



Nebraska
Breastfeeding
Coalition

August Quarterly Meeting

From the comfort of your own home

August 3, 2021 – 10am - Noon

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Coalition



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Agenda

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10
YEARS
STRONG

- Welcome & Introductions
 - Your current Leadership Team
- Strategic Planning Update 2021-2024
 - Renewing our Focus
- Breastfeeding Awareness Month 2021
 - Upcoming events and Conferences
- Presentation: Anchoring breastfeeding support as a vital public health responsibility
 - Nicole Christensen- Nebraska WIC
 - Angie Cantrell- MilkWorks Omaha
- Breakout Rooms- Meeting the World Breastfeeding Week Objectives as a Coalition
 - How can we **inform** people about the importance of protecting breastfeeding?
 - How can we **anchor** breastfeeding support as a vital public health responsibility?
 - How can we **engage** individuals and organizations for greater impact?
 - How can we **galvanize** action on protecting breastfeeding to improve public health?
- Discussion
- Culture Specific Breastfeeding Week Acknowledgements
- Call to action
 - Leadership Team Applications
 - Join or Renew NE BFC Membership

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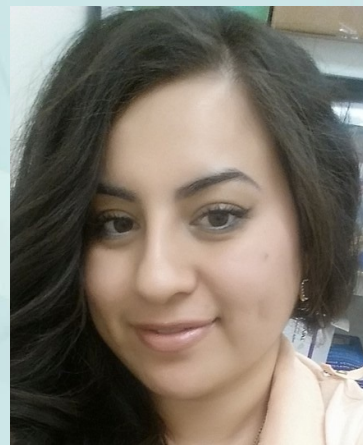
Meet the Leadership Team Members

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Stephanie Bradley, CLC
Touch of Gold- CEO
Interim Co-Chair



Karina Ruiz-Vargas, CLC
Spanish Interpreter
Interim Co-Chair



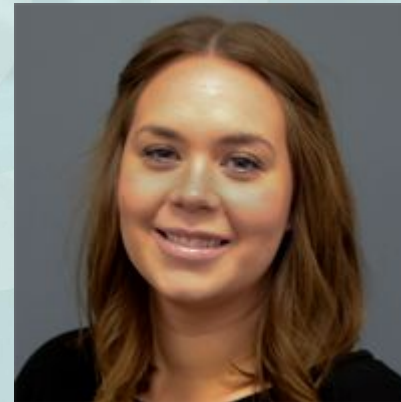
Kailey Snyder, PhD, MS
Assistant Professor
Physical Therapy Department
Creighton University



Jackie Moline, BSN, RN, CLC
Maternal Infant Program Manager
Nebraska Department of Health and
Human Services



Tracy Moore, RN, IBCLC
Lactation Consultant, OB Nurse
Navigator, LDRP Nurse
Methodist Fremont Health



Nicole Osborne, MS
Training and Staff Development
Coordinator
CenterPointe



Kara Foster, MPH
Education & Training Manager
CityMatCH

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Strategic Planning Update 2021-2024

- Focus Areas

- Clarifying the mission
- Diversity, equity, and inclusion
- Expanding our outreach and capacity
- Increasing representation
- Intentional advocacy

- If you're interested in joining a workgroup, email
nebreastfeeding@gmail.com

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National Breastfeeding Month

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Themes and Objectives

US Breastfeeding Committee-

2021 Theme: Every Step of the Way: “We envision a world in which every family is supported at every step along the infant feeding journey, with warm and coordinated hand-offs and transitions so that the needs of lactating families and those who support them are anticipated and met, every step of the way. Register for the launch event webinar for the "Continuity of Care in Breastfeeding Support: A Blueprint for Communities" on August 24, 1 p.m. ET.”

- Week 1: World Breastfeeding Week
 - Theme: Protect Breastfeeding: A Shared Responsibility
- Week 2: Indigenous Milk Medicine Week
 - Theme: Nourishing Our Futures
- Week 3: Asian American Native Hawaiian and Pacific Islander Week
 - Theme: Reclaiming Our Tradition
- Week 4: Black Breastfeeding Week
 - Theme: The Big Pause: Collective Rest for Collective Power



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Conferences and Events

L.E.A.R.N. Breastfeeding Conference (Virtual)

August 4, 2021 (08:55 am – 11:45 am)

August 5, 2021 (08:55 am – 12:00 pm)

Registration fee is \$25.00 5.25 Nursing Contact Hours

<https://dhhs.ne.gov/Pages/Breastfeeding.aspx>

GOLD Learning Day - Breastfeeding in the Early Weeks: Clinical Education Techniques

Applied for CERPs, Nurse Contact Hours, Dietetic CPEUs, and MEAC Midwifery CEUs.

Join us LIVE virtually on August 17, 2021, with access to presentation recordings for 6 weeks

<https://www.goldlearning.com/ce-library/all-lectures/gld2021-breastfeeding-early-weeks-detail>

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Conferences and Events

2021 Women's and Children's Virtual Conference – Confronting Racial and Ethnic Disparities in Women and Children's Health

August 20, 2021 (08:30 am – 12:10 pm)

Registration fee is \$45.00. 3.5 Nursing Contact Hours

<http://www.bryanhealth.org/calendar>

14th Biennial Breastfeeding: Baby's Natural Choice Conference

Wednesday, August 25, 2021 • 7:45 am – 4:00 pm • Via Zoom

The registration fee to attend this virtual conference is \$100. Students may join the conference for free. Register by August 21st.

https://www.nebraskamed.com/breastfeeding_conference

Conferences and Events

“With funding from the Centers for Disease Control and Prevention and in partnership with the U.S. Breastfeeding Committee’s Continuity of Care Constellation, NACCHO has developed the Continuity of Care (CoC) in Breastfeeding Support: a Blueprint for communities. The blueprint is designed to support local-level organizations to strengthen their community lactation landscape to ensure that families are supported throughout their infant feeding journey. The Blueprint will launch during National Breastfeeding Month #NBM21 on **August 24th** with the kick-off of our 8-part Continuity of Care webinar series, #EveryStepoftheWay through the 1,000 days.”

<http://bit.ly/CoCBlueprintLaunch>

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Breastfeeding: A Shared Responsibility

Speakers- Angie Cantrell (MilkWorks Omaha) & Nicole Christensen (Nebraska WIC)

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Nebraska WIC Breastfeeding Support

Nicole Christensen, RD, CLC

WIC Breastfeeding & Outreach Coordinator

Nebraska Department of Health and Human Services

Nicole.Christensen@Nebraska.gov



This institution is an equal opportunity provider.

What is WIC?

The WIC Program aims to safeguard the health of low-income pregnant women, women who just had a baby, infants, and children up to age 5 who are at nutrition risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to



HEALTHY FOOD + NUTRITION TIPS



BREASTFEEDING ADVICE



REFERRALS

[SignUpWIC.com](https://www.SignUpWIC.com)



What foods does WIC offer?



BEANS



WHOLE GRAINS



PEANUT BUTTER



FRUITS & VEGETABLES



CANNED FISH



CEREAL



EGGS



BABY FOOD



INFANT FORMULA



MILK



100% FRUIT JUICE



CHEESE

Who can join WIC?



- Pregnant women
- Postpartum women
- Infants
- Children up to five years old

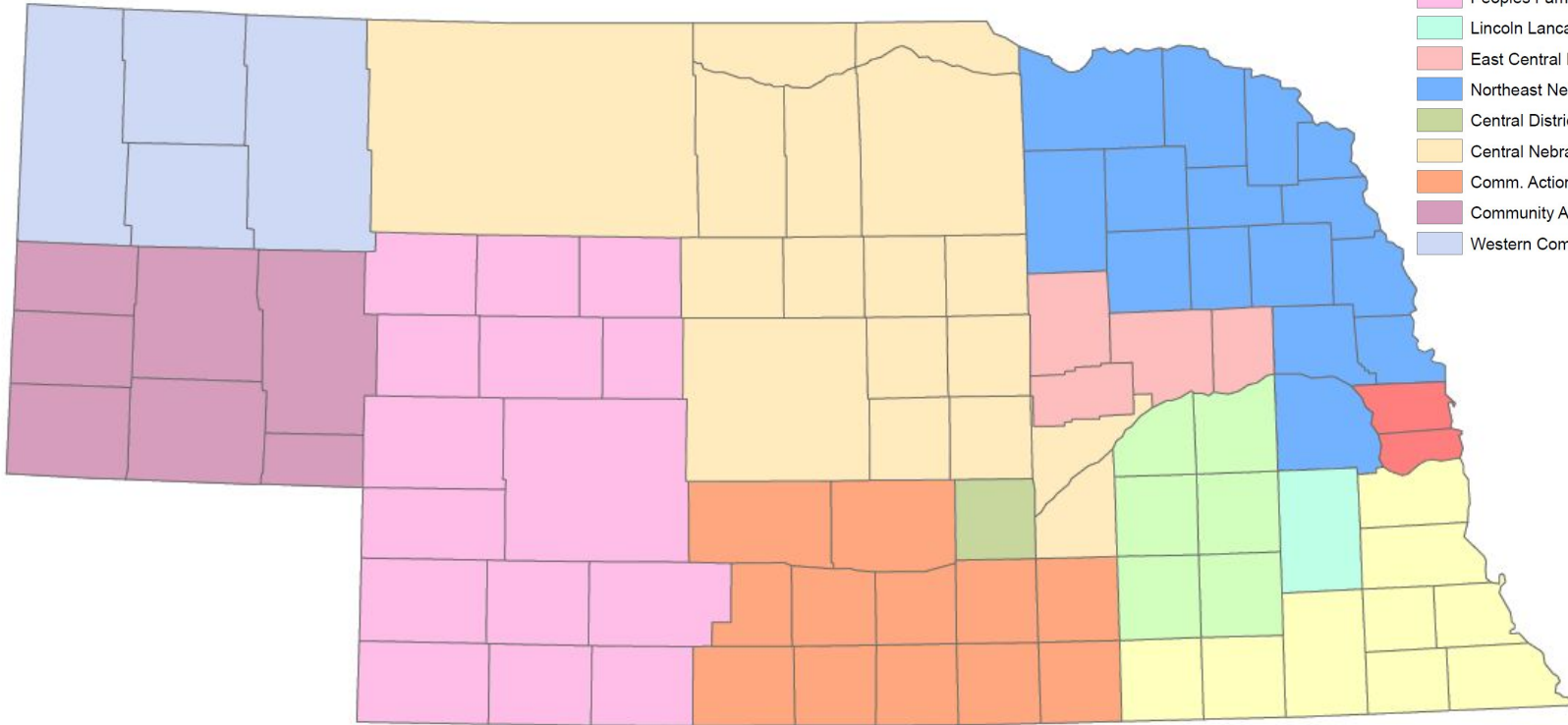
Find our income guidelines at <http://dhhs.ne.gov/Pages/WIC-About.aspx>

- If the mother or child receives Medicaid, WIC might be able to use this as proof of income
- If the mother or child receives SNAP or ADC they meet the income guidelines for WIC

Nebraska WIC Service Areas

Legend

- Blue Valley Comm. Action
- Family Health Services
- Douglas County Health Dept.
- Peoples Family Health Services
- Lincoln Lancaster Co. Health/Family Service
- East Central District Health Dept.
- Northeast Nebraska Community Action Partnership
- Central District Health Department
- Central Nebraska Community Service
- Comm. Action Partnership of Mid Nebr.
- Community Action Partnership of Western NE
- Western Comm. Health Resources



0 75 150 Miles

SignUpWIC.com



How does WIC help improve breastfeeding outcomes?

1. WIC incentivizes breastfeeding by giving more food each month for a longer amount of time to moms who are breastfeeding.
2. Every participant of WIC is receiving education with professionals like nurses, dietitians, or IBCLCs approximately every three months.
3. Breastfeeding peer counseling programs are available at over half of Nebraska's WIC offices.
4. Breast pumps are available at some WIC offices for moms who meet certain qualifications.



Photo credit: FNS Loving Support Through Peer Counseling

Breastfeeding moms receive more food each month

FULLY BREASTFEEDING FOOD PACKAGE
RECEIVE FOODS FOR 1 YEAR
EXAMPLE FOR A MONTH

MOSTLY BREASTFEEDING FOOD PACKAGE
RECEIVE FOODS FOR 1 YEAR
EXAMPLE FOR A MONTH



SOME BREASTFEEDING OR NOT BREASTFEEDING
RECEIVE FOODS FOR 6 MONTHS
SLIGHTLY SMALLER FOOD PACKAGE (NOT PICTURED)

WIC Nutrition & Breastfeeding Education Visits

- Moms and babies receive participant centered nutrition and breastfeeding education from nurses/dietitians/nutritionists/IBCLCs at least:
 - 3 times during pregnancy
 - After baby is born
 - When baby is 1 month, 4 months, 6 months, 9 months, and 12 months old

*Children can continue on the WIC program and continue receiving regular nutrition education until their 5th birthday

- During these visits:
 - ✓ Check weights
 - ✓ Check hemoglobin (for moms and children)
 - ✓ Assessment
 - ✓ Nutrition and Breastfeeding Education



Photo credit: FNS Loving Support Through Peer Counseling

WIC Breastfeeding Peer Counselors

Moms receiving WIC can opt into participating in WIC breastfeeding peer counseling programs at over half of the WIC offices across Nebraska.



WHAT IS A WIC PEER COUNSELOR?

- Peer counselors are paraprofessionals. They are not healthcare professionals.
- They are moms who have breastfed a child themselves and who often come from the same neighborhoods and speak the same languages as WIC participants.
- WIC peer counselors have been trained using a standardized curriculum provided by USDA.

DOUGLAS COUNTY WIC
OMAHA, NE
PAST PEER COUNSELORS



WIC Breastfeeding Peer Counselors

WHAT DO WIC PEER COUNSELORS DO?

- Meet with moms in person, in groups, over the phone, and through texting.
- Serve as mentors and friends that have breastfed before.
- Give mom-to-mom support and help moms see how breastfeeding could work for them.
- Provide realistic and practical guidance as a result of shared personal backgrounds and experience.
- Peer counselors help support moms with normal breastfeeding. If mom is having breastfeeding concerns, referral systems are in place at WIC offices to ensure that peer counselors have timely access to a WIC breastfeeding expert.



FAMILY SERVICE WIC,
LINCOLN, NE
PEER COUNSELOR

WIC Breast Pumps

- Some WIC programs in Nebraska have pump programs
- We can provide pumps for moms who qualify. For example:
 - They can't get pumps from Medicaid or insurance
 - They have a qualifying reason



WIC also supports breastfeeding by:

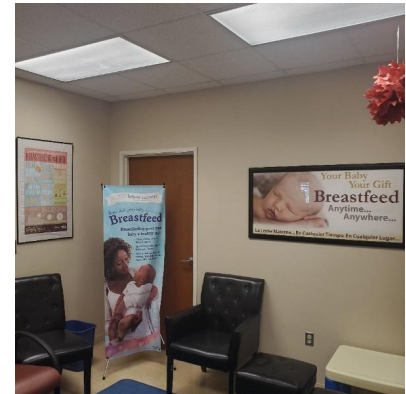


- WIC offices have policies in place to be breastfeeding friendly.
- Some WIC offices offer breastfeeding classes and support groups.
- WIC Breastfeeding Support Campaign. wicbreastfeeding.fns.usda.gov.
- WIC spreads positive breastfeeding messages in communities through Facebook posts, breastfeeding events, radio spots, signs.
- WIC provides referrals to other breastfeeding resources.

CENTRAL DISTRICT HEALTH DEPARTMENT WIC
GRAND ISLAND, NE



EVENT AT THE MALL



WIC OFFICE

WIC Breastfeeding Rates

BREASTFEEDING INITIATION RATES FOR WIC PARTICIPANTS¹⁸⁴

BREASTFEEDING INITIATION:



- In NE we have increased from 43% of WIC participants initiated breastfeeding in 1998 to 79% in 2020 ³

BREASTFEEDING DURATION:

WIC breastfeeding duration rates have also improved.

- At 7 months postpartum, 26% of WIC moms in 2017 were still breastfeeding, as opposed to only 12% of WIC moms in 1997.

WIC breastfeeding support, does it work?

- Maternal WIC participation has been shown to improve breastfeeding rates. ⁵
- Research has demonstrated that participation in the WIC peer counseling program is associated with increased rates of breastfeeding initiation. ^{6, 7, 8, 9, 10}
- Some studies have found that participating in WIC peer counseling programs leads to longer breastfeeding duration and improved exclusivity. ^{11, 12}



References

- ¹ United States Department of Agriculture, Food and Nutrition Service (2016) WIC at a Glance. Accessed online: <https://www.fns.usda.gov/wic/about-wic-wic-glance>
- ² United States Department of Agriculture Food and Nutrition Service (2018) WIC Participant and Program Characteristics 2016
- ³ Nebraska Department of Health and Human Services WIC (2020). Breastfeeding Prevalence 2020 [Data file]. Nebraska: WIC Program
- ⁴ May L, Borger C, Weinfield N, MacAllum C, DeMatteis J, McNutt S, Whaley S, Ritchie L, Sallack L (2016) WIC Infant and Toddler Feeding Practices Study 2: Infant Year Report. U.S. Department of Agriculture Food and Nutrition Service. Available online at: <https://www.fns.usda.gov/wic/wic-infant-and-toddler-feeding-practices-study-2-infant-year-report>
- ⁵ Metallinos-Katsaras E, Brown L, Cochamiro R (2013) Maternal WIC Participation Improves Breastfeeding Rates: A Statewide Analysis of WIC Participants FASEB Journal: Vol.27 No.1 Supplement 122.7.
- ⁶ Chapman DJ, Damio G, Perez-Escamilla R (2004) Differential Response to Breastfeeding Peer Counseling within a Low-Income, Predominantly Latina Population. Journal of Human Lactation, Volume 20 Issue 4: pp. 389- 396. <https://pubmed.ncbi.nlm.nih.gov/15479657/>
- ⁷ Bronner Y, Barker T, Vogelhut J, Resnik AK (2001) Breastfeeding Peer Counseling: Results from the National WIC Survey. Journal of Human Lactation, Volume 17 Issue 2: pp. 119-25.
- ⁸ Olson BH, Haider SJ, Vangjel L, Bolton TA, Gold JG (2008) A quasi-experimental evaluation of a breastfeeding support program for low income women in Michigan. Maternal and Child Health Journal, Volume 14: pp. 86-93.
- ⁹ Gross SM, Resnik AK, Cross-Barnet C, Nanda JP, Augustyn M, Paige DM (2009) The Differential Impact of WIC Peer Counseling Programs on Breastfeeding Initiation across the State of Maryland. Journal of Human Lactation, Volume 25 Issue 4: pp. 435-443. <https://pubmed.ncbi.nlm.nih.gov/19652195/>
- ¹⁰ Campbell LA, Wan J, Speck PM, Hartig MT (2014) Women, Infant and Children (WIC) Peer Counselor Contact with First Time Breastfeeding Mothers. Public Health Nursing, Volume 31 Issue 1: pp. 3-9. <https://pubmed.ncbi.nlm.nih.gov/24387771/>
- ¹¹ Min Lee CH, O'Leary J, Kirk P, Lower T (2018) Breastfeeding Outcomes in Washington State: Determining the Effect of Loving Support Peer Counseling Program and Characteristics of Participants at WIC Agencies. Journal of Nutrition Education and Behavior, Volume 50 Issue 4: pp. 379-387. <https://pubmed.ncbi.nlm.nih.gov/29056310/#:~:text=The%20likelihood%20that%20women%20enrolled,their%20infants%20at%20%3E1%20week.>
- ¹² McCoy MB, Geppert J, Dech L, Richardson M (2017) Associations Between Peer Counseling and Breastfeeding Initiation and Duration: An Analysis of Minnesota Participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC). Maternal and Child Health Journal, Volume 22 Issue 1: pp. 71-81. <https://pubmed.ncbi.nlm.nih.gov/28755046/>

Thank you

NE WIC's website:

<http://dhhs.ne.gov/Pages/WIC.aspx>

Find a WIC office near you:

<https://www.signupwic.com/>



FAMILY SERVICE WIC
LINCOLN, NE

STORIES OF BREASTFEEDING
SUCCESS

Angie Cantrell (MilkWorks Omaha)



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Breakout Room Topics

- Room 1: How can we **inform** people about the importance of protecting breastfeeding?
- Room 2: How can we **anchor** breastfeeding support as a vital public health responsibility?
- Room 3: How can we **engage** individuals and organizations for greater impact?
- Room 4: How can we **galvanize** action on protecting breastfeeding to improve public health?

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Breakout Room Discussion Notes

Group 1 notes: How can we inform people about the importance of protecting breastfeeding?

Who do we need to inform: parents, birthing people, employers, providers, policymakers

How can we inform them: data/statistics, storytelling to reach policymakers, peer to peer words of encouragement in public (to support safe environment where breastfeeding is normalized), resources for providers to support moms who want to continue breastfeeding but are facing challenges.

We emphasized the importance of the word “protecting” in the question.

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Breakout Room Discussion Notes

Group 2 notes: How can we anchor breastfeeding support as a vital public health responsibility?

Benefits of breastfeeding:

- Vital in prevention of illness
- Financial benefit, save money that otherwise would be spent on formula

Barriers:

- Mom's don't always have all the information to make an informed decision
- People may be uncomfortable to start a conversation about breastfeeding or struggles
- Generational impact of previous decisions made without as much information as we have today and emotional connotations that can accompany that

Our society is very focused on instant gratification and the results of breastfeeding in the long-term are hard to see. We need to focus some of our discussion on the short-term benefits.

Each culture holds its own nuances around the topic of breastfeeding. Focusing on diversity will help connect people to resources while building trust and an environment for understanding.

As a society we are on the right track for normalizing breastfeeding.

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Breakout Room Discussion Notes

Group 3: How can we engage individuals and organizations for greater impact?

Find ways to bridge support between hospitals and communities to better ENGAGE moms before they reach out to community orgs like WIC for formula.

Utilize NPQIC connections to get information about Milkworks or other orgs out to the western birthing hospitals

Leverage enhanced telehealth networks, is there a way moms could "opt" in to community support reach out from the hospital setting "for instance could the lactation provider ask mom if they want their contact info shared with milkworks after hospital discharge"

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Breakout Room Discussion Notes

Group 4 discussion was on: How can we galvanize action on protecting breastfeeding to improve public health.

Overall: There is a lot of interest and talk, with limited action related to limited time and funding. The missing link may be the lack of sense of ownership.

Action Steps:

- Focus on the community as well as the breastfeeding person
- Encouraging the State Coalition to take the lead on breastfeeding advocacy and policy.
- Some type of organized in person networking event once the nation is healthier.

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Cultural Breastfeeding Weeks

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Asian American Breastfeeding Week Aug 15-21

JueYeZi (Rebecca) Reinhardt
Cultural Program Director
Asian Community and Cultural Center
www.lincolnasiancenter.org

[ACCC Promotional Media](#)



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Breastfeeding, It's Our Tradition!

Jodi Henry
Little Moccasins Director

Santee Health Center
ihs.gov



Indigenous Breastfeeding Week: August 9-16

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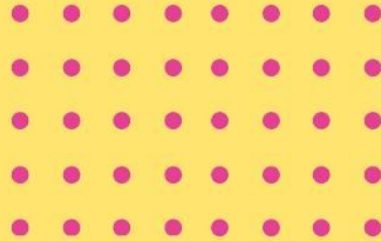
Breastfeeding, It's Our Tradition!

WHAT WE DO

Interested community members meet together to help support and educate the public about breastfeeding..

WANT TO JOIN?

Just attend one of our monthly support groups the third Wednesday of every month from 12 - 1 PM at the Santee Health Clinic or call Jodi Henry at 402 857 2569



A breastfeeding
support group
near you..

LOCATION

Santee Health Clinic 110 Visiting
Eagle St. Niobrara NE. 68760

CONTACT US

Santee Health Clinic
402 857 2300
The Little Moccasins Program
402 857 2569

SOCIAL MEDIA

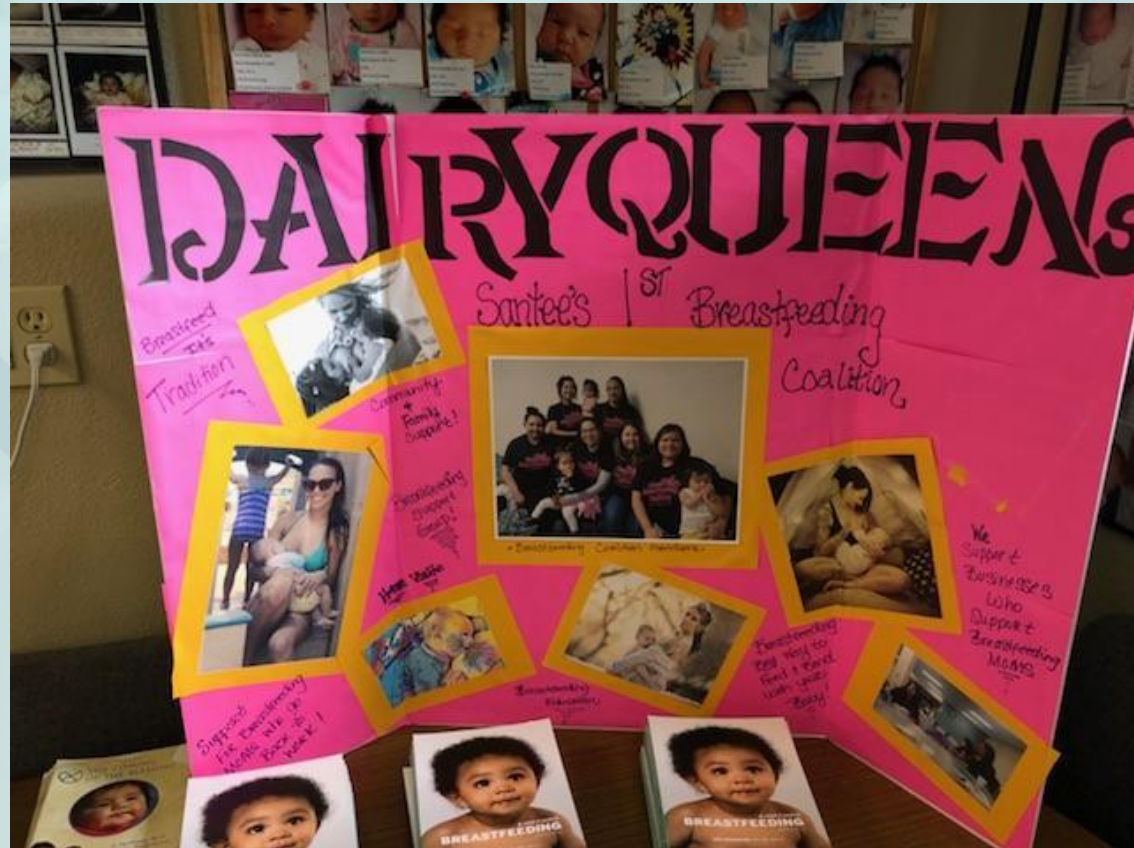
 Like us on Facebook
Santee Breastfeeding Coalition
aka Dairy Queens

Members of

Santee's first
breastfeeding
support
group



Breastfeeding, It's Our Tradition!



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Breastfeeding, It's Our Tradition!



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Black Breastfeeding Week

Aug 25-31

Stephanie Bradley, CLC
Founder/CEO

Touch of Gold
www.touchofgoldcare.org



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Community Updates

What news, information, or developments would you like to share?



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Help us make a difference!

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Lead the Charge

**Apply to join our
Leadership Team!**



Nebraska Breastfeeding Coalition
Leadership Team Applications



<https://forms.gle/7eUwdU5e2tuehTtL6>

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Join Our Mission

Become a member or renew today!

nebreastfeeding.org

Membership Benefits

- Regular communication on Nebraska Breastfeeding Coalition Activities
- Use of Coalition materials
- Opportunity to contribute to Coalition activities
- Professional/Networking affiliations
- Opportunities to attend sponsored conferences

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Nebraska
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2021-2022 Quarterly Meetings

2021 Meeting Dates

November 2, 2021

2022 Meeting Dates

February 1, 2022

May 3, 2022

August 2, 2022

November 1, 2022

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Nebraska Breastfeeding Coalition

www.nebreastfeeding.org