

## Action Plan (as of 12.30.10)

### Goal: Increase Breastfeeding Initiation, Duration, and Exclusivity

#### Recommended Strategy #1: Increase support for breastfeeding in the workplace.

Team Leader: TBD

Committee Members: TBD

Target: Increase % Nebraska businesses that: have a written policy supporting breastfeeding; have a written policy supporting milk expression; provide a private, secure lactation room on-site; allow time in addition to normal breaks for lactating mothers to express breast milk during the workday; provide refrigeration for breast milk; provide referral information on lactation of lactation supports in the community to employees (all indicators from Nebraska Worksite Wellness Survey)

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines targets)	Progress
Educate employers <b>and working mothers</b> regarding federal legislation that requires employers to provide both time and private space for breastfeeding/pumping during work hours and use the "Business Case for Breastfeeding" to encourage all businesses to adopt a written policy and to support and promote BFing as a means to increase productivity, retention, and satisfaction of employees.	<p>Dept of Labor (rules and regulations re: BF – interpret/enforce legislation – need to know contact person)</p> <p>Worksite Wellness Associations: WorkWell, WELCOM, Panhandle Council</p> <p>Local health depts.</p> <p>LiveWell Omaha Kids (LWOK)</p> <p>Society for Human Resources Management Nebraska State Council (SHRMA), Lincoln Human Resources Management Association (LHRMA)</p> <p>Nebraska Children and Families Foundation (NCFE)</p> <p>WIC</p> <p>Chambers of commerce</p>	<p>Health Resources and Services Administration (HRSA) - Business Case for BFing</p> <p>DHHS Worksite Wellness Toolkit</p> <p>Survey (Diane Roberts/Lea Pound)</p> <p>LiveWell Omaha Kids – CHI-Best grant</p> <p>Consider a social marketing campaign to inform mothers</p> <p>Pump availability – WIC</p>	Fall 2011	<p># of educational programs conducted</p> <p>% businesses with a written BF policy (from Nebraska Worksite Wellness Survey)</p>	TBD

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines targets)	Progress
Develop and implement campaign to promote and support businesses who support breastfeeding (start with those already excelling)– breastfeeding- friendly door clings; include businesses on website/Facebook	NE BF Coalition (subcommittee)  Nebraska Chapters: Public Relations Society of America, Advertising Federation, Nebraska Broadcasters, Ad Council  NE Dept. of Labor  Chambers of Commerce	UNL BFing rooms, State Farm, Pfizer	2012	# of businesses recognized	TBD
Advocate for further BFing workplace supports	<i>Potential leaders/partners:</i> NMA  NE BF Coalition  Nebraska Appleseed Center for Law in the Public Interest  Voices for Children in NE	Consider options for pump purchase or checkout or have access to rent them (\$, tax breaks); extended paid maternity leave; incentives	?	TBD	TBD

**Recommended Strategy #2: Increase # of peer and professional support programs/providers.**

Team Leader: TBD

Committee Members: TBD

Target: Increase ratings on CDC Report Card in 2016 from 2010 baselines in # of lactation consultants in state and # of La Leche groups

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines and targets)	Progress
Promote use of curriculum on BF in all nursing and medical education programs.	American Academy of Pediatrics (AAP) Ann Berger – UNMC College of Nursing	Expand/support current effort - curriculum for pediatric residents; Loving Best curriculum	Fall 2011	% of nursing and medical education programs that utilize appropriate BF curriculum	TBD
Provide material and training for doctors and health professionals through on-line education tools that can be used throughout the state: BF training for pharmacists, dentists, OT, etc. so all professionals understand need for providing correct BF info and where to access it	NMA NE BF Coalition American Academy of Pediatrics (AAP) American Academy of Family Practitioners (AAFP) American Dental Assn. Pharmacists orgs Teach a Kid to Fish (Dr. Lester)	CME's for training Curriculum from WA State (modify) Include guidance on formula samples Academy of BFing Medicine evidence-based protocols WIC BF core competency training Foster Healthy Weight in Youth Webinar Series	Fall 2011	# of health professionals who obtain CME's for BFing training	TBD
Provide trainings to certify lactation consultants (CLCs and IBCLCs)	Visiting Nurses Assn. (Alicean Christy) Lincoln Medical Education Partnership residents (Dr. Kathy Leeper) Olson Center for Women Conference (UNMC)	Promote through NE BF Coalition	2011	# of trainings held # of consultants trained # of IBCLCs per 1,000 live births (BF Report Card)	TBD

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines targets)	Progress
Establish, expand and promote community-level based network of peer and professional support people & resources.	NE BF Coalition Boys Town (Dr. Tom Tonniges) UNMC (Dr. Laura Wilwerding) VNA (Aliceann Christy) Statewide Home Visitations (Teresa Hilton and Becky Raymond) NMA, AAP, La Leche League (LLL), WIC	NE BF Coalition website; Tie in to national resources and programs to avoid duplication  Statewide and community level directory – Identify lactation consultants, support groups, MDs  Consider who the audience is.  Potential student project	??	Directory exists (Y/N)  # website hits  # peer and professional support people & resources identified in directory	TBD
Identify and promote current peer and professional BFing support models, include guidance on how to use or modify the models to reach other sub-populations.	NE BF Coalition Olson Center Conference WIC LLL MilkWorks Lincoln Lancaster County Health Department – Healthy Homes	Grant money to target specific populations  WIC Peer Counselor model - expand peer support to more moms (e.g. teen moms and other low-income/non WIC-eligible.)  Community breastfeeding centers like MilkWorks  CDC/USBC Photo Project	??	# of peer counselors  # of LLL  # community BFing centers	TBD
Identify, improve and promote current telephone support for BF moms	DHHS Visiting Nurses Assn. MilkWorks Douglas Co WIC – Title V grant (text4baby)	DHHS Healthy Mothers, Healthy Babies helpline  National Healthy Mothers, Healthy Babies Coalition text4baby  Assess whether staffed by qualified persons		# of current telephone support providers  # of BF moms served by telephone support providers	TBD

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines targets)	Progress
Advocate for increased peer and professional BFing supports.	<i>Potential partners:</i> LLL  NMA	<i>Consider:</i> DHHS BFing FTE  Insurance reimbursement for pumps/lactation consults (e.g. NY state model)  Peer counselors as a Medicaid benefit		# of BF FTE's at state (Increase .25 to at least 1)  # of insurance providers reimbursing services and pumps	TBD

**Recommended Strategy #3: Increase # of hospitals providing maternity care practices supportive of breastfeeding.**

Team Leader: TBD

Committee Members: TBD

Target: Increase the Nebraska mPINC score from 60 in 2010 to at least 65 by 2016.

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines and targets)	Progress
Provide BF training for all hospital staff at job appropriate levels on maternity care practices supportive of BFing, including informational resources/links to community supports.	NE Hospital Assn. NMA NE Nursing Assn. Health professional schools	<u>Link to new JCAHO requirements</u> Training/curriculum Best practices/sample policies	??	# of trainings offered  # of staff trained	TBD
Review, revise and promote hospital BFing policies.	NE Hospital Assn. LiveWell Omaha Kids – CHI-BEST grant	Best practices/sample policies Communicate policy annually Quality improvement for BF policy Include birthing practices supportive of BFing Baby-friendly NE Hospitals: Bryan-LGH and Methodist	Fall 2011	# of hospitals that have policies and standards of care that support breastfeeding  # of hospitals that employ lactation consultants.	TBD

### Recommended Strategy #4: Increase public acceptance and support of breastfeeding.

Team Leader: TBD

Committee Members: TBD

Target: TBD

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines and targets)	Progress
Conduct economic benefit analysis to support breastfeeding case	UNMC COPH/ UNO/UNL/Creighton	Who's the audience? Is this needed/ feasible??	???	Completed Report (Y/N)	
Pass legislation protecting the right of women to breastfeed in public.	Nebraska Medical Association	If passed: monitor, promote, implement	2011	Legislation passed (Y/N)	
Conduct a culturally sensitive media campaign to present positive portrayals of breastfeeding.	Live Well Omaha Kids  NE BF Coalition  Nebraska Chapters: Public Relations Society of America, Advertising Federation, Nebraska Broadcasters, Ad Council  DHHS Office of Health Disparities and Health Equity	Consider and promote "normal" life – which includes BFing  Funding to target specific populations  Traveling art display	2011/2012	# and type of ads  # of readers/ viewers reached	
Encourage high schools and <del>to</del> <b>Identify and promote colleges to</b> adopt with supportive policies and provide breastfeeding students and staff with supports such as time and adequate private space for breastfeeding or pumping.	College Human Resource professionals  UNL, UNO, UNMC, UNK, Chadron State, Wayne State, private colleges  Univ. & college student health facilities	Use Federal legislation to inform and promote change  UNL BFing rooms  Potential student project	2012	# of colleges with BF policies and supports	

Priority Activities	Potential Leaders, Partners & Participants	Resources Needed	Date of Initiation	Measurement Milestones (baselines targets)	Progress
Promote the inclusion of breastfeeding education as part of health curriculum in schools and other health programs geared toward girls/women. (include body image messages dispelling myths)	Department of Education  Girl Scouts, Girls Clubs, 4H	Texas & NY State public school curriculum  NE Health Education Standards	2012	Use YRBS % of females who know breastfeeding and intend to do it (would require state-added question)	
<del>Promote the inclusion of BF in preconception/prenatal health education. Provide BF resources to prenatal programs so moms/dads know where to get help.</del>	<del>Private/public insurance companies (lead agency)</del>	<del>Funding  Medicaid funding for prenatal classes – incentive program for Medicaid Moms?</del>	<del>2011</del>	<del># of prenatal classes that include BF</del>	
Provide education for child care settings regarding the importance of breastfeeding as well as breast milk handling information.	CACFP Organizations  DHHS CPPW Healthy Childcare Initiative  Alegent Health/LWOK  Local Health Depts.	Work into existing childcare efforts (NAP SACC, 54321Go!)	2011	# of childcare settings supportive of BF	