

Three out of four
mothers (75%)
in the U.S. start out
breastfeeding



Centers for Disease Control and Prevention's 2010 Breastfeeding Report Card.





- At the end of six months, breastfeeding rates fall to 43%, and only 13% of babies are exclusively breastfed.



**Breastfeeding
protects babies
from infections
including
diarrhea,
ear infections
and pneumonia.**





Better infant health means fewer health insurance claims, less employee time off to care for sick children, and higher productivity.

WPA poster, 1938



Children who are breastfed for six months are less likely to become obese.



Japanese Art Depicting Breastfeeding - 1700s



Mothers who breastfeed have a decreased risk of breast and ovarian cancers.



Family Portrait, 1795-1800, Friedrich Tischbein



If 90% of U.S. families followed guidelines to breastfeed exclusively for six months, the U.S. would annually save \$13 billion from reduced medical and other costs.



Wyspiański - Breastfeeding Painting - 1905



Mothers are the fastest growing segment of the U.S. workforce



2010 U.S. Department of Labor



How to Increase Community Investment in Breastfeeding

- Melissa Kono UW-Extension Clark County Community and Natural Resource Agent
- Nancy Vance-UW-Extension Clark County Family Living Agent

Workshop Objectives

- Goals for this presentation are simply
- Share ideas that have worked to help Moms returning to work feel supported to continue to breastfeed
- How to help normalize the experience of breastfeeding in our workplace and community

Health Impact of Breastfeeding

Recommended by major medical and professional organizations

- American Academy of Pediatrics (AAP)
- American College of Obstetricians and Gynecologists (ACOG)
- American Academy of Family Physicians (AAFP)
- U.S. Surgeon General
- Association of Women's Health, Obstetric, and Neonatal Nurses (AWHONN)
- American Dietetics Association (ADA)

Health Impact on Infants

Lower risk of infections and illnesses

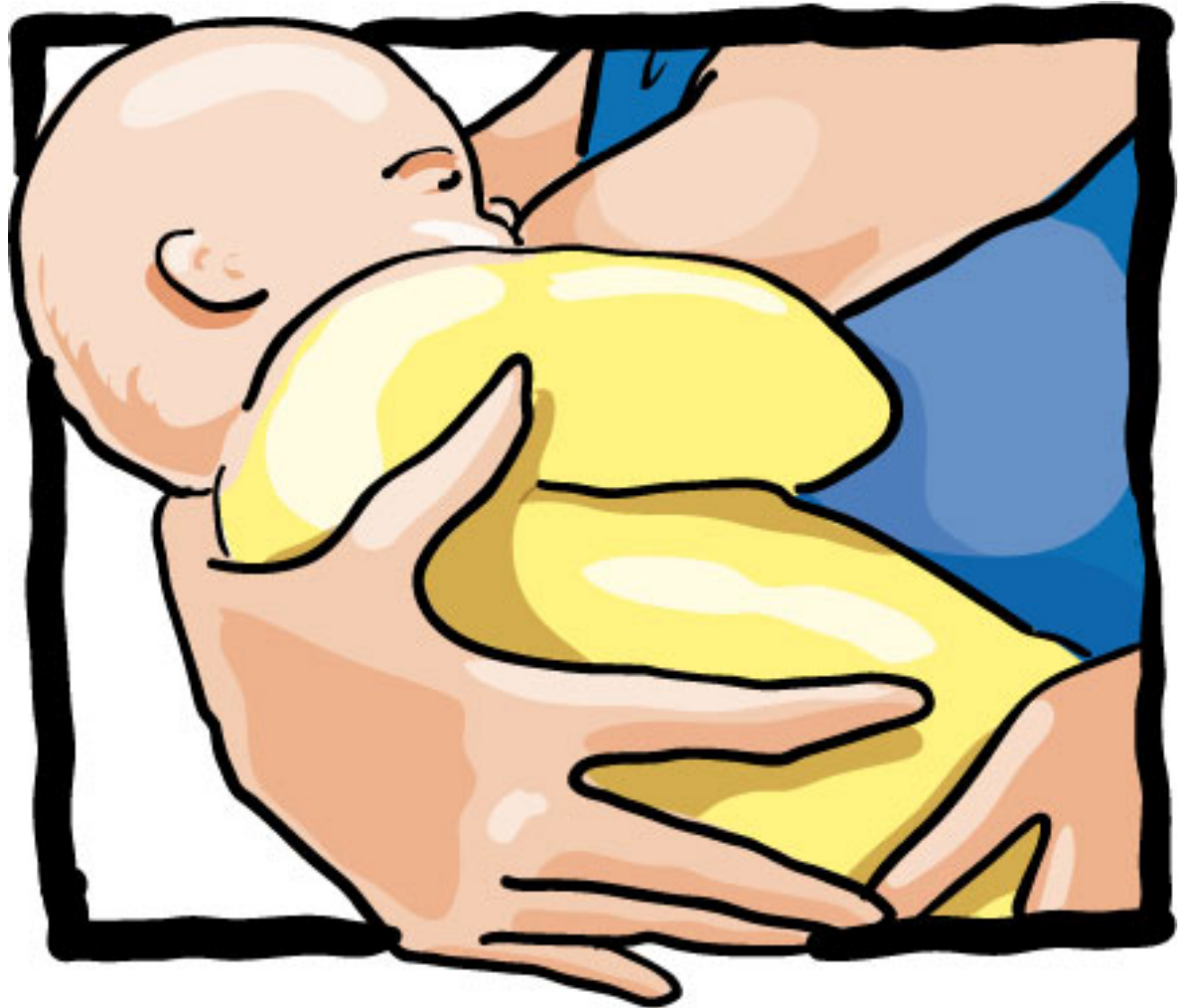
- Ear infections
- Respiratory infections
- Dermatitis
- Gastrointestinal disorders

For every 1,000 babies not breastfed, there is an excess of 2,033 physician visits, 212 days in the hospital, and 609 prescriptions²

Impact on Mothers

- Faster recovery from pregnancy and childbirth
- Lower risk of breast cancer
- Lower risk of osteoporosis
- Satisfaction she is giving her baby the best start in life possible

Breastfeeding Coalition History



the Maternal and Child Health Bureau Grant 2003

- Decrease obesity/increase physical activity
- Increase participation in entitlement food programs
- Increase breast feeding awareness in Clark County



Wisconsin Office of Rural Health Grant 2016

- The goal of the project was to increase capacity of the Eat Right Be Fit Coalition
- to develop a comprehensive strategic plan that identifies activities that will address nutrition and physical activity
- We are in the second year of a three year grant



Accomplishments of Eat Right be Fit Coalition

Public Awareness Efforts



Workplace Survey of Breastfeeding Policy

- Center for Disease Control Worksite survey conducted in 2014.
- Surveyed employers on a variety of health indicators including breastfeeding accommodations for employees.

Fairgrounds



BREASTFEEDING ROOM

Changing facility
Quiet feeding area
Pack and Play available
Refrigerator for storage

**LOCATED IN THE
DINING HALL
NORTHWEST
CORNER**



Survey of Satisfaction

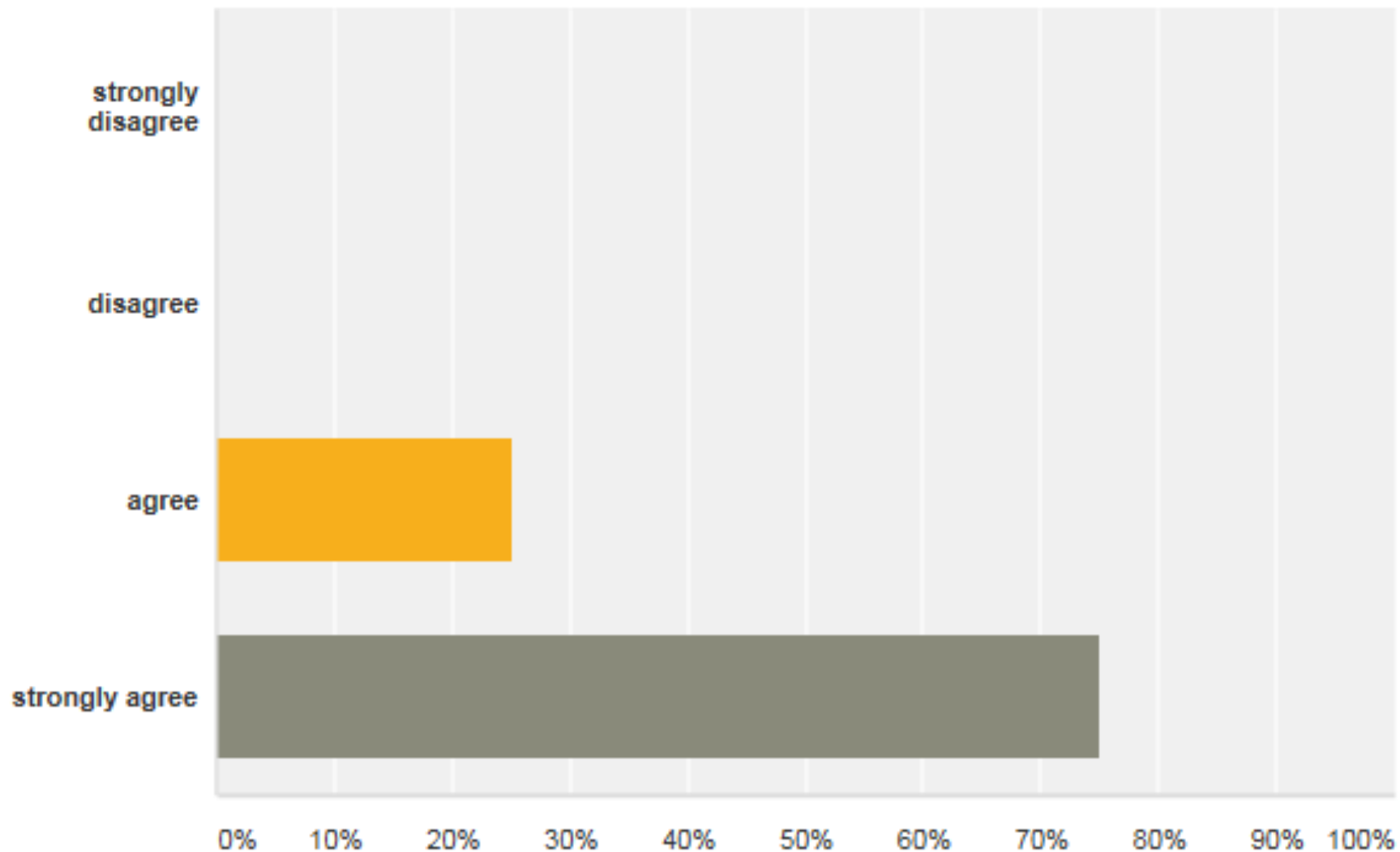
The Clark County “Eat Right Be Fit” coalition would like your input on how your experience went using the breastfeeding area.



1. Did you find the breastfeeding room comfortable and private? Yes or No
2. Was the breastfeeding area easy to find? Yes or No
3. Did you feel there was enough signage to help you find the area? Yes or No
4. Please give us any suggestions as to how we could improve this for next year.

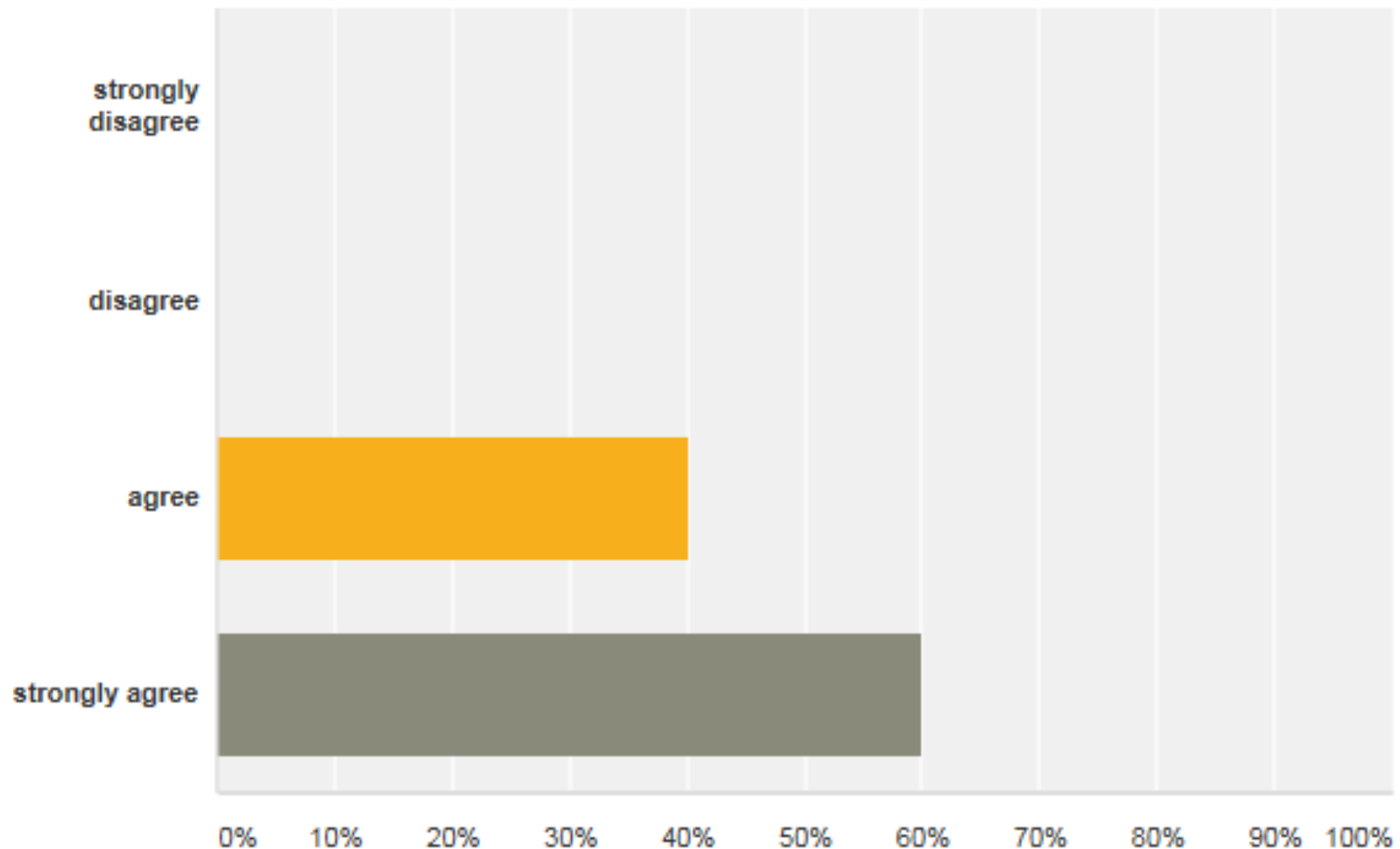
I found the breast feeding facility user friendly

Answered: 4 Skipped: 1



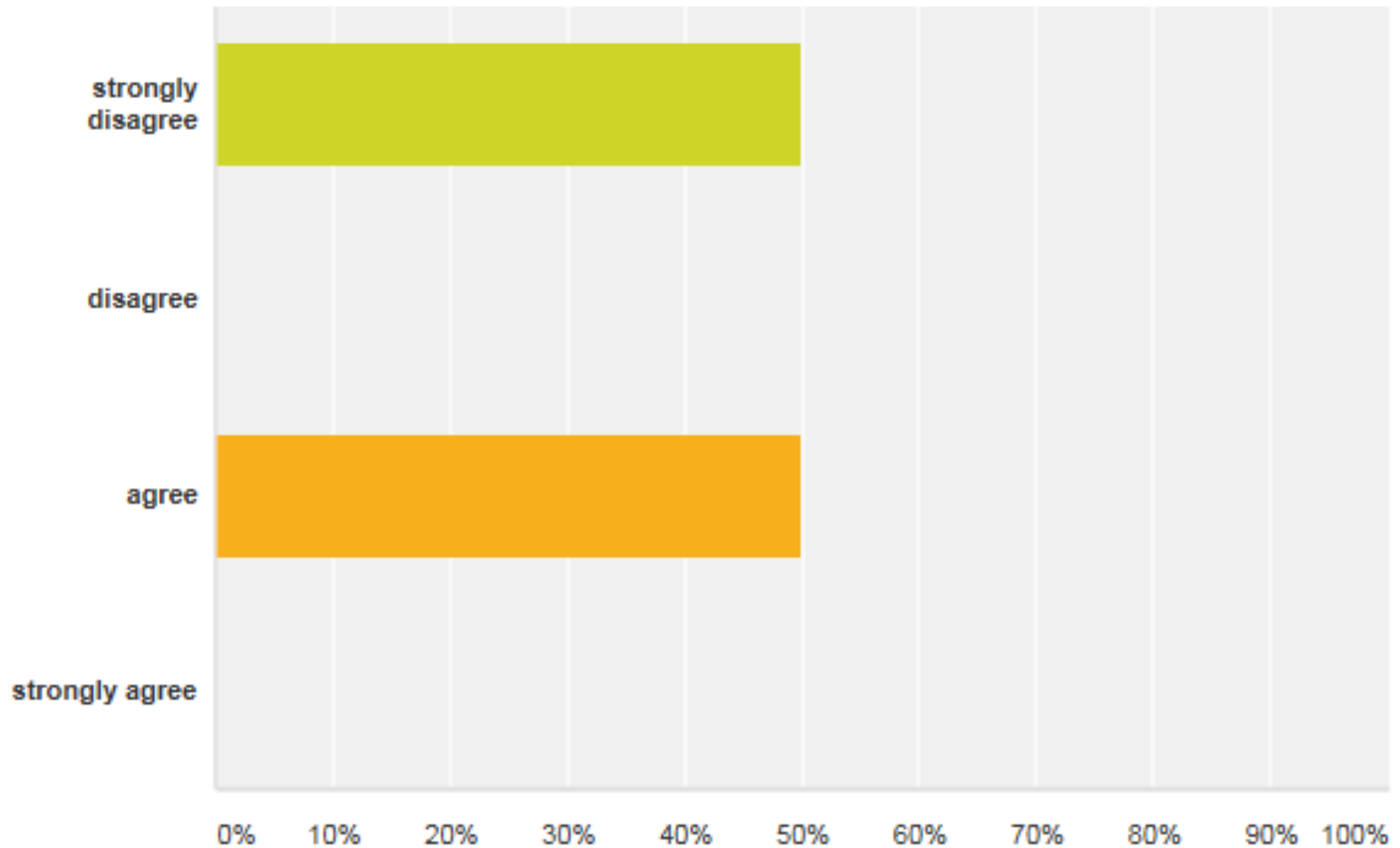
I found the breast feeding facility clean and sanitary

Answered: 5 Skipped: 0



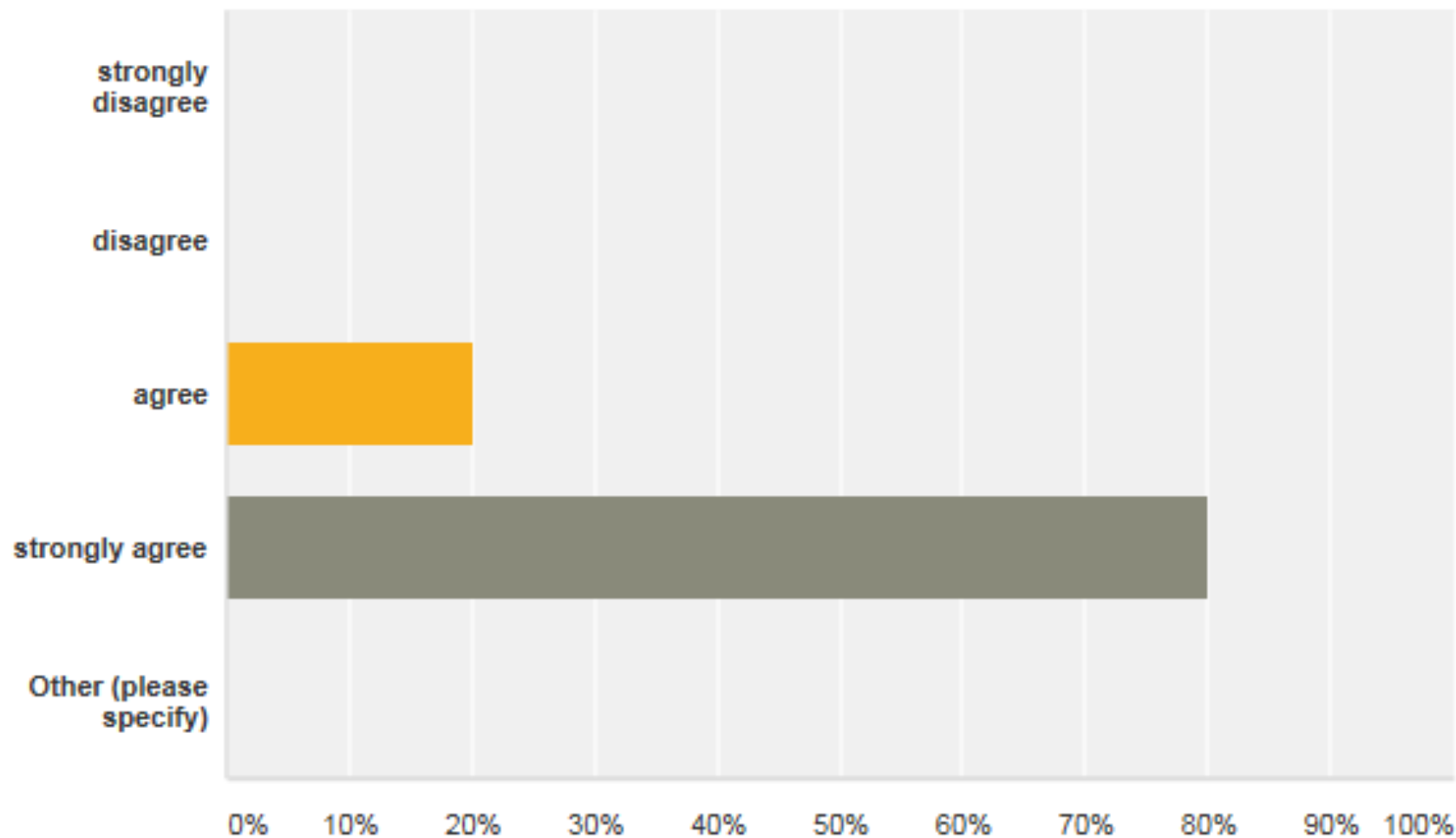
I read some of the pamphlets placed in the room

Answered: 4 Skipped: 1



I felt comfortable while in the breastfeeding room.

Answered: 5 Skipped: 0



How did you hear about the breast feeding room?

I asked

8/15/2016 7:48 AM

[View respondent's answers](#)

Walked by

8/15/2016 7:48 AM

[View respondent's answers](#)

the sign on the bathroom door

8/15/2016 7:46 AM

[View respondent's answers](#)

The sign on the bathroom door.

8/15/2016 7:44 AM

[View respondent's answers](#)

I saw it while looking at older children's exhibits.

8/15/2016 7:43 AM

[View respondent's answers](#)

What suggestions do you have for next year?

advertise! I did not know this was here. This is awesome.

8/15/2016 3:48 PM [View respondent's answers](#)

More signage showing/telling Moms about this AMAZING space.

8/15/2016 3:48 PM [View respondent's answers](#)

More of a door to prevent children from peeking in.

8/15/2016 3:46 PM [View respondent's answers](#)

Different chair

8/15/2016 3:44 PM [View respondent's answers](#)

good so far.

8/15/2016 3:43 PM [View respondent's answers](#)

Breasting Feeding Comments from the Clark County Fair

This was such a nice surprise. Maybe a table for changing diapers would be helpful for next year. Also a fan if it's hot. Please keep this up. It was so helpful to this nursing Mama.

Please promote this wonderful available area. The assumption is that there is no area to feed this next generation of 4-Hers. We have a place to eat now they do too. And the Moms that strive so hard in their busy daily lives to give them the best food and start available have a safe relaxing place.

This is my second time utilizing the room. Having this place and encouraging breastfeeding almost brought tears to my eyes. This made coming to the fair easy and enjoyable. I will spread the word. Thank you!!

Thank you for providing a place for Moms to feel comfortable.

Policy Change



How to Support Breastfeeding



Private Room for Milk Expression

Basic Needs

- 4' x 5' space minimal
- Access to nearby running water
- Electrical outlet
- Lock on door

Provide Private Space



Education



- Pre-leave Education
- Back to Work Education
- Ongoing Education
- Workplace Education

By failing to
prepare, you are
preparing to
fail.

Benjamin Franklin

Workplace Support

- Welcoming gifts
- Contact list of employee mentors and support team
- Support from supervisors
- Mother-to mother support
- Flexible Breaks

"Oh that's okay, I have received too much breastfeeding support already," said no mother ever.



Beginning a Lactation Support Program in Your Company

- Establish as part of company health benefit services
- House within the wellness division
- Convene a task force with key company stakeholders to identify needs and solutions
- Gain assistance from community resources
- Promote the program with all employees, supervisors, and co-workers to gain buy-in and support

Future Plans

- Develop workplace policies throughout county
- Emphasis on planning before leave occurs so that it is in place when returns



Group Activity

- Discuss the barriers your clients or those you serve face to be successful at breastfeeding.
- How could you increase the accommodations for those individuals?

Conclusion





Thank you!

Melissa Kono

melissa.kono@ces.uwex.edu

Nancy Vance

nancy.vance@ces.uwex.edu