



Breastfeeding Coalition
of Washington
A Program of WithinReach

Yakima Valley Coalition Open House Notes

September 29, 2016
10-11:30am

Topic	Discussion	Actions
	<p><u>Introduction</u></p> <ul style="list-style-type: none">• Goal for the day: establish a community dialogue and engagement around breastfeeding support in Yakima• Consider joining the Yakima Valley Breastfeeding Coalition. Be part of this effort: regardless of what type capacity/resources you are able to contribute, any support matters!• Stacy Hackenmueller has been selected as the 2016 Nancy Danoff, MD Spirit of Service Award recipient. The Nancy Danoff, MD, Spirit of Service Award recognizes and honors an individual whose dedication and leadership has significantly contributed to promoting, protecting and supporting breastfeeding. This award is for an individual who acknowledges breastfeeding as a health issue and seeks to make a difference in their community.<ul style="list-style-type: none">◦ Stacy (Coordinator of Special Projects of Yakima Valley Farm Workers Clinic) will be recognized by Nutrition First at Advances in Lactation Support Conference on September 30th <p><u>BCW History</u></p> <ul style="list-style-type: none">• BCW founded in 1995<ul style="list-style-type: none">◦ One of the oldest statewide coalitions◦ Made up of a network of individuals and community organizations working together to promote, support and protect breastfeeding.• BCW is funded by Department of Health WIC Program• About 18 local breastfeeding coalitions around WA State.	

	<ul style="list-style-type: none"> • What the BCW does: <ul style="list-style-type: none"> ○ Provide current evidence-based breastfeeding information to all sectors ○ Host 4 times a year a variety of breastfeeding equity webinars: <ul style="list-style-type: none"> ▪ Aimed to sharpen the equity tools in support of low income and women of color. Webinars are open to everyone. ▪ The BCW has partnered with community members and advocates to increase equitable access ▪ Most recently partnered with Pacific Hospital Preservation and Development Authority <ul style="list-style-type: none"> • Community based nonprofit organization focused on advocating for effective health care for communities with large health disparities in the Seattle-King county area • November 4th event, “Building a Breastfeeding Friendly King County: Our Collective Responsibility” <ul style="list-style-type: none"> ○ Keynote speakers: Dr. Ben Danielson, Medical Director of Odessa Brown Children's Clinic and Patty Hayes, Director of Public Health--Seattle & King County ○ The BCW provides support, resources, and technical assistance to local coalitions on community engagement and sustainability 	
	<p><u>Today's Meeting (Agenda)</u></p> <ul style="list-style-type: none"> • Let's Meet (Introductions) • Why Breastfeeding Matters (Benefits of Human Milk) • Breastfeeding Data (Quick Overview) • You can make a difference: Breastfeeding Circles of Influence, “Socio-Ecological Model” • Yakima Coalition Building: We NEED you: Join the Yakima Valley Breastfeeding Coalition 	Alex will collect completed forms (Join the Yakima Valley Breastfeeding Coalition) at the end of the meeting and will send information regarding next Yakima Valley Breastfeeding Coalition meeting.

	<p><u>Alex shared/ facilitated he following:</u></p> <p>Yakima Breastfeeding Coalition disbanded many years ago for a variety of reasons. The spirit/purpose of this meeting is to reactivate a local coalition. If there is one takeaway, consider being a part of the Yakima Coalition in whatever capacity you can be involved: sharing space, social media, resources... etc.</p> <p><u>Group Activity: Introductions</u></p> <ul style="list-style-type: none"> • Share your name, community/organization & 1-2 words to describe breastfeeding <p><u>Why Breastfeeding Matters-Exclusive Breastfeeding</u></p> <ul style="list-style-type: none"> • Recommended for the first 6 months of life to 12 months, or as long as mom and baby desire • All healthcare organizations recommend exclusive breastfeeding for the first 6 months: American Academy of Pediatrics, World Health Organization • After the first 6 months: infants should receive nutritionally adequate and safe complementary foods while breastfeeding continues for up to two years of age or beyond. <p><u>Why Breastfeeding?</u></p> <ul style="list-style-type: none"> • Living substance and contains cells, hormones, and antibodies • Contains the essential nutrients, and other important factors for growth and development • Important predictor of the health for both a mom and her baby <ul style="list-style-type: none"> ○ Babies: Reduces the incidence of ear infections, diarrhea, pneumonia and gastroenteritis; lowers incidence of childhood obesity and asthma ○ Mom: Decreases risk of type 2 diabetes, breast and ovarian cancers, and saves families \$1,200- \$1,500 on formula expenses • Benefits for the environment and employer • Reports show if we were to increase exclusive breastfeeding, the US and International communities would save billions of dollars just 	
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	<p>from the prevention of otitis media, gastroenteritis, and necrotizing enterocolitis</p> <p><u>Breastfeeding Data</u></p> <ul style="list-style-type: none"> • Initiation rates continue to be above the national average • Exclusive breastfeeding rates drop from 87.4% to 28% by 6 months. • Most recent CDC report card came out in the last couple of months. • Alex: WA's challenge is with the duration and frequency of breastfeeding • Yakima's breastfeeding average is 45.1% <p><u>Breastfeeding Social Ecological Model</u></p> <ul style="list-style-type: none"> • Used to highlight how social and environmental influences impact individual behavior. <ul style="list-style-type: none"> ○ This model can help us take a closer look at how influential forces in the community prevent or support a mother to initiate or continue to breastfeed • This "Social-Eco" Model, helps to identify interventions within each sphere of influence, increasing the likelihood of a positive impact on breastfeeding outcomes <p><u>Breastfeeding Coalitions</u></p> <ul style="list-style-type: none"> • What is a Coalition: a group of individuals or organizations that come together to support a common goal. • Elements of a successful coalition: <ul style="list-style-type: none"> ○ Common goals ○ Clear mission and vision ○ Good communication ○ Equal opportunities for participation and leadership ○ Efficient/effective meetings ○ Sharing of resources and information ○ Ongoing evaluation of coalition activities • Community partnerships are necessary: <ul style="list-style-type: none"> ○ "...partnerships successfully bring people together, expand resources, and focus on a problem of community concern better than any single group or agency could do alone..."-Dr. Frances Butterfoss 	
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	<ul style="list-style-type: none"> • How can you advocate for breastfeeding? <ul style="list-style-type: none"> ○ Identify influencers ○ Work together ○ Employers are influencers and some do not accommodate breastfeeding mothers: unaware that they must apply for undue hardship to be exempt • Benefits of building a breastfeeding community coalition: <ul style="list-style-type: none"> ○ Identify influencers in a mother's life, and educate/inspire them to support breastfeeding ○ Work together to identify barriers and opportunities for support ○ Share professional support and camaraderie ○ Share resources ○ Develop strategies to support breastfeeding mothers with special needs or fathers who would like to be more involved ○ Greater reach as a single organization: a "collective group" can generate political will and clout that individuals or single institutions cannot <p><u>What can a Yakima breastfeeding community coalition do?</u></p> <ul style="list-style-type: none"> • Normalize breastfeeding <ul style="list-style-type: none"> ○ Just Between Friends story from Delores: formula company attending consignment sales and leaving tons of samples • Set Yakima community goals similar to Healthy People 2020: Collaborate with organizations to help achieve these goals, develop a roadmap to increase breastfeeding rates in Yakima. <p><u>Breastfeeding in Yakima: What has been your experience? What are your needs?</u></p> <ul style="list-style-type: none"> • Common barriers: <ul style="list-style-type: none"> ○ About making enough milk and baby's behavior (crying, fussy, hunger cues & sleep) ○ Lack of social support (friends & family) ○ Returning to work or school: Encourage mothers to talk with supervisors at work or school about their plans to breastfeed during pregnancy. ○ Lack of normalized breastfeeding within our communities 	
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	<ul style="list-style-type: none"> • Breastfeeding barriers in Yakima: <ul style="list-style-type: none"> ○ Providers working with other providers to provide consistent messaging etc. ○ Provider education regarding tongue and lip tie ○ Physician support of breastfeeding varies wildly: some are supportive and some really are not <p><u>Strategies to “Protect, Promote, and Support Breastfeeding”</u></p> <ul style="list-style-type: none"> • Ask for time and support for the coalition • Create breastfeeding friendly sites • Staff education (all sectors) • Identify barriers and explore solutions • Sustain support beyond initiation • Encourage peer breastfeeding support • Engage the community as a partner in protecting, promoting, and supporting breastfeeding • Empower mothers to make informed decisions <p><u>What’s next</u></p> <ul style="list-style-type: none"> • Alex encouraged attendees to consider joining the Yakima Valley Breastfeeding Coalition. The Yakima Valley Coalition will also need a volunteer(s) to take the lead in running the coalition as well as volunteers to provide their facility to host future meetings. The BCW will provide TA support, however the effort needs to take place locally. • Stay Tuned, for information regarding next Yakima Valley Breastfeeding Coalition meeting. 	
<p>Thank You for your time and support for the Yakima Valley Breastfeeding Coalition</p>		