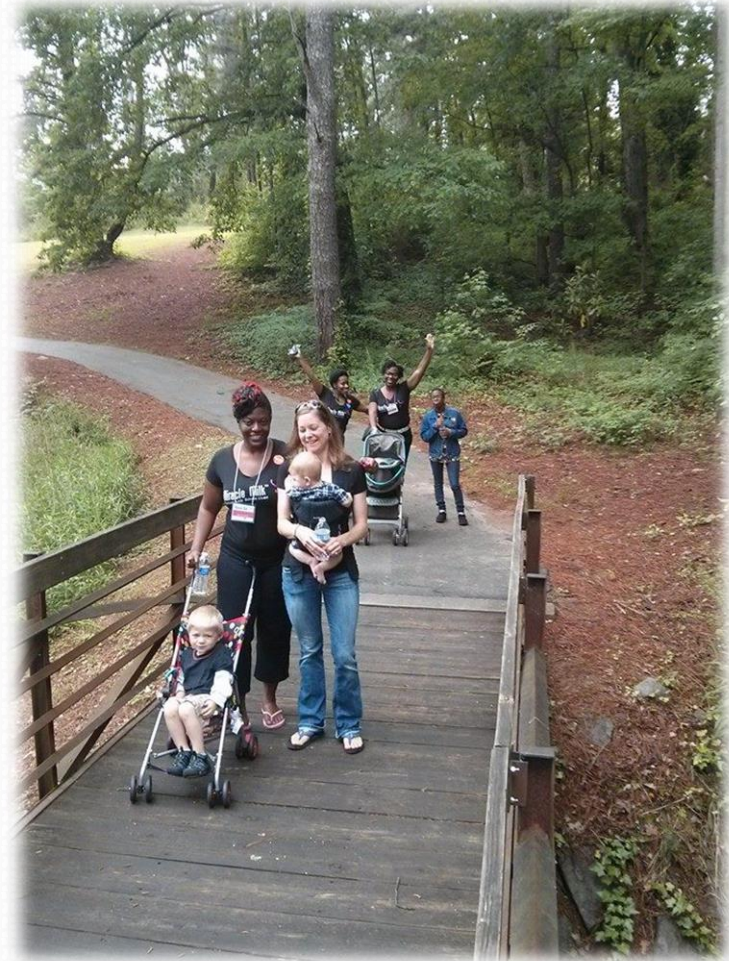
WEDNESDAY
FEB 27th
9 - 10 PM EST

WIN GIFT CARDS FROM YOUR
FAVORITE RETAIL STORES!

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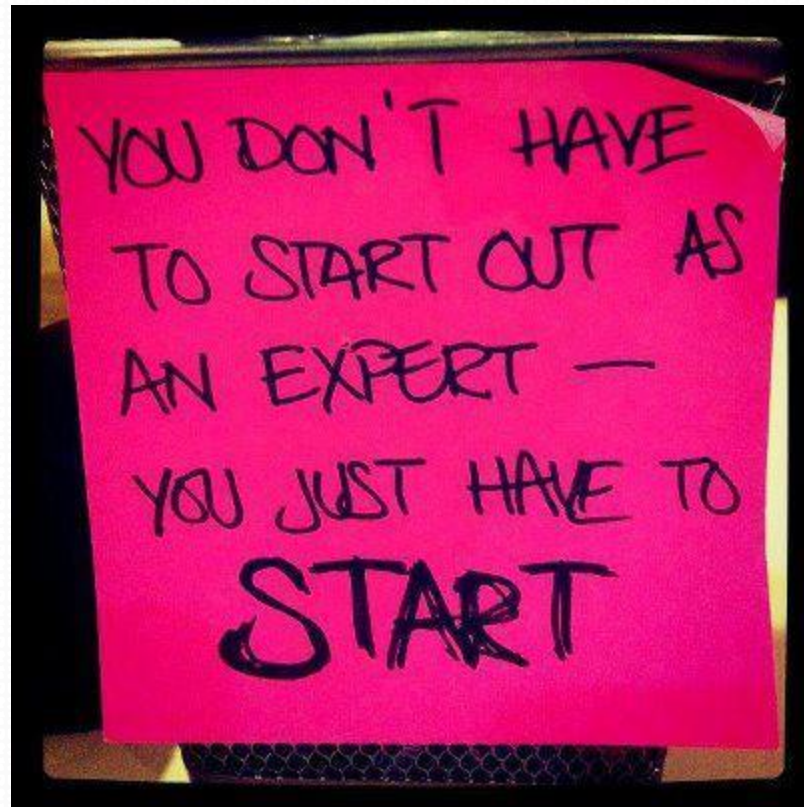
Engage the Community

To reform healthcare through breastfeeding using a community approach, all the pieces must come full circle by starting and ending with the community



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Stress = Demand - Resources



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Thank You

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Resources

- www.BreastfeedingRose.org
- <http://thenationshealth.aphapublications.org/content/43/3/1.3.full>
- National Consortium for Multicultural Education for Health Professionals: <http://culturalmeded.stanford.edu/>
- HHS Office for Civil Rights: <http://www.hhs.gov/ocr/>
- HHS Health Resources and Services Administration, “Unified Health Communication 101: Addressing Health Literacy, Cultural Competency, and Limited English Proficiency (LEP)” (on-line course) <http://www.hrsa.gov/healthliteracy/training.htm>
- HHS Office of Minority Health: <http://www.omhrc.gov/>
- A Physician’s Practical Guide to Culturally Competent Care” (on-line course); “Health Care Language Services Implementation Guide” (web-based interactive planning tool) <http://www.thinkculturalhealth.org/>
- Cultural Competence Online for Medical Practice (CCOMP), “A Clinician’s Guide to Reduce Cardiovascular Disparities” (on-line course) <http://www.c-comp.org>
- Federal Interagency Working Group on LEP: <http://www.lep.gov/>

Examples from Massachusetts: Enabling Continuity of Care for Breastfeeding Support



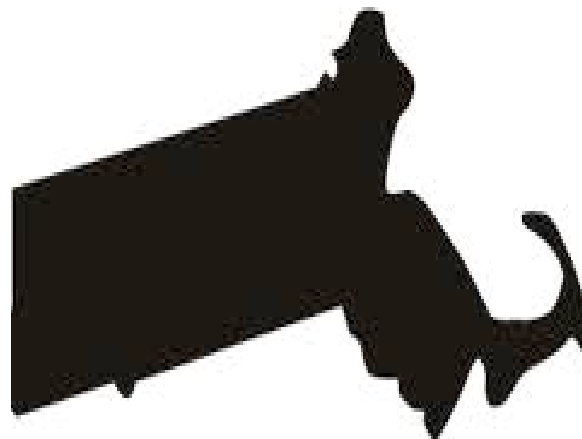
Roger A. Edwards, ScD

Consultant, CHAMPS Project

The Breastfeeding Center, Boston Medical Center, Boston, MA



Colchamiro, R,* Edwards, RA,* Nordstrom, C,* Eshelman, J, Ghiringhelli, K, Forgit, J, Tolan, E, Mainello, K, Foley, J “Mobilizing Community Resources to Enhance Post-Discharge Support Infrastructure for Breastfeeding in Massachusetts – Results of a Catalyst Grant Approach” *Journal of Human Lactation*, August 13, 2015 epub. * indicates co-lead authors.



Presenter Disclosures

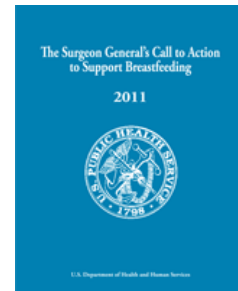
I, Roger Edwards, do have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation, they are:

- The Breastfeeding Center, Boston Medical Center, CHAMPS Project Consultant
- Massachusetts Department of Public Health, Division of Nutrition



CDC sought to address unmet needs regarding post-discharge support for breastfeeding mothers

- CDC Nutrition, Physical Activity and Obesity Program Supplemental Funding based on a competitive application process (Award #3U58DP001400-05W1)
- Highlights CDC's focus on breastfeeding as an obesity prevention strategy
- Grant focus: improving access to post-discharge breastfeeding support, with an emphasis on vulnerable populations
- MA DPH working in conjunction with Northeastern University to fulfill grant requirements



- **Objective 1:**

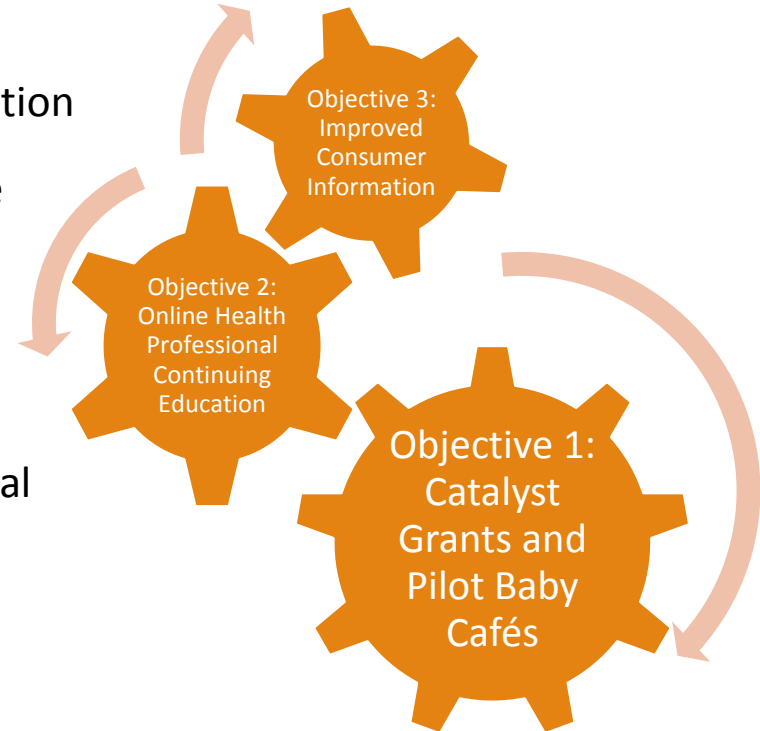
- Catalyst grants were provided to 6 breastfeeding continuity of care teams and 3 Baby Café™ pilot programs serving over 17 Mass in Motion cities and towns.
- Each care team developed customized implementation plans in collaboration with MDPH and Northeastern University to provide education, peer mentoring, access to post-discharge care, and/or other supportive services to breastfeeding mothers.

- **Objective 2:**

- Provide free online continuing professional education for pediatric providers to support breastfeeding families in the post-discharge period and improve their continuity of care

- **Objective 3:**

- Improve awareness and utilization of available resources (zipmilk.org) for linking mothers with direct support for breastfeeding, including prenatal education and post-partum support services.
- Examine and provide feedback related to breastfeeding discharge practices at all 48 MA maternity facilities (expanded objective based on review of discharge packets for zipmilk.org information)





104 organizations participated in some aspect of the project

- 48 Maternity Facilities
- 17 Mass in Motion Communities
- 9 WIC Programs
- 8 Educational Institutions
- 5 Community Health Centers
- 3 Cultural Organizations
- 14 Other Organizations



The effort addressed disparities by focusing on communities with underserved populations

	<u>Target Reach for Existing Grant</u>	<u>State Overall</u>	<u>Outcome of Catalyst Grant Selection</u>	<u>% Relative to the State</u>
White, non-Hispanic	25% fewer than state overall	66.40%	50%	24% fewer
Black, non-Hispanic	50% more than state overall	9.30%	17%	83% more
Hispanic	50% more than state overall	14.70%	24%	63% more
Other		9.50%	8%	
Public payment	50% more than state overall	36.10%	54%	50% more
% of all births		100%	20%	

A recent article based on nationally-representative longitudinal data highlighted the importance of breastfeeding in addressing socioeconomic disparities. (Gibbs & Forste 2013)

- Infants predominantly fed formula for the first six months were 2.5 times more likely to be obese at 24 months of age compared to infants predominantly fed breast milk.
- Early introduction of solid foods (<4 months) and putting the child to bed with a bottle also increased the likelihood of obesity.
- Unhealthy infant feeding practices were identified as the primary mechanism mediating the relationship between socioeconomic status and early childhood obesity.



Breastfeeding Continuity of Care Teams (BCCTs) worked together in the communities

Breastfeeding Continuity of Care Teams

Community	# of CBOs
Central and Northern Berkshire County (far Western MA)	8
Fitchburg-Leominster (North Central MA)	6
Holyoke (Central MA)	5
North Suburban Boston (Eastern MA)	10
Plymouth (Southeastern MA)	6
Springfield (West Central MA)	7

Baby Café Teams

Community	# of CBOs
Brockton (South Suburban Boston, Eastern MA)	5
Lynn (North Suburban Boston, Eastern MA)	5
Worcester (Central MA)	5

CBO=Community-Based Organizations



Catalyst Grant Breastfeeding Continuity of Care Team Interventions & Process Measures

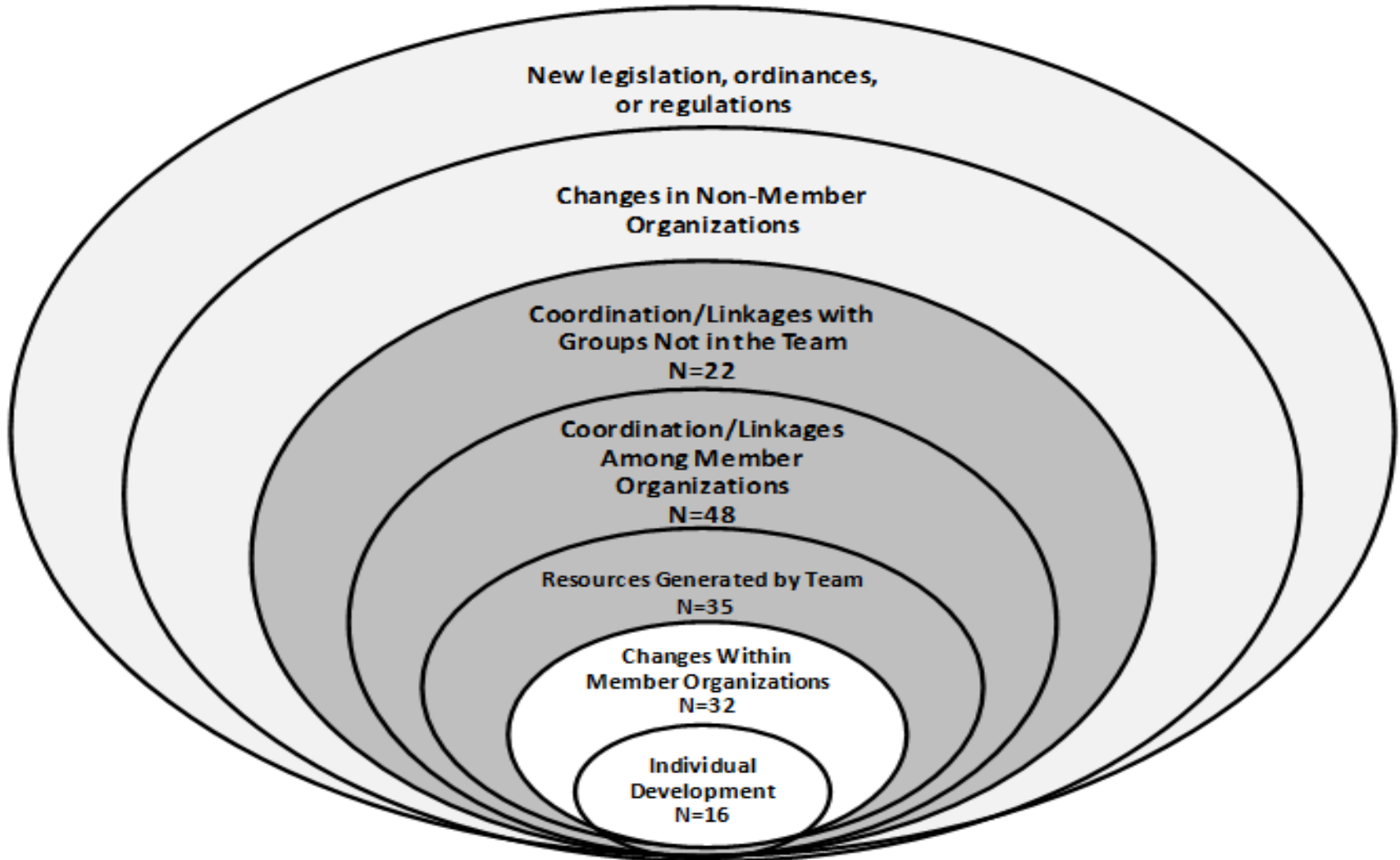
Intervention-type	Berkshire	Fitchburg/ Leominster	Holyoke	North Suburban	Plymouth	Springfield	Total
New support groups	x		x		x	x	4
Staff Training	x	x	x	x			4
Free transportation for lactation services	x			x			2
Childcare facility-related efforts		x			x		2
New drop-in clinic			x				1
New Grandparent kit						x	1
New breastfeeding support software	x						1
Enhancements to & better marketing of existing efforts*	x	x	x	x	x	x	6
Process measures associated with interventions							
# of women who gave birth in 2013	855	927	435	972	622	1,247	5,058
# of women who breastfed and received post-discharge support (%)	664 (77.6)	668 (74.2)	435 (100)	737 (75.8)	512 (82.3)	1,247 (100)	4,263 (84.3)
# of women who received breastfeeding support within 2 months after they gave birth**	1,643	1,394	362	2,787	816	771	7,773
# of women who received breastfeeding support 2 or more months after they gave birth**	1,724	671	157	3,205	580	532	6,869
# of mother contacts	10,411	5,112	772	8,374	2,252	1,836	28,787

* indicates enhancement of existing services (such as outreach and improved services--better coverage/marketing, and supplies) vs. expansion to new geography, new capability; exact percent attributable to grant funding is unknown while others not indicated with an asterisk are 100% attributable to catalyst grant funding.

** The population density combined with the broad availability of hospitals enables mothers to access support services affiliated with hospitals different from the one where they delivered their babies.



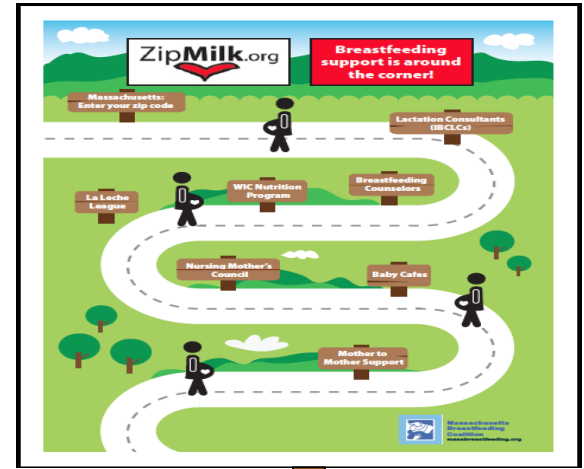
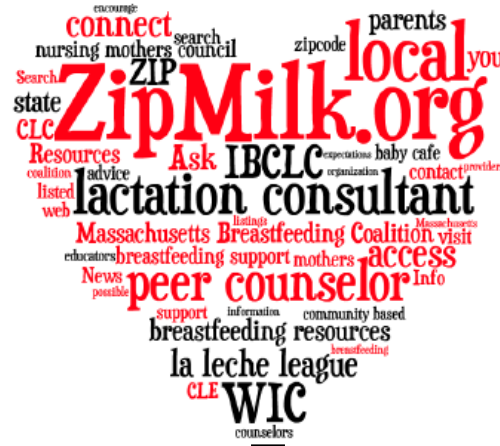
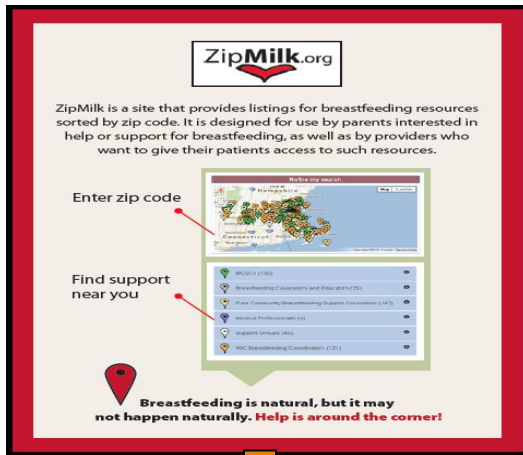
Multiple Levels of Community Coalition Added Value Outcomes (N=153)





Marketing Campaign for Promotion of Zipmilk.org

Promotional Activities: Social Media Outreach, Hospital Support, WIC & MDPH Press Releases, Mass Breastfeeding Coalition Support



Link mothers to breastfeeding support services in MA through increased use of the Zipmilk.org website containing information about:

- IBCLCs (135) & Breastfeeding Counselors and Educators (27)
- Free Community Breastfeeding Support Counselors (147)
- WIC breastfeeding Coordinators (121)
- Medical Professionals (4)
- Support Groups (47)



Lessons Learned

- There is no single solution to improving post-discharge breastfeeding support; each community team created a unique set of services to meet the needs of the families served building on its respective strengths.
- Stakeholders are not always aware of breastfeeding as an obesity prevention strategy, but once the connections are established, there is great potential for collaboration based on coordinated efforts demonstrated with this project.
- The one-year time period of the grant to implement activities is short considering the diversity in community needs and agencies involved.
- Collecting data from multiple providers in a given project area is complicated and takes time to finesse.