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# Great Beginnings: Breastfeeding Friends and Family

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# Great Beginnings: Breastfeeding Friends and Family



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PARKVIEW HEALTH

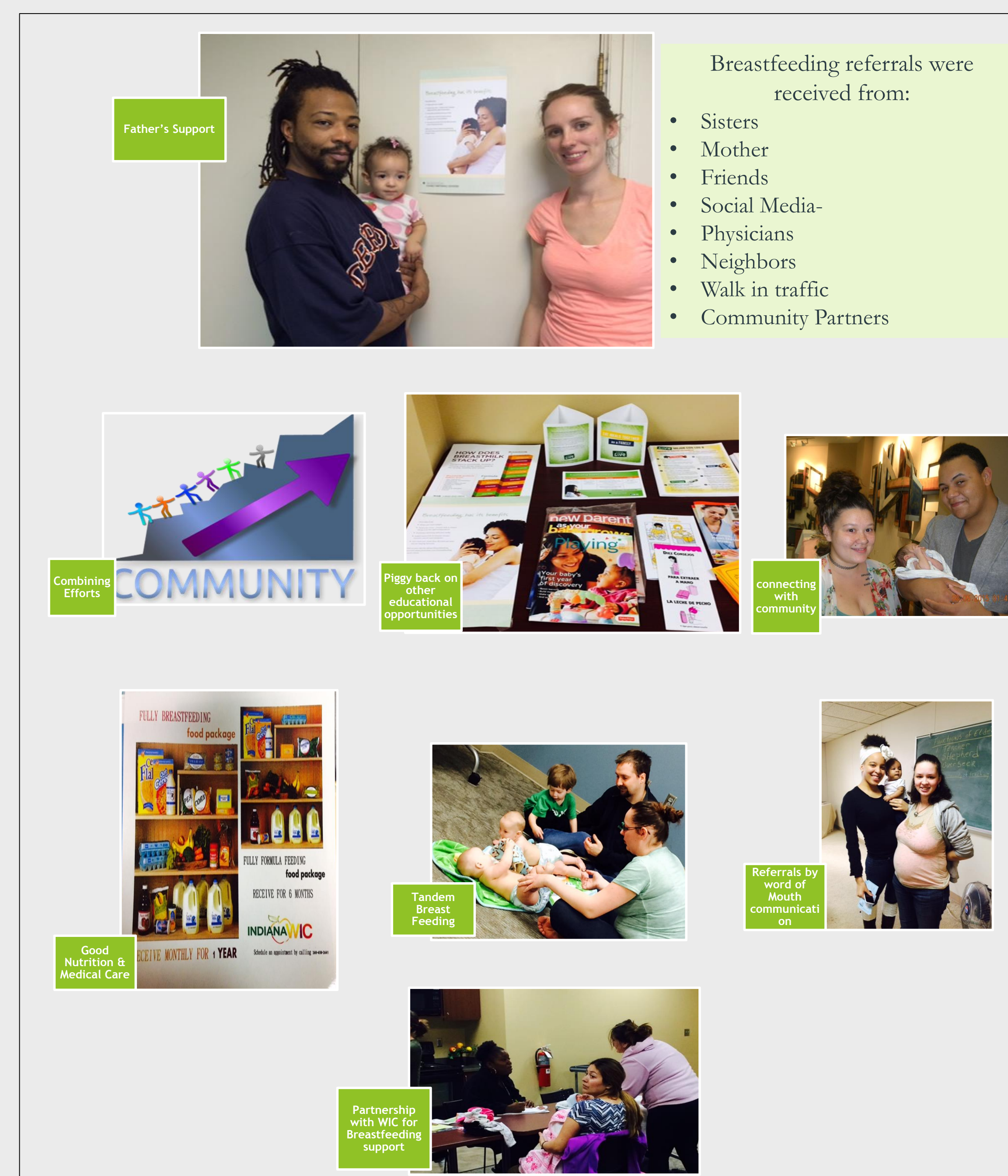
January 2015- March 31, 2016

## Breastfeeding Initiative

- Infant mortality is high in 46806 zip code in Fort Wayne.
- We had one support group in this zip code and our goal was to add another in our low income neighborhood which is high African America, Hispanic, and Asian populations.
- NAACHO funded 2 (social workers) from one of our strong community partners- SCAN (Stop Child Abuse and Neglect) with Lactation training and both became Certified Lactation Specialist.
  - 46806 Baby's Closet- moms can go shopping for baby supplies (supported by local churches)
  - 46816 Parkview / Neighborhood Health Clinic/WIC for Families-New Breastfeeding support site



## Key Successes



## Lessons Learned

- Keeping up with paperwork
- NACCHO responsibilities-peer calls/ webinars/ educational opportunities/
- Other job duties of CLS
- Follow up/ Call backs to new delivered moms
- One on one education with large support group
- Transportation to and from support groups
- Use of breast pump with moms returning to work
- Keeping in contact with BF moms- phone # changes or out of phone minutes
- Submission of paperwork in a timely fashion

## Sustainability

- Training adequate staff in community partner agencies the importance of breastfeeding.
- Training- motivational interviewing to bond with moms.
- Incentives for mothers to return to group.
- Importance of having engagement of a least 1 strong community partner.
- Administrative assistance.
- Piggy back on other educational opportunities in your agency.
- Lactation support and education in prenatal groups re: the importance of BF.
- Captive audience location of support groups.

## Knowledge is Power: Best Practice

Support Groups	Empowering Peer to Peer support	Prenatal and Safe Sleep classes
<ul style="list-style-type: none"><li>• Topics lead by mothers</li><li>• One health issue discussed at each meeting according to Parkview breastfeeding curriculum</li><li>• Infant scale to weigh baby at each visit</li><li>• Bottled water for each participant</li><li>• Nutritious snacks- peanut butter crackers, granola bars, fruit or yogurt at each group</li><li>• Incentives for breastfeeding moms</li></ul>	<ul style="list-style-type: none"><li>• Connections with other community resources discussed at each group</li><li>• Information about breast feeding experiences and overcoming challenges</li><li>• Personal parenting knowledge and experiences shared</li><li>• Moms support for each other</li></ul>	<ul style="list-style-type: none"><li>• Prenatal classes /Safe sleep classes/ Centering Pregnancy</li><li>• Phone call back program-</li></ul>

