

Nebraska Breastfeeding Coalition is a network of 300 individual members and organizational partners dedicated to improving the health of Nebraskans by making breastfeeding the norm through education, advocacy and collaboration. We've been working together since 2009 to share information and partner in activities to increase breastfeeding rates across the state.

Goals and Priorities

Goals

- Increase communication and collaboration
- Advocate for state and local laws
- Provide education and resources to Nebraska providers
- Identify breastfeeding as a vital public health issue
- Create and maintain a positive culture

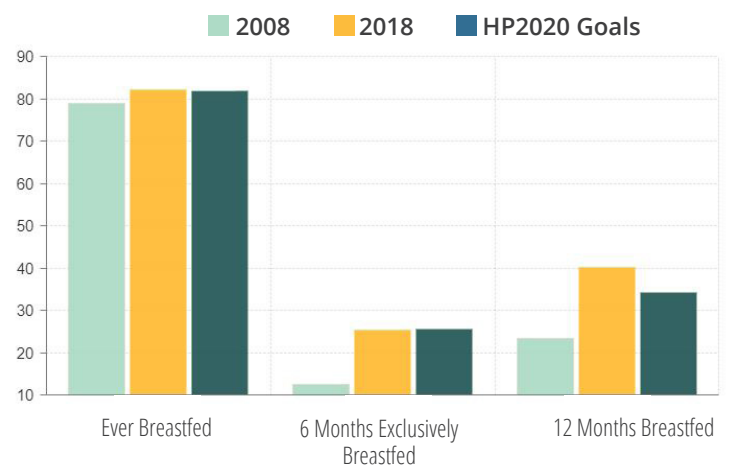
2019-2021 Priorities

- **Advocate more intentionally to normalize breastfeeding**
 - Increase social media presence
 - Develop communication tools
- **Increase support for the breastfeeding workforce**
 - Assess & summarize current breastfeeding workforce
 - Publish an annual lactation workforce report in Nebraska
 - Offer continuing education opportunities state-wide
- **Enhance statewide engagement and support of the Nebraska Breastfeeding Coalition**
 - Coordinate annual membership drive
 - Submit proposals for grants and sponsorships
- **Bridge state to local resources that enhance community support across Nebraska**
 - Explore/promote health care and child care trainings
 - Support local community breastfeeding coalitions

"Our breastfeeding initiative in Kearney has increased local breastfeeding mothers' ability to connect with other nursing moms and feel supported by their community. We have seen an increase in community breastfeeding awareness that has made it possible for moms to feel comfortable nursing in public."

— Deanne Birkestrand,
Kearney Community Breastfeeding Initiative

Breastfeeding in Nebraska Snapshot



SOURCE: CDC Breastfeeding Report Card, breastfeeding rates among infants born in 2005 and 2015, published in 2008 and 2018.

<https://www.cdc.gov/breastfeeding/data/reportcard.htm>
HP2020:healthypeople.gov





"The Community Breastfeeding Initiative grant has brought great success to the Santee Sioux Tribe of Nebraska. In 2017, we had two breastfeeding moms. Today, we have over 19 breastfeeding mothers—and growing! Moms are talking about their experiences and we hear them say things like "You should breastfeed, too!" That was our goal and we couldn't be prouder. On behalf of Little Moccasins and the Santee Sioux Tribe, we would like to thank the Nebraska Breastfeeding Coalition for this opportunity."

– Jodi Henry, Santee Tribe of Nebraska

Our 10-Year Impact

Statewide and Community Collaboration

- Support for community breastfeeding initiatives in 17 Nebraska communities: Aurora, Columbus, Crete, Elkhorn Logan Valley, Fremont, Fillmore, Four Corners, Kearney, Lexington, Lincoln, Norfolk, North Omaha, South Omaha, Southeast Nebraska, Santee Sioux, Sarpy/Cass County, Thayer, and West Point



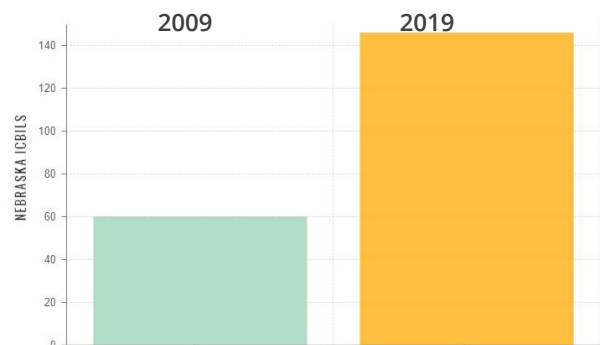
- Grew Facebook presence to over 2,500 likes
- Sustained membership for a decade with an average of 200+ members
- Hosted 40 meetings in 6 communities for an average of 35 members in person and via teleconference

National Connections

- Connected with national organizations on projects and promotions such as the United States Breastfeeding Committee (USBC), International Lactation Consultants Association (ILCA), and United States Lactation Consultants Association (USLCA)
- Conducted five presentations to national audiences at USBC and ILCA to showcase innovative local work
- Highlighted in the USBC's Landscape of Breastfeeding project

Education

- Number of International Board Certified Lactation Consultants (IBCLCs) increased in the state from 60 in 2009 to 146 in 2019



- Conducted a Professional Lactation Support Survey
- Brought national speakers to the state – Pam Allyn, Brenda Bandy, Nils Bergman, Cammie Jae Goldhammer, Cynthia Good Mojab, Clifton Kenan Jr., Raylene Phillips, Linda Smith, and Marsha Walker
- ICBLC Lactation Management Prep Course taught by Linda Smith resulting in 26 new IBCLCs
- Certified Lactation Counselor training for over 400 people
- Home Visitor Training in 8 communities with 50+ participants
- Hosted Professional Lactation Webinar Series

Advocacy

- LB197 - Allow breastfeeding as prescribed
- Collaborated with DOL and DHHS to reach nearly 5,000 Nebraska businesses regarding the Fair Labor Standards Act
- Breastfeeding Friendly Business Award honors 35+ worksites
- Promoted and provided education on LB 627 expansion of the Fair Employment Practice Act and amendment to the Fair Labor Standards Act
- Worked with USBC on national policy document around the Guide to the Rights of Breastfeeding Employees in Nebraska

*Interested in helping the NE BFC communities?
Join today!* www.nebreastfeeding.org



CONTACT US TODAY:

nebreastfeeding@gmail.com | www.nebreastfeeding.org | www.facebook.com/nebraskabreastfeeding