

Healthy Start Cohort Artifact

Fall 2022 Breastfeeding Cohort



INTRODUCTION

The Healthy Start TA & Support Center (TASC) hosted its third Breastfeeding Cohort from September 2022 through January 2023. Cohorts provide a space and place for Healthy Start (HS) grantees to come together to learn about what others are doing, document promising practices, and co-create tools and resources for the broader community around a specific topic (e.g., Evaluation, Fatherhood, Breastfeeding).

COHORT OBJECTIVES

The Breastfeeding Cohort focused on the following objectives:

- Develop shared best practices for HS staff to work with health care providers and/or family members to provide support to breastfeeding people.
- Design a tool that helps HS staff understand the barriers to breastfeeding in the communities they serve from a culturally competent lens.

COHORT DELIVERABLES

During the cohort, members worked toward developing deliverables that could be shared with the broader HS community. Through activities, discussions, and homework assignments that were connected to the objectives, the cohort gathered information for the following:

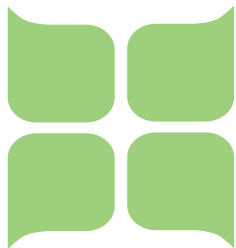
- **Deliverable 1:** Strategies for Providing Culturally Relevant Support to Breastfeeding People
- **Deliverable 2:** Overcoming Language and Cultural Barriers and Equipping Clients with Tools to Advocate for Themselves

These deliverables can be found on the following pages. Thank you to the 21 cohort members for their work and commitment to developing these documents for their fellow HS staff members. A full list of the cohort participants can be found on page 4. We encourage all readers to share this information with their fellow HS staff and others who support breastfeeding.

Deliverable 1:

Strategies for Providing Culturally Relevant Support to Breastfeeding People

This deliverable was created as the result of an activity where cohort members discussed ways in which HS staff, health care providers, and families can more effectively and compassionately support breastfeeding people. The information for this deliverable has been categorized by the intended audience: HS staff, health care providers, and families.



STRATEGIES FOR HS STAFF

During Enrollment:

- Breastfeeding education should begin at enrollment/be integrated into the enrollment process.
- Engage other family members during the enrollment process, if possible, so they can ask questions about breastfeeding. This will enable staff to debunk any breastfeeding myths, correct misinformation, and provide information to everyone who will help support the breastfeeding person.

Throughout Pregnancy:

- Engage family members during case management sessions if the client allows.
- Educate clients on the importance of advocating for themselves, especially around medical issues. This can be done in groups, such as Baby Cafés.
- Educate family members on advocating for their loved one (e.g., questions they can ask, things they can do to support, things to avoid)
- Educate the support system regarding how to advocate for the client (e.g., questions they can ask, things they can do, things that shouldn't be done).
- Offer a breastfeeding coalition for your community.
- Offer childbirth education classes, including information about breastfeeding.
- Provide handouts to staff with information about breastfeeding.
- Partner with lactation consultants to host “lunch and learns” to equip health care providers/hospital staff to support breastfeeding.

After Delivery:

- Develop a “mommy packet” and a “partner packet” to distribute after delivery with information about breastfeeding and other topics that would be useful for the family postpartum.

- Ensure breastfeeding professionals and community programs reach out to breastfeeding people as soon as they are aware they have delivered. The day the person delivers is ideal.
- Develop a tool that can be utilized by hospitals and clinics that addresses the importance of breastfeeding and where a person can get more information.

STRATEGIES FOR HEALTH CARE PROVIDERS

Before delivery:

- Provide staff with a schedule of when and how to talk to patients about breastfeeding benefits and to provide support while birthing people are still in the hospital.
- Develop wraparound services through which birthing people and their partners can discuss their birthing and breastfeeding plans and receive support from the beginning of their pregnancies.
- Encourage birthing people to ask questions and advocate for themselves regarding the breastfeeding support they need.

After delivery:

- Provide resources to breastfeeding people when they are discharged from the hospital (e.g., feeding toolkit), including contact information for resources they can contact to troubleshoot breastfeeding challenges.

STRATEGIES FOR FAMILIES

Throughout pregnancy:

- Attend classes through Women, Infants, and Children (WIC) to learn about the benefits of breastfeeding.
- Take advantage of home visits or group meetings hosted by lactation consultants to address breastfeeding myths, latch myths, and more.
- Remember that everyone's breastfeeding journey is different, that breastfeeding is a learned skill, and that it will take practice with the right resources.

Deliverable 2:

Overcoming Language/Cultural Barriers and Equipping Clients with Tools to Advocate for Themselves

This deliverable was developed as the result of an activity where cohort members discussed language and cultural barriers within the communities they serve and how to support clients in advocating for themselves. The information for this deliverable has been distilled into the categories below: strategies for working with populations facing language or cultural barriers and strategies to support breastfeeding/chest feeding people in advocating for themselves.

STRATEGIES FOR WORKING WITH POPULATIONS FACING LANGUAGE OR CULTURAL BARRIERS

Service Delivery:

- Ask clients about their prior breastfeeding experience (if any) and about their thoughts/concerns about breastfeeding
 - Collect testimonies from breastfeeding people who have been successful with breastfeeding and why they recommend it.
- Connect clients with a breastfeeding buddy (i.e., another client willing to serve as a mentor)
- Offer incentives for clients who breastfeed for different durations (e.g., 6 weeks, 2 months, 4 months)
- Engage family members who can be supportive of breastfeeding
- Educate family as a whole

Written Communications:

- Ensure materials are translated into client's language(s)
- Add visual aids to all handouts or presentations
- Include illustrations of people who look like them

Staffing:

- Recruit/hire staff that clients can identify with
- Provide training on understanding cultural and language barriers

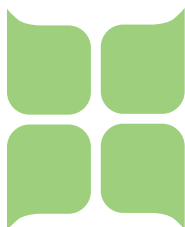
STRATEGIES TO SUPPORT BREASTFEEDING/CHEST FEEDING PEOPLE IN ADVOCATING FOR THEMSELVES

Enrollment:

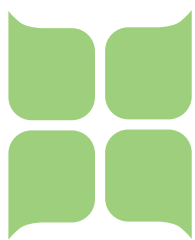
- Meet with the client (and their partner or family member if possible) to assess their thoughts about breastfeeding, discuss the benefits of breastfeeding, address their questions or concerns, and develop a breastfeeding plan.
 - Develop a survey to assess their interest in breastfeeding, as well as a breastfeeding guide. Encourage clients to read the guide and ask questions during their follow-up visit.

Service Delivery:

- Hold group sessions for clients (and their partners or family members) who have similar concerns around breastfeeding.
- Create a space for breastfeeding moms to talk about their breastfeeding experiences to encourage other HS clients to initiate breastfeeding.
 - Host virtual group calls for clients interested in breastfeeding and those actively breastfeeding to talk about their thoughts and experiences and discuss ways they can advocate for themselves.
- Incorporate more education about breastfeeding, especially around milk supply, how often a baby needs to be fed, and how moms can take care of themselves so that they don't give up on breastfeeding too soon.
- Provide educational materials that include photographs of people who represent them, share information about breastfeeding, and outline how to meet and plan with providers for support.



Fall 2022 Breastfeeding Cohort Participant List



Name	Title	Site	State	Site Type	Services
Shakari Moore	Parent Educator	Delta Health Alliance, Inc.	Mississippi	Rural	Community-based
Faith Tabor	Parent Educator	Delta Health Alliance, Inc.	Mississippi	Rural	Community-based
Janet Taylor	Program Manager	City of Columbus	Ohio	Urban; Rural	Home-based
Anita Coleman	Parent Educator	Healthy Start, Inc.	Mississippi	Rural	Home-based
Shanina Myrick	Parent educator	Healthy Start, Inc.	Mississippi	Rural	Home-based
Donna Ransome	Program Manager	Healthy Start, Inc.	Mississippi	Rural	Community-based
Louretta Nickerson	Program Manager	University of Houston System	Texas	Urban	Home-based
Synthia Johnson	Parent Educator/Doula	Delta Health Alliance, Inc.	Texas	Rural	Community-based
Galissa Jones	Breastfeeding Counselor/Community Health Worker/Health equity Lead	City of Philadelphia	Pennsylvania	Urban	Other - Virtual/Home-based
Hannah Kirk	Prevention Supervisor	Children's Service Society of Wisconsin	Wisconsin	Urban	Home-based
Daisy Artiles-Strekis	Bilingual Services Specialist/CLC	The Foundation for Delaware County	New Jersey	Urban	Community-based
Angelina Orona	Case Manager	SHIELDS for Families	California	Urban	Home-based
Joan Cox	Certified CHW (CCHW)	Indiana Rural Health Association	Indiana	Rural	Community-based
Latosha Elbert	Project Director	County of Laurens	Georgia	Rural	Community-based
Tianna Leon	Program Manager	County of Ingham	Michigan	Urban	Home-based
Latitia Harvin	Case Manager	Pee Dee Healthy Start, Inc.	South Carolina	Urban; Rural	Community-based
Kimberly Patterson	Case Manager	Pee Dee Healthy Start, Inc.	South Carolina	Rural	Community-based
Alliss Hardy	Lactation Program Coordinator/Community & Family Development Manager	Colorado Nonprofit Development Center	Colorado	Urban	Community-based
Hayley Miller	Public Health Nurse II - Healthy Babies	County of Sedgwick	Kansas	Urban	Home-based
Damisha Jones	Sr Manager Community Collaboration & Partnership	County of Los Angeles	California	Urban	Community-based
Arnetta Clark	Community Health Outreach Coordinator	Tougaloo College	Mississippi	Rural	Community-based