

Using Loving Support to Build a Breastfeeding Friendly
Community in Wisconsin



Wisconsin Implementation Plan

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Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin

"Using *Loving Support* to Build a Breastfeeding-Friendly Community" is a national effort by the United States Department of Agriculture Food and Nutrition Service (USDA/FNS) to improve breastfeeding initiation and duration rates in selected states across the country. The project is a collaborative effort among USDA/FNS, Best Start Social Marketing, and the Mississippi State Department of Health and includes a 2½-day training program, ongoing technical assistance (with a follow-up 2-day site visit), and implementation funds. Wisconsin is one of eight states chosen to participate in this project, which is administered by the Wisconsin WIC Program.

The strong community basis for the project challenges local WIC programs to work with local partners to develop a comprehensive breastfeeding promotion and support plan that will make a positive difference in encouraging mothers to choose to breastfeed, and to gain the community support they need to continue breastfeeding.

Wisconsin goals for implementing the Loving Support Project:

- ◆ Increase the incidence of breastfeeding
- ◆ Increase the duration of breastfeeding
- ◆ Decrease the racial/ethnic disparity in breastfeeding rates
- ◆ Increase awareness of the benefits of breastfeeding

A training and strategic planning workshop was held in Madison on October 23rd and October 24th. Cathy Carothers and Linda Inglis from Best Start Social Marketing and Caryn Womack from the Mississippi State Department of Health facilitated the workshop. The workshop was attended by more than 50 WIC and Community partners throughout Wisconsin. Day 1 included an overview of the social marketing principles, the Loving Support campaign and how the Loving Support campaign has been successfully implemented. The evening session provided more in-depth information on "How Mississippi Worked" with the materials they produced and utilized as part of the Loving Support campaign. Day 2 was a working session for the attendees. There were 5 groups that worked through planning exercises to identify target subgroups, specific behaviors we want to change, the motivators and deterrents to change behavior, strategies to address the barriers and who might be the lead agency. The five areas included staff education and

communication, client and family education and support, public awareness, health provider outreach and community interventions.

The training team from Best Start synthesized the information collected during the two-day workshop into recommendations for implementing Loving Support in Wisconsin. From this report and feedback from key partners the implementation plan was developed. An advisory workgroup was formed to help guide the development and implementation of Loving Support in Wisconsin. The advisory workgroup is comprised of members of the Wisconsin Breastfeeding Coalition, attendees of the Loving Support workshop and other interested partners.

Overview of the implementation plan

The Loving Support project implementation plan set forth a set of activities to be conducted in Wisconsin for the next 3 years. The plan will be implemented by a variety of key partners, including the Wisconsin WIC Program, the Wisconsin Breastfeeding Coalition, the Wisconsin Association of Lactation Consultants, the Wisconsin Association of Perinatal Care, La Leche League, local breastfeeding coalitions, health professional organizations, and many other organizations and individuals. The implementation plan is a living document and will be revised as successes are realized, challenges met and as new partnerships are established.

The following is a summary of the key areas around which activities have been planned to promote and support breastfeeding in Wisconsin.

Loving Support Advisory Workgroup

An advisory workgroup or steering committee for the Loving Support project will be formed to coordinate the implementation of the plan activities. The group will be comprised of attendees of the training workshop, representatives of regional and local WIC agencies, and members of the Wisconsin Breastfeeding Coalition. Additional members will be recruited to focus on specific target areas, such as employers/business leaders for the worksite outreach portion of the plan.

Networking and Sharing

A system for sharing the project implementation progress, to coordinate the implementation activities, to share successful strategies and to network among others in the breastfeeding community will be developed. Additionally, a system for providing and tracking the resources developed by the Mississippi Department of Health and other Loving Support materials will be developed. It is anticipated

that the system will be web-based and may include an electronic list-serve. This web-based system will link to other national, state and local internet sites that support the mission of the Loving Support project.

Training

Through the course of the Loving Support implementation plan training is a large component. Initially, training on the Loving Support project itself will be targeted to local WIC agency staff, local coalitions, and other community and health care providers. It will be important to include Extension Nutrition Educators and prenatal care coordinators as part of the training plans. As the implementation plan progresses, many of the training materials developed by the Mississippi Department of Health will be utilized. The module "How to Support a Breastfeeding Mother in the Childcare Center" has already been adopted for use in Wisconsin. Along with these training modules, additional targeted modules will be developed for use at staff meetings and in other settings. Given the challenges (time, travel, funding) of attending "traditional" trainings, we will also utilize "non-traditional" training methods such as WISLINE-WEB, conference calls and/or video conferencing for some of the trainings. The concept of "train-the-trainer" will also be utilized to assure consistency in the messages throughout the state.

The Loving Support Campaign

A public awareness campaign will be developed and implemented statewide in August of 2003. August was chosen as this has traditionally been breastfeeding promotion month and local communities have conducted breastfeeding activities in the past. This campaign will be a multi-faceted approach utilizing media (newspaper and radio), Loving Support materials (posters, banners, table tents, decals/stickers, bus tags) in a variety of settings and other outreach activities. The campaign will be coordinated with the Ad Council national campaign, as feasible and incorporate the USDA "Fathers Supporting Breastfeeding" materials. The campaign will heighten awareness of breastfeeding promotion and support activities and serve as a springboard for targeted activities such as worksite support and health care provider outreach.

Worksite and Childcare Support

Returning to work has been identified as a barrier for continued breastfeeding for many women in Wisconsin. One of the priorities of the plan activities will be to conduct an assessment of employers for policies and awareness of workplace support for breastfeeding mothers. From the results of this assessment, a comprehensive employer outreach plan will be developed and implemented. Partners will be also be encouraged to

assess their own work environment and the breastfeeding support for employees. Improvements in worksite environment and policies will serve as a model for other community employers. An outreach and training plan targeted to childcare providers will also be developed and implemented.

Health Provider Outreach

Health care providers play a vital role in promoting and supporting breastfeeding. Health care providers will be included as a target for the public awareness campaign. The role of the WIC Program in breastfeeding promotion and support will be disseminated through the "Nutrition Fact Sheet" series to facilitate a referral system. Annual breastfeeding training will be offered to health care providers through traditional conferences and training modules and materials will be made available for local lactation professionals to provide training within the community. Partnerships with health care provider training programs will be formed to encourage the inclusion of breastfeeding promotion and support in the curriculum. Additionally, tools and resources will be developed and distributed to health care providers to "cue" the discussion of breastfeeding during prenatal and postpartum contacts.

Disparate Populations

In Wisconsin, the African-American and Asian populations are least likely to breastfeed. In an effort to eliminate these disparities, outreach will be targeted to these groups. Initially, the activities will focus on the African-American population, particularly in the Milwaukee and Racine area. Efforts will include conducting focus groups to identify where outreach messages should be placed, establishing a chapter of the African-American Breastfeeding Alliance, implementing a peer counselor program, conducting round table discussions with key leaders in the community and other targeted strategies. Additional key community partners, such as the faith community, will be engaged as part of the implementation strategies. Similar activities will be utilized with the Hmong and Hispanic populations, as feasible.

Using Loving Support to Build a Breastfeeding Friendly Community in Wisconsin Wisconsin Implementation Plan

Project Goals:

- ⌘ Increase the rate of breastfeeding initiation.
- ⌘ Increase the rate of breastfeeding duration.
- ⌘ Decrease racial/ethnic disparities in breastfeeding rates among WIC participants.
- ⌘ Increase public awareness of the benefits of breastfeeding.

Implementation Plan Goals:

- ⌘ Expand opportunities for networking and sharing of resources among WIC staff, local coalitions, and community partners throughout Wisconsin.
- ⌘ Work to provide a cohesive and consistent plan for follow-up support services for new mothers across Wisconsin.
- ⌘ Address training needs of WIC staff and local health providers and provide targeted training.
- ⌘ Properly promote the various model programs already in place throughout Wisconsin.

	Component Area	Timeline/Target Completion Date	Implementation Activities
Year 1: Before the Campaign...			
1	Infrastructure	January 2003	Establish an advisory committee for the Loving Support project comprised of a variety of key partners throughout the state.
2	Infrastructure	February 2003	Develop a system for providing the Mississippi training resources and other resources used as part of the Loving Support project.
3	Infrastructure	February 2003	Establish a tracking system to monitor the use of the Loving Support project resources.
4	Infrastructure	March 2003	Develop a display/exhibit highlighting the Loving Support project in Wisconsin.
5	Infrastructure	March 2003	Provide WIC local agencies with the opportunity for a "special project" grant to fund

			projects such as establishing a breastfeeding-friendly clinic environment, establishing a mother to mother support system, etc.
6	Infrastructure	April 2003	Revise the WIC Breastfeeding promotion and support plan to be consistent with the activities of the Loving Support project. <ul style="list-style-type: none"> • Consistent support to mothers within the critical 7-10 days post-partum • Contacts timed to critical weaning periods. • Referral system • Review/update "how long breastfed field" at 1 year certification appointment
7	Infrastructure	April 2003	Form a partnership with the African-American Breastfeeding Alliance.
8	Infrastructure	May 2003	Establish a web-based system of communication among WIC staff, coalition members and community partners.
9	Infrastructure	August 2003	Promote the availability of the Loving Support project resources to WIC Local Agencies, breastfeeding coalitions, La Leche League, hospitals and other community partners.
10	Infrastructure	July 2003	Establish/enhance a referral system between WIC local agencies and community organizations to provide information and support during the early postpartum period and during critical weaning periods.
11	Infrastructure	Ongoing	Continue to include breastfeeding as a component of the WIC funding formula to local agencies.
12	Infrastructure	Ongoing	Continue to provide high-quality breast pumps to WIC participants with the WIC food dollars.
13	Infrastructure	Ongoing	Expand the audience of the WIC Breastfeeding Update to include more community partners and health care providers to highlight breastfeeding programs and services throughout the state and to recognize those efforts.
14	Mobilizing Staff	January 2003	Adapt the module, "How to Support a Breastfeeding Mother in the Childcare Center" for use in Wisconsin.
15	Mobilizing Staff	June 2003	Assess breastfeeding resources available to staff at WIC local agencies and update as needed.
16	Mobilizing Staff	July 2003	Provide an "Orientation to the Loving Support Project" training(s) to local WIC agencies and community partners, including PNCC providers and Extension Nutrition Educators.

17	Mobilizing Staff	July 2003	Provide sample policies and procedures for a breastfeeding friendly worksite to WIC local agencies, local health departments and community partners to build support for breastfeeding within their own worksite and serve as a community model.
18	Mobilizing Staff	Ongoing	Promote and maintain the "Wisconsin Breastfeeding Resource Directory".
19	Community Partnership	November 2002	Adapt Mississippi's "Creating a Breastfeeding-Friendly Community" packet for use by local communities.
20	Community Partnership	February 2003	Distribute the "Building Breastfeeding Friendly Communities in Wisconsin" to local breastfeeding coalitions, to local WIC agencies, and other key partners.
21	Community Partnership	May 2003	Facilitate a round table discussion with key leaders in the African-American community.
22	Community Partnership	May 2003	Partner with the Department of Public Instruction - Child and Adult Care Feeding Program, the Division of Regulation and Licensing - Daycare Licensing and other childcare organizations to promote and support breastfeeding.
23	Community Partnership	July 2003	Promote the development of local breastfeeding coalitions to implement the Loving Support project activities within the local community.
24	Community Partnership	Ongoing	Provide technical assistance to communities wishing to start a local breastfeeding coalition or those who are revitalizing the breastfeeding coalition.
25	Public Awareness	March 2003	Explore the feasibility of adding information to the MCH hotline to increase awareness of available information and services.
26	Public Awareness	June 2003	Conduct focus groups with African-American families to identify where outreach messages should be placed to have the most impact.
27	Public Awareness	July 2003	Develop and distribute the materials for the Wisconsin Loving Support public awareness campaign <ul style="list-style-type: none"> • Governor's Proclamation • Radio ads, especially targeted to minority populations • Campaign kit: press information, articles, camera ready artwork, etc. • Loving Support materials, i.e., bus poster, posters, banners, table tents, flyers, decals/stickers. • Explore the feasibility of partnering with other campaigns such as minority health week.

			<ul style="list-style-type: none"> • Coordinate the Loving Support campaign with the Ad Council campaign, if possible. • Prepare and equip providers with campaign materials and training with sufficient time to implement the campaign effectively. • Include articles about the campaign in professional and medical newsletters.
28	Public Awareness	Ongoing	Attend professional and community meetings/conferences to disseminate information about the Loving Support project in Wisconsin
29	Client and Family Education	March 2003	Purchase the Mississippi WIC video master for <i>Breastfeeding: Another Way of Saying I Love You</i> .
30	Client and Family Education	May 2003	Develop a coordinated plan for distributing and using the Mississippi WIC video, <i>Breastfeeding: Another Way of Saying I Love You</i> , in WIC clinics, clinics, hospitals, and other community locations.
31	Client and Family Education	May 2003	Distribute the USDA "Fathers Support Breastfeeding" materials to local WIC agencies and community partners working with the African American population.
32	Client and Family Education	July 2003	Explore the feasibility of implementing a pilot peer counselor program in at least one of the WIC local agencies in the Milwaukee area.
33	Health Provider Outreach	December 2002	Provide "Medications and Mothers' Milk" to members of the Wisconsin Association of Lactation Consultants (WALC) to distribute to local health care providers.
34	Health Provider Outreach	March 2003	Annual WALC breastfeeding conference highlighting the Baby-Friendly Hospital Initiative, working with physicians and challenges to mothers and health care providers in the NICU.
35	Health Provider Outreach	May 2003	Develop a breastfeeding fact sheet as part of the series of "Nutrition Fact Sheets" developed by the Wisconsin Division of Public Health - Nutrition Section to highlight WIC's role in breastfeeding promotion and support and the resources available.
36	Health Provider Outreach	August 2003	Promote practices in the peripartum period that promote and support breastfeeding, i.e., skin to skin.
37	Health Care Provider Outreach	Ongoing	Promote the consistent use of the Medicaid policy "Reimbursement of breast pumps".
38	Evaluation	October 2002	Determine baseline data available for breastfeeding initiation, breastfeeding duration, including racial/ethnic breastfeeding data.

39	Evaluation	August 2003	Determine methodology for measuring public awareness of breastfeeding before the campaign is implemented.
40	Evaluation	Ongoing	Evaluate the effectiveness of the provision of high-quality breast pumps to WIC participants.
Year 1: During the Campaign...			
41	Health Provider Outreach	August 2003	Provide local WIC agencies, local coalitions and clinics with a template for a resource guide for health providers with state and local breastfeeding resources.
42	Mobilizing Staff	August 2003	Utilize a tool for assessing practices that promote and support breastfeeding in the clinic setting.
43	Client and Family Education	August 2003	Provide local WIC agencies, local coalitions and clinics with a template for a resource guide for mothers and families with state and local breastfeeding resources.
44	Client and Family Education	August 2003	Utilize the USDA "Fathers Supporting Breastfeeding" campaign components.
45	Community Partnerships	August 2003	Form a chapter of the African-American Breastfeeding Alliance in the Milwaukee area.
46	Community Partnerships	October 2003	Assess area employers for policies and awareness of support of breastfeeding mothers in the workplace.
47	Public Awareness	August 2003	Implement the Wisconsin Loving Support public awareness campaign throughout the state.
48	Public Awareness	August 2003	Provide strategically placed outreach messages targeting the African-American population.
Year 1: After the Campaign...			
49	Mobilizing Staff	December 2003	Develop/adapt short (i.e. 15 minute) staff training modules targeted towards various non-professional and professional staff groups based on an assessment of educational needs.
50	Health Provider Outreach	December 2003	Provide health care providers with helpful tools and resources such as the physician and healthcare provider kits, and "pocket" management guides.
51	Health Provider Outreach	December 2003	Provide health care providers/physicians with "cueing" mechanism(s) for promoting and supporting breastfeeding at prenatal and postpartum contacts.
52	Client and Family	December 2003	Develop a coordinated plan for outreach with childcare centers.

	Education		
53	Community Partnerships	October 2003	Form a partnership with the faith-based organizations in the African-American community.
54	Community Partnerships	December 2003	Form a partnership with the African-American business community.
55	Evaluation	January 2004	Evaluate the effect of the Loving Support project activities on the breastfeeding initiation and duration rates, and on public awareness of breastfeeding.
Year 2			
56	Infrastructure	Ongoing	Identify potential funding sources for continued development and implementation of strategies to promote, protect and support breastfeeding in Wisconsin.
57	Public Awareness	January 2004	Partner with the Wisconsin Breastfeeding Coalition, the Wisconsin Association of Lactation Consultants, the Wisconsin WIC Association, the Hunger Task Force of Milwaukee, and other professional organizations and coalitions to promote legislation that support breastfeeding families in Wisconsin.
58	Public Awareness	August 2004	Conduct the Loving Support public awareness campaign throughout the state and build upon previous campaign efforts.
59	Community Partnership	February 2004	Develop and implement a community-based intervention program for outreaching to employers to support breastfeeding mothers in the workplace
60	Community Partnership	August 2004 and ongoing	Recognize and promote breastfeeding friendly worksites.
61	Health Provider Outreach	January 2004	Provide "Medications and Mothers' Milk" to members of the Wisconsin Association of Lactation Consultants (WALC) to distribute to local health care providers.
62	Health Provider Outreach	March 2004	Provide annual breastfeeding training to lactation professionals and other health care providers.
63	Health Provider Outreach	September 2004	Partner with universities and colleges with health care provider training programs to incorporate breastfeeding promotion and support into curricula.
64	Health Provider Outreach	October 2004	Promote the evidence and the steps of the Baby-Friendly Hospital Initiative to hospitals and providers in Wisconsin.
65	Mobilizing Staff	July 2004	Provide a breastfeeding peer counselor train the trainer workshop targeted to local WIC agencies and other community organizations.

66	Mobilizing Staff	Ongoing	Make Best Start's 3-Step Counseling Strategy® training available on a regular basis for all staff who work with new mothers.
67	Client and Family Education	January 2004	Develop and distribute a model program for mother-to-mother support to local WIC agencies, local coalitions, and hospitals, especially in areas with Hispanic and Hmong populations.
68	Client and Family Education	June 2004	Make breastfeeding education materials available targeted to the Hmong population.
69	Client and Family Education	As revised/ developed	Incorporate the Loving Support <i>brand</i> into state produced breastfeeding education materials.
70	Evaluation	January 2005	Evaluate the effect of the Loving Support project activities on the breastfeeding initiation and duration rates, and on public awareness of breastfeeding.
Year 3			
71	All	2005	Maintenance and continuation of year 1 and year 2 activities
72	Client and Family Education	2005	Promote the inclusion of breastfeeding education into school curriculum, i.e. <i>Breastfeeding: First Step to Good Health</i> developed by the New York State Department of Health (http://www.health.state.ny.us/nysdoh/search/index.htm)
73	Client and Family Education	2005	Include age-appropriate breastfeeding promotion and support messages on WIC food instruments issued to exclusively breastfed infants.
74	Health Provider Outreach	2005	Provide annual breastfeeding training to lactation professionals and other health care providers.
75	Mobilizing Staff	Ongoing	Make Best Start's 3-Step Counseling Strategy® training available on a regular basis for all staff who work with new mothers.
76	Mobilizing Staff	2005	Develop a mentoring system for breastfeeding educators and counselors to become IBCLC's.
77	Public Awareness	August 2005	Conduct the Loving Support public awareness campaign throughout the state and build upon previous campaign efforts.
78	Community Partnership	Ongoing	Recognize and promote breastfeeding friendly worksites.

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