# Recommended Strategy: Workplace Support

**Currently happening (contact info)**

- National healthcare reform leg. Now requires businesses with more than 50 employees to provide space/time for working mothers to express milk
- LWOK CHI-BEST grant convened small businesses and provided education and guidelines w/ assessment tool from HRSA Toolkit – Contact: Megan Sitz, DCHD/WIC
- HRSA toolkit available to use everywhere
- Worksite Wellness – Jessica Davies with PPHD
- Workplace Policies supporting mothers returning to work (DHHS, LLCHD, etc)
- NU breastfeeding rooms
- Lincoln/Lanc. city/county employees are allowed through city code? – supervisor – 1 pump available
- Many private businesses in Lincoln have formal or informal company policies (State Farm, Pfizer, etc. – See Linda Henning)
- Medicaid has eliminated pumps for return to work as of Dec. 1
- University childcare at UNL – Childcare employees with their own children - Jaci Foged (assistant director)
- Survey with businesses re: barriers to go out next week (Diana Roberts/Lea Pound)
- NMA – rec. legislation for 2011 Unicameral
- WIC providing breast pumps

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# Recommended Strategy: Peer and Professional Support

**Currently happening (contact info)**
LWOK CHI-BEST grant and Alegent Health fund 8 WIC sites with Peer mentors for primary underserved populations Contact: Lora Marshbanks, DHCD/WIC

Alegent has lactation consultants

Laura Wilwerding, resident training Peds – Creighton, UNMC

Day-long resident BF ed conf. (AAP grant)

Biannual Olson Center conference

Kathy Leeper, trains LMEP residents in YR2 with a one week rotation

NMA- Child Obesity Prevention Project, Tami Frank
AH – BF support groups with lactation counseling – also support groups through WIC
Recent certified lactation counselor training in Fremont had 63 participants (23 awared scholarships through BEST grant)

Foster Healthy Weight in Youth clinical resources – Holly Dingman

Statewide WIC Peer Counseling Program Contact – Juliann Boyle, WIC – currently available in 11 local agencies
NE Breastfeeding Coalition
Lactation Classes – Sidney Memorial Hospital, Gordon Hospital, BBGH, Chadron Hospital, St. E’s
La Leche League across state (peer to peer) (Sara Furr- also at MilkWorks)
MilkWorks a model in Lincoln for a nonprofit
LLCHD – public health nurses and Healthy Homes

Doula group in Lincoln

Education in OB & Peds office on importance of BF – Contact: Aliceann Christy, VNA, Lactation Consultant and Tom Tonniges, MD, BF Champion Boys Town

Recommended Strategy: Maternity Care Practices
**Currently happening (contact info)**

<table>
<thead>
<tr>
<th>Home Visitation</th>
<th>Theresa Hilton and Becky Raymond</th>
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<tr>
<td>New ACA home visitation funding</td>
<td>includes BF to be addressed</td>
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- Prenatal and postpartum classes
- Lactation consultants in hospitals *(which?)*
- Live Well Omaha Kids – CHI-BEST (BF Ed., Maternity Support & Training) – has addressed care practices, hospital policy by convening maternal care staff to set certain standards for city-wide care: rooming-in, staff ed., skin-to-skin, etc. – Contact: Meghan Sitz, DHCD/WIC
- Bryan-LGH, Omaha Methodist - baby-friendly
- Include NICU’s for bf promotion
- JCAHO regulations – breastfeeding exclusivity added to parameters

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**Recommended Strategy: Public Acceptance**

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<tr>
<th>Currently happening (contact info)</th>
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<td>NMA Policy – BF legislation proposal</td>
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- Well-received 2010 State Fair lactation room - sponsored by NE BF coalition - contact: Jane Miller
- Union Bank room for public use
- Medela text – locate bf friendly to nurse or pump
- Grand Island WIC’s billboards
- New call to Action from Surgeon General to increase breastfeeding exclusivity and duration
- Widely distribute You Tube video forwarded in MilkWorks email
**Recommended Strategy: Educating Mothers**

**Currently happening with contacts**

- MilkWorks community breastfeeding center (website www.milkworks.org)
- NE BF Coalition Website and Facebook page
- Healthy Mothers, Healthy Babies hotline – will answer BF questions (DHHS) - contact: Paula Eurek
- WIC – Title V– Text 4 Baby initiative Kathy Blanke, DCHD/WIC – text for baby messages in all WIC clinics
- University child Care Center – Jaci Foged (assistant director)
- Social Marketing Campaign - Alegent Health funding – to begin in 2011 Contact: Lea Pounds
- Medela Text messaging
- Healthy Homes in Lincoln
- Prenatal classes in hospitals
- LaLeche League
- PHN in Lincoln

**Recommended Strategy: Professional Education**

**Currently Happening (Contact info)**
January 2011 – all day conference for physicians (primary care residents) – Lincoln and Omaha both invited

Lactation consultants and Dr. Leeper fax reports on every mom

Academy of Breastfeeding Medicine – evidence-based protocols for physicians (bfmed.org)

WIC BF core competency training for all WIC staff

St. E’s yearly BF workshop

Olsen Center – biannual conference

MilkWorks family practice residents

Dr. Wilwerding developed a breastfeeding curriculum (from AAP) for UNMC

Video for distribution to OBs re: prenatal visits

Karla Lester – bf webinar for med professionals

WIC staff – many attended certified lactation counselor 40 your training program in Oct. 2010.