

Transcription

Media File Name: What's working to support breastfeeding.mp3

Media File ID: 2567109

Media Duration: 1:27:24

Order Number: 1899193

Date Ordered: 2017-05-12

Transcription by Speechpad

www.speechpad.com

Support questions: support@speechpad.com

Sales questions: sales@speechpad.com

Megan: Hello everyone, and welcome to this Hear from Your Peer webinar today on Breastfeeding. I'm Megan Hiltner with the Healthy Start EPIC Center. And the purpose of this event is to provide you with an overview of breastfeeding training opportunities and to provide you with some examples of what's been working to promote breastfeeding in your programs and among your program participants. This 90-minute webinar is being recorded and the recording along with the transcript and the slides will be posted to the Healthy Start EPIC Center's website following the webinar. We'll only be taking questions via the chatbox but we do want your questions and comments throughout the webinar. So please type in your questions or comments into that chatbox at the lower left-hand corner of your screen so we can make sure to bring your thoughts into the presentation today.

We will be taking two questions in between each of our excellent speakers today and we've allotted time at the end of the webinar for more questions. So we also want your feedback following this event, so please take a moment after the webinar ends and complete the survey that will pop up on your screen right after the webinar.

I'm gonna quickly review the agenda for the webinar today. Then I'll introduce your speakers for today. First, we're going to hear from the division of Healthy Start and Perinatal Services about breastfeeding priorities and an overview of training opportunities available. We're gonna then hear from the Greater Harrisburg Healthy Start team about some community training and CLC certification impacts and experiences that they have. Then we're gonna hear from the Geary County Perinatal Coalition Healthy Start team who is gonna share information about partnerships they've developed to promote breastfeeding. Then finally, last but not least, we'll be hearing effective marketing campaigns to foster partner engagement for breastfeeding from both New Orleans and Crescent City WIC Healthy Start.

Now, let me take a moment and introduce your speakers today. A lot more can be said about these excellent folks but I'm just gonna give you a brief intro for each of them. First is Miss Sharon Adamo. She is the Perinatal Health Specialist in the Division of Healthy Start in Perinatal Services and focuses on breastfeeding promotion and support and nutrition projects within the division as well as coordinating breastfeeding activities across the bureau. Previously, Sharon directed the National WIC Breastfeeding Promotion Campaign at the U.S. Department of Agriculture. She's a registered Dietician with advanced degrees in both Nutrition Science and Business Administration.

Next, Miss Judith McCrea has been with Greater Harrisburg Healthy Start, the Program Director there since 2010 and is currently the Chief Social Services Officer for Hamilton Health Center. She's a licensed Social Worker for the State of Pennsylvania and obtained her masters in Social Work from the Temple University and a bachelor's in Family Studies from Messiah College. She loves supporting programming that directly benefits local families.

Next, we have Paula Andujar. She is...and I apologize Paula if I mispronounced your name. She is a Health Educator for Greater Harrisburg Healthy Start. Her background includes a certification in Family Life Education and a bachelor's degree in Human Development and Family Studies from Penn State University. As a Health Educator for Greater Harrisburg Healthy Start Program her role entails facilitating group education sessions for program participants and supporting staff with education and curriculum. She truly enjoys the various aspects of her position with the most rewarding parts being the ability to empower families.

Next, on the Greater Harrisburg Healthy Start team is Miss Shawna Everson. She's a high-risk Case Manager for Greater Harrisburg Healthy Start. She empowers families by providing education and community resources. She has recently obtained her CLC through the EPIC Healthy Start Scholarship. Miss Everson also uses the skills she learned through her certification to assist program, families, with any breastfeeding questions and concern. And she has a bachelor's degree in Psychology and is currently working on obtaining her master's in Social Work.

Next, we have the Kansas team. Miss Jill Nelson is the Program Manager for the Kansas Department of Health and Environment delivering change, healthy moms, healthy babies, Healthy Start projects in Junction City, Geary County, Kansas. Assist parents to hold the deep passion and interest in improving the health of mothers and families in our community.

Next, is Miss Tracy Sabo. She's a Dietitian in Geary County WIC Program Coordinator in Junction City, Kansas. She has a passion for education, promoting and supporting breastfeeding women and families and she strongly feels it's important to collaborate to bring breastfeeding change to our workplaces and community.

Next, is Miss Mary Schultheis. She is the Executive Director of the Crescent City WIC Program and a Healthy Start grantee and an integrated model with WIC Program working on many local and state initiatives to improve breastfeeding.

And last but not least is Miss Mary Alexander and she is the Director of Healthy Start New Orleans within the City of New Orleans Health Department. And she manages policy programs and resources with the goal of reducing disparities and infant mortality and birth outcomes in targeted neighborhoods in New Orleans.

Again, that's just a tidbit about each of those excellent speakers but it does share with you all of their passion for breastfeeding. Now, I'm gonna turn it over to Miss Sharon Adamo with the Division to provide you with some welcoming remarks from their perspective. Sharon?

Sharon: Thanks, Megan. I wanna remind everyone of our two Healthy Start benchmarks related to breastfeeding. We have the ever-breastfed goal which is 82% and a six-month duration goal of 61%. And these align with the healthy people, 20-20 goals. Next slide, Megan.

Our new community trainings in breastfeeding this year will be a little bit different than last year. We roll these out on the webinar just about exactly a year ago based on the evaluations from the three workshops in breastfeeding that were held this year. We've tweaked them just a little bit and starting on June 1st they'll be available for request. We're gonna focus on two areas this year, preparing moms for breastfeeding and counseling strategies will be one course, and the other one is partnering with the community and businesses to promote breastfeeding friendly practices. And you can find more information and the request form for the workshops on the Healthy Start EPIC website. Next slide.

And as promised, we will be having another round of the certified lactation counselor training scholarships this summer. Last year's recipients still have until May 31st to use their scholarship. Most of the recipients have, you know, taken the class and so just a reminder to anyone who hasn't taken it yet but did receive a scholarship. And in the first year we were really focusing on providing scholarships to programs that had no current CLC on the stack or by contract. And so, we did a good job of covering those programs and now we're gonna move forward and it'll be a little bit more open this year for the scholarships. And I just wanted to remind everyone that this is an intensive five-day class and I would encourage anyone who's interested in it to go online

and the link is provided here on the screen and just to get an idea, a feel for what the five days is like. The exam is given on the fifth day of the class and so it really is a very intensive class, it's very worthwhile.

So we're gonna have up to 50 scholarships again this year and the scholarships covers the registration fee and the materials for the class and then the Healthy Start grantee itself covers your travels and the exam fee. And a link for the scholarship application is on the screen and then we also have a few of our key dates to remember. June 30th will be the application due date. And July 28th, we will announce the decisions, and then recipients will have between August 1st and March 31st of next year to use their scholarships for the CLC certification class.

So that's my remarks, and Megan, do we wanna take a couple of questions if anyone has them?

Megan: Yes. Thanks, Sharon. So if you have any questions about the information that Sharon just shared please go ahead and chat them into the chatbox at the lower left-hand corner of your screen. I don't see any at this point. Just wait a moment and, okay. Well, let's go ahead. We have a lot of great content to get to. So I think we're gonna move on ahead here and I'm gonna turn it over to the Greater Harrisburg Healthy Start team.

Judith: All right, good afternoon, everyone. Hello from Harrisburg, Pennsylvania. So there'll be three of us. We're going to try and keep it as interesting and fun and interactive as we can for a webinar. So just to give you a little bit of background in terms of who we serve, so we currently serve Harrisburg, Steelton, Highspire, and Middletown. We call it the Greater Harrisburg community because really, it's the suburbs around Harrisburg which is the capitol of our state. Much like you, we service obviously, prenatal and zero to 24-months. I can say prior to the recent assessment, tool change, we also did preconception services for years 10 and older. We provided reproductive health education to them in the schools. But that is something that we discontinued and are now totally focusing on increasing our prenatal numbers for this year and moving forward.

So we are a level one program. We service an urban population. And really much like all of you likely, education is our key. So we use an evidence-based curriculum, we use partners for healthy babies from Florida State University. We use all evidence-based tools, and Paula, who will be talking after me, she is our health educator and she

schedules sessions every month specifically for our program participants but also for the community that is open to...specific to the topics both that HRSA requires us to cover as well as the topics that our moms get feedback that they say that they'd like to hear on. So for an example, probably two months ago now, we had a pretty significant house fire that some children died in our city. So later this month she was...education session. So she really is on the pulse in terms of kind of what are some of the hot topics that our families are currently processing through, you know, whether it's toxic, stress, or, you know, physical, and mental health.

I can say, and we always have our families sign releases that is actually a picture of one of our families at the bottom. A lot of our pictures you'll see today are actual families, because we are very...I think one of our greatest strengths is the personability of our program, so we frequently use their images and their kids to do, you know, our marketing, because that's who we're working with.

You can see our mission statements there. I highlighted it. We call it the three Es. So we really feel our goal is to engage, empower, and educate while we work with the families. Something exciting about us, obviously, we all are in this for the same purpose, to reduce infant mortality. So I can say when I started back in 2010 our infant mortality rate was 17.9. when we reapplied for the grant, this grant cycle, it was 15.7. In 2015, I believe our data was 12.7. And in comparison to our actual program because that's our community we had five out of 1,000 and we haven't had any deaths since 2012, knock on wood. So just to give you an idea, you know, our programs are doing great things. I'm very proud of our team and the families that we serve.

Also, to give you a little bit of a key in terms of what our team is made up of, we currently have six case managers. We do tiered case management so we asses are they low, moderate, or high risk. We have an enrollment specialist and their sole job is enrolling everyone. We have our health educator, we have our program specialist who does our data, we have myself, and we have an admin in the system. Something else that I'm really just throwing a bell, 4 of our 10 staff members are bilingual. So we're very fortunate for that. And then we also have a language line for any language that our staff are not fluent in. And I can say currently, our top three languages that we service are English, Spanish, and Napoli. We do see a variety of other languages but those are really the primary three that we tend to see the most.

So going into the course, and I'll talk a little bit about the course, and then Paula's going to jump into how it's impacted the team and our families. And so, we were fortunate. We actually applied both for the breastfeeding educator course as well as the CLC exam and we were fortunate to receive both scholarships. So Shawna will be talking about the CLC in a minute. But as you can see it's hosted by the Healthy Children Project. It was held here at our facility. We did it November to December last, I guess, winter now. We had 25 attendees and 24 of them completed the entire course. We had one whose pet died and she was unable to complete the course. And you can see not only one, we made it mandatory for our team. Anyone from our admin system, you know, to myself. We all attended it because we wanna be providing that consistent message to our families. And so often our families, you know, we really all get to know them so that way regardless who they're talking to we can all support them in some capacity.

We also have people from early intervention, nurse family partnership, we had one of our program participants register. We had United Cerebral Palsy here, health departments from other counties in Pennsylvania. And the great thing about it was we actually got a lot of positive feedback. We got some recognition for our program. We got some recognition for our health center so not only was it just an excellent training but it also helped get the word out about what services we offer here.

And here I put the content of the course. I'll allow you to read that. I won't go over each one, but it really...I was amazed when they said three days of breastfeeding training, I said, "What on earth can they talk about breastfeeding for three days?" But believe me, they did. It was a jam-packed schedule. They had a full agenda, all three days. They, you know, the things that really stuck out to me were the strategies, those prior to delivering a child as well as during breastfeeding, also just the methods they use, you know, a lot of hands-on, discussion, activities, group work, of course, PowerPoint, you know, the visual aids. So they had a nice breakout in terms of how they shared the information. And, of course, you know, there were breaks and lunch so it was like 8:15 to 4:30 for three days, but, you know, we did come up for air every once in a while. But the information was excellent.

So the takeaways that I kind of highlighted here, one, confidence is so critical. They kept talking to us about how, you know, when our moms doubt that, you know, whether...I'm sure you all hear the same things, "Oh, I'm not producing enough. Oh, you know, this isn't happening."

That that's often when our moms quit. And I know I can say as a mom who breastfed, you know, you do, you second guess, you're always on what's best for your child. And that is when you tend to, you know, start thinking, "Oh, well, should I supplement? You know, should I stop?" Also, the key to successful latching, so they really talked about, you know, what a successful latch looks like and how we can promote that because that can make all the difference in the world.

And then just a little talk about support at any hour, because we were saying with our families we might meet with them today. They're breastfeeding, you know, they're going strong, we see them again in two weeks, and they say, "Oh, I quit a week and a half ago. You know, I hit this wall and that was that." So something that Paula really assisted in. She actually created a resource guide, just a little card for our families that that way at any hour, you know, here's resources you can call, please reach out. And, of course, Shawna who will talk, you know, she's a certified lactation consultant now that we just wanna connect our families to these resources that when they go through their struggles they're not alone, they don't quit.

Like I mentioned, it did increase our visibility of our organization and our program. We got a lot of positive feedback about the conference. And it also...and Shawna will be talking about her CLC training but she actually the next week went into the five days so she had eight consecutive days of breastfeeding. And believe it or not, they actually said that this was a good prep course but they covered different information at that so it wasn't like it was all a repeat.

We've also since created an internal breastfeeding committee. We do work in a health center so we have members from WIC, from pediatrics, from Women's Health, from our Medline. That way we're all sharing a consistent message regardless of where the patient is being seen. So those are just some of our takeaways and I'm going to now turn it over to Paula.

Paula: Thank you Jude. Good afternoon, everyone. Today, I'm gonna share a little bit about how this training has helped our team. So I received feedback from our case managers, Miss [inaudible 00:18:05], of course, myself. And they shared how it's really made us so empowered through all the knowledge that they learned and can now share with the families. So that's one way that it's helped. Of course, this leads to more effective conversations where now they can...they know what to look for, they know what to ask, and how to provide

encouragement for a mom that's breastfeeding whether she's initiating or just continuation.

Again, more on the knowledge aspect, we all have no ideas for how to tackle the various issues that can come up through breastfeeding. This includes referring us to a doctor is one way that we can help or two ways, we're actually downstairs from us, in the same building and are [inaudible 00:18:51] or counselor now, Shawna who has been a huge support since she received her certification.

This new knowledge has also prompted us to make some small changes to...in our program, so as far as the breastfeeding basket, that's something that we've been doing. So we were able to modify that to better help the moms. And this is used for discomfort during breastfeeding.

As far as understanding what breastfeeding should look like, this is important because we let moms know that there is a way to do this pain free. We know that a lot of mothers go through painful breastfeeding and this causes them to stop and so we wanna make sure that we teach them about lactating and that there is a way to do this without suffering.

When it comes to myth, the class addressed myths about what moms can and can't breastfeed depending on medication use, substance use, nutrition, and overall health. So that was very helpful. That cleared up some little things that are often unclear for us as well as for the moms.

Also, the perception which Jude mentioned before that they don't have enough milk, that they're not producing enough milk to feed their child is a huge barrier. And so now that we, you know, we know that we're more aware of that. A lot of moms actually are producing enough milk and so we can encourage them, make them feel at ease knowing that they are feeding their babies.

Another useful resource from the training was the breast model that we made. So we each got to make our breast model and then we got to keep them and we can use them with the moms now to show. We can show breast function, how you actually produce milk and this helped solidify the fact that you are made to make milk and this is what you're made for so I think this also helps with the confidence in the mothers that we serve.

So we're also...other educational materials and tools that we receive as

we're able to referenced back to those now. Now we have that as well as some local referral courses that we were not aware of before, we can use those, and some national ones as well.

The final, and I think one of the most important parts of this training that we gathered and that we learned was just more encouragement for us to have this conversation with each mom regardless of whether she's breastfeeding or not, just kind of talking about the benefits and we're all a lot more passionate now that we know all of the different benefits that it can have on the mother, the baby, and the family overall.

And that's all I have for today. I will pass it over to Shawna Everson now.

Shawna: All right. Hello, everyone. So I'm gonna go over my experience with the CLC course and just to start, I'm gonna talk about the preparation for the training. So some unanswered questions that I had was like, you know, what to expect from the training. I didn't know what I was getting myself into after receiving the Community Breastfeeding Course, I was like, "Okay, that's three days. You know, what else can they possibly tell me about breastfeeding?" So, you know, I didn't know like the intensity of the training or how the exam was. Even after trying to Google and see, you know, what I can find that I couldn't find anything. Like it was hard.

So the Community Breastfeeding Course actually helped me get some of those unanswered questions answered. They provided an overview of some of the basic material with breastfeeding such as like the stages of milk production, the myth, the anatomy of the human breast like Paula said. We got to keep our breasts that we made in the class, so that was helpful. Also, the handout that they provided us, they provided us with a notebook that we were able to keep notes in and it had all of the material that they went over. So I was able to keep that and use that. Well, I actually took that to my CLC Course, my training course.

They also provided like resources like Paula said and some of those resources were basically for, you know, so that we can provide our mothers with them who had questions about if they were on mental health meds, you know, can I breastfeed? Or if I smoke, can I breastfeed? So these apps, the phone numbers and the websites that they provided us allowed us to give that up to our participants and answer the questions that they have regarding those situations. And I know one of the apps that they gave us was LactMed and that's L-A-C-T-M-E-D and that's a free app that you can download on your phone and

you can see like, you know, what medication the participant is on and if it will indeed affect their milk production or if they can continue to breastfeed. And one thing that they told was that, you know, most mental health meds are compatible with breastfeeding and that the psychiatrist may tell the participant that, you know, not to breastfeed or their physician might tell them not to breastfeed on the medication because they are not aware that it is compatible with breastfeeding.

So the CLC training and exam. So like I said, the Community Breastfeeding Course definitely prepared me for it. And like Jude said, I was in training for three days and then, you know, I had a weekend break and then I went right on to the CLC training and exam. So the exam was a two-part exam. They had some observation and evaluation portions and then the written exam. The exam was timed. It was very intense and I was able to ask the presenters at the Community Breastfeeding Course about the exam and they didn't give me too much information. So basically, what they explained it as was, you know, think of the CLC training course as the cake with the icing and then the Community Breastfeeding Course as the cherry on top. So that made me think, "Okay, so this exam is very intense."

While completing the CLC training, I definitely realized that time management was important because you didn't have, you know, much time to study. It was like five days and then, you know, you take the exam on that fifth day. So I definitely think that time management is key and that anyone going for the CLC should, you know, take that into consideration. The pocket manuals that they gave us at the CLC training is phenomenal. I pull it out all the time. It has improved, I mean, anything that you may want to know about breastfeeding, any question, you can literally look in that manual and find the answer. So I think that that was a very, very big takeaway from the training.

Okay. So implementing breastfeeding to CLC Course and to what was in Healthy Start. So for one, it gave me confidence in what I was presenting to my participants. It made me feel like, you know, I know what I'm talking about when I'm giving them this information. It also provided confidence from our team. Like they...now they know that they had someone they can go to if their participants are, you know, having issues with breastfeeding or have questions. And it also provided confidence for the participants knowing that there is someone here at Healthy Start that can answer those questions that they have. And it provided teamwork because like I said, my coworkers are able to come to me. I encourage them, you know, to pull me aside if I'm not with a

client of my own, you know, pull me aside and ask me, you know, ask me any question that you may have, and that goes along with being available, being available for my teammates and my participants.

I can say that there, you know, there was a participant who had, you know, she had questions about breastfeeding. She didn't wanna breastfeed at first but her case worker was able to give, provide her the education and then she decided to breastfeed and she started having issues a couple of days later. And my coworker pulled me in and she was like, "You know, do you have her symptoms? This is what's going on." And I was able to tell her like, "You know, I think you have...I think she has an infection and she might have to go to the doctor."

So I provided her with some things to do and so she can get in for the doctor. That Monday when she went to the doctor it was indeed an infection and, you know, she had to get antibiotics for that. So just knowing that the information that I'm providing them is helping and it's working for them.

Being breastfeeding friendly. So I noticed that someone had a sticker on their desk that said, "You can breastfeed here." So I went and I'm like, "Well, I'm the CLC, I should have that too." So I put that on my door just so that, you know, the participants that are coming in know that you know, you are welcome to breastfeed here. It is a safe place. You know, all you have to do is ask.

And then educating every participant on breastfeeding. Even if they say they don't wanna breastfeed, I think it's very, very important to, you know, provide them at least with that education so that they can, you know, know the benefits for themselves and for baby and know that, you know, breastfeeding is what's best for the baby.

Judith: And that concludes our presentation. So I will totally leave it up to JSI if we do questions now or later.

Megan: Yeah, we can take a couple of questions. Thank you all so much for that presentation. That was really informative. Go ahead folks and chat your questions into the chatbox if you have any. Here is one question for you. I believe this was during Paula's presentation. You mentioned some breastfeeding baskets that you give out to participants? Can you describe a bit more about what you put in those breastfeeding baskets?

Paula: Sure. So, we put four items in them. We have the lanolin cream for the nipple cream, for cracking and that sort of thing. It helps with that. We have the cooling gel pads that you can get, all those you can get at Babies 'R Us, Target, in the breastfeeding section. We also have the nursing pads there. They're reusable nursing pads that can be washed and use over and over again, so it's helps with [inaudible 00:30:15] for the new moms. And our last thing that we also include is a nipple shield and with that one, that was part of the modification that we made, so now we provide that one almost optional and so we also provide a lot of education when using the nipple shield because they can prevent establishing breastfeeding if they use it to...if they use it when they don't need to use it. So we just provide all that education that comes along with that, when we provide it.

Megan: Great. Go ahead.

Judith: Paula was saying...because I was...I know I had actually sense of peace that we...I strongly recommended the breastfeeding shield. I know it help me breastfeed until, you know, six months, because I had some latching issues. But we learned in the training absolutely that ideally, it's better to just work with the family on the correct latching because that can actually reduce your milk production because there's not the skin to skin contact. There is a barrier in the middle. But at the same point like she mentioned, we use it as a resource because we'd rather have them do it than not. I mean, a lot of our moms complain about painless [inaudible 00:31:22] whereas if we can...ideally if we can get them to latch properly, that's the goal. But if they can't, then at least you know it's an option. But we definitely do have the education on that. That way, you know, we don't cut off any...the ideal way of doing it.

Megan: Great. Thank you. And here's one more question. Shawna, I think this went in your presentation. You talked about the value of that pocket manual that you got during your CLC training. Did you...is that only available if you go through the CLC Course?

Shawna: That, I'm not sure. I don't wanna say yes or no because I'm not sure. That's where I received it from. Yeah, so I'm not sure.

Megan: Okay. Well, thank you. I just was curious. You did talk about the value of that so, yeah, maybe we can look into that and...or I can look into that and follow up with you on that so great. All right. Well, thank you all so much, Harrisburg team. That was wonderful and I think that we're now gonna then move along here to the team from Kansas, Miss

Jill Nelson and Miss Tracy Sabo. I'll turn it over to you now to continue the presentation.

Jill: Great. Thank you, Megan. Good afternoon everyone from Junction City, Kansas. I'm Jill Nelson. I'm the Program Coordinator for our Healthy Start project here. Just a little background about our project. We are a level one grantee. We were funded for the first time in 2014 and we are considered a rural project although I will tell you our makeup and our demographics. We are situated right next to an Army Installation, Fort Riley, and so I would say that our population base is more transient and more urban-looking than what you might consider rural in the state of Kansas. So that's just a little bit about our project and we're gonna talk to you today about partnerships. And the project that we're gonna talk to you a little bit about is really about partnerships that we're establishing within the community but I also don't want to underestimate the partnerships that we have within our own coalition with our partners who all are part of our delivering change team and in particular our Geary County WIC office. So, with that said, I wanna turn it over to Tracy Sabo and let her take it from there.

Tracy: Okay. Good afternoon, everyone. I just wanna say thank you to everyone for attending this webinar and today, Jill and I will present an overview of some of the breastfeeding initiatives we have been working on in our community. The initiative we will highlight today is called Community Supporting Breastfeeding and it's through the Kansas Breastfeeding Coalition. It is defined as a community that provides multifaceted breastfeeding support across several sectors such as businesses, employers, hospitals, childcare providers, and peer support. The goal of this certain initiative is to surround moms and babies with support throughout the community to improve the breastfeeding experiences and in their success as well.

Just moving on, some history. I wanted to give you a little bit of background because we've been working on several of these initiatives through...over the years. We started our breastfeeding support in our community about in 2011 when we initiated our breastfeeding coalition. We then followed up the following year by promoting business case for breastfeeding class which focuses on businesses and the importance of supporting their employees and how it can impact their bottom-line. We also started working on High Five for Mom and Baby, this is a journey we took and we continue to work on it.

In 2013, we realized that we really did not understand what our

businesses were doing, what policies and procedures they had in place and even if they understood the law, so we developed and implemented a survey that we sent out through the Chamber of Commerce and we sent it out to over 300 local businesses. However, we only had six people return the survey. So what we took from that is there was not a lot of interest or understanding, maybe understanding is a better word, of our community in the breastfeeding. And so that helped us move forward. In 2014, we started the introduction of the Breastfeeding Welcome Here campaign which again is a statewide campaign and that focuses on businesses and their support of their clients and how that can that impact their business.

In 2015, we then started working on the Community Supporting Breastfeeding and we had a kickoff celebration. And this brought all of the different components together and we worked on them under one heading. So we want you to know as I'm talking about this, this isn't something that happened overnight. It has been a process.

So when we started the Community Supporting Breastfeeding, there were six different components to it. When we looked at it initially, we realized that we had two of the components already completed and that was the child care provider education. This is a free education provided on the Kansas Breastfeeding Coalition website that the daycare providers could complete as part of their continuing education. And we had had enough local providers complete that that we were done with that step.

We also had a local breastfeeding coalition. We then had four other steps we needed to work on and that was the Peer Breastfeeding Support Group which we've had one in the past but because of staffing and leadership, it was not active at the time. We also...Business Case for Breastfeeding, which we had worked on previously, the High Five for Mom and Baby, Hospital Program, we had worked on it. The Breastfeeding Welcome Here, we also had some work on it. Two of these, the Business Case for Breastfeeding and the Breastfeeding Welcome Here Campaign, we needed to get specific numbers of businesses signed up for those and this was determined by the Kansas Breastfeeding Coalition and the population in our area.

Jill: Some really important things happened to help us really push forward on the Community Supporting Breastfeeding Designation. And, of course, the first one was that the Community Supporting Breastfeeding Designation was actually listed as one of our activities in

our application for our Healthy Start grant. And so, when we were funded in 2014, then it really gave us some funding to put behind that for the technical assistance from the Kansas Breastfeeding Coalition as well as to provide some resources to help push forward with this breastfeeding agenda. The other really important thing that happened at that same time was that Geary County WIC received a National WIC Association Grant and this allowed them to employ someone to actually spend dedicated time to work on the Breastfeeding Welcome Here campaign to get out into the community to talk to the businesses. As many of you know, we all wear many hats during the day and while we had started on a lot of these initiatives, it was just hard to get any forward progress. So having funding and the ability to fund a staff person to help us move forward on all of these things was incredibly important.

And one important thing we wanted to make sure to highlight is that even though delivering change and WIC received the funding streams that we're really working towards this project, we were doing all of this work under the umbrella of our local breastfeeding coalition, so the Geary County Breastfeeding Coalition. So all of these designations were achieved in their name but, of course, delivering change, WIC, many other partners in our community who work with families are all part of the coalition. No one owns the coalition. It's really run by a collaborative effort and so we just wanted to make sure that we highlighted for you that the coalition in of itself is incredibly diverse and it's got a lot of representation from different agencies within the community.

So when Tracy and I sat down to talk about how we were gonna move forward on the Community Supporting Breastfeeding Designation, we decided that the division of duties was gonna be needed. Delivering change has a very close affiliation with our local community hospitals and so it made sense that delivering change would kind of be the backbone organization to push the High Five for Mom and Baby designation. Just so you know what High Five is, is this Kansas Breastfeeding Coalition recognizing that baby friendly U.S.A. is something that may not be attainable for most rural hospitals in the State of Kansas who birth babies. They developed their own program and it's called High Five for Mom and Baby. It adapts 5 of the 10 Baby Friendly U.S.A. Guidelines and so hospitals must achieve at least 80% of those five practices in order to be designated as a High Five hospital. And because of our close affiliation with Geary Community Hospital, I was able to work with our unit manager to coordinate any of the continuing education that was provided by the Kansas Breastfeeding

Coalition's pediatrician that they contracted with to work with them, to make sure that staff was able to attend trainings and then also to work with them around hospital policies as well.

The other thing that delivering changes took on was the peer support group. As Tracy have said, we've started one but then due to staffing and those other issues it had kind of fallen on by the waist side. We were approached by a local doula group who was interested in starting a peer support group and so we partnered with them initially. It was run...the doulas provided the guidance and the training for that. But it has since transitioned and now we are doing all breastfeeding...someone with extensive breastfeeding knowledge who is facilitating the group. So we use WIC's Peer Breastfeeding Counselor. And then we also have trained CLCs. We sent two staff members to the Healthy Start training to the scholarship program last fall. And we also have some IBCLCs on staff here at the hospital in our labor and delivery unit who also volunteered their time to help facilitate the peer support group.

WIC, with the National WIC Association Grant decided that they could handle taking on the Breastfeeding Welcome Here campaign and the Business Case for Breastfeeding.

So as we started down this path, we had our initial partners that we're typically the ones that were already involved in the breastfeeding coalition just with this support. So we...and these were the parents as teachers, infant toddler services, [inaudible 00:42:35] OBGYN, the Healthcare Foundation, Geary Community Hospital, COHA Pharmacy, and Rural Health Clinic, as well as both delivery and change and the Health Department.

As we went through this year to a year and a half to two-year journey, we were able to add new partnerships to promote breastfeeding. And that included the bank, some of the banks in our community as well as the school district. Both our county and city governments are very supportive. We have some realty agencies as well as restaurants, a hardware store, and then also a local car dealership that have become active in promoting breastfeeding either through the Business Case for Breastfeeding or Business Case Welcome Here...Breastfeeding Welcome Here.

So today, we are still working with our community to support our breastfeeding family, our local breastfeeding coalition still meets every

other month. We have a peer breastfeeding support group that meets once a month. And out of this just recently in the last couple of months, we started a Facebook support group which has really taken off. What we're finding is maybe that people now are not so much desiring to have a local where you have to go to a meeting but they're very much active on a Facebook site. We also have six businesses that have signed up for the Business Case for Breastfeeding. The hospital in 2016 was designated as a High Five for Mom and Baby. We have 47 businesses that have achieved the Breastfeeding Welcome Here and then there are 23 care providers that have completed the online training.

So as we've navigated this path, we've learned many, many lessons. We are still learning how to improve our support and improve community buy in. Some of the major things we've took away from this was patience. Things do not happen overnight and we have to be patient. For us it was very important to obtain that dedicated staffing. Also, we found that it was hard for businesses to understand why it was important to support employees and how important it was to improve the breastfeeding culture in our community. And then last, like anything else, we definitely found that it is important to have a coordinated effort with consistent messaging through multiple agencies to get the greatest benefit.

So as I said in the beginning, we know collaboration work. Tracy and I have been collaborating together since 2012. The picture in the middle of your screen is the very first Health Start we ever held that was our joint venture the very first time. But we have gone on to offer many different training opportunities. We offer the Milk and Cookies Event every year to celebrate World Breastfeeding Week. We offer a Perinatal Education Conference. Every summer we're getting ready for our fifth one this year. And every year we usually cover a breastfeeding topic of some sort. That conference is opened to everyone in the State of Kansas to come and attend. And one of the biggest things was the Breastfeeding Summit.

We brought Dr. Jack Newman and Dr. Nils Bergman here in 2016 to provide two days of eight-hour intensive education around education. And so, I just would say that we know that we're stronger together and that in our community collaboration has increased the...has changed our culture around breastfeeding. I would say that that is, it is now the assumed norm in our community. And so, we just want to continue to build that outpatient support now that we have good maternity care practices in place at the hospital. The community support in

breastfeeding designation. We wanna continue to grow that outpatient support so that families, wherever they are, can find someone with extensive breastfeeding knowledge to help them if they are struggling.

Here is our contact information. If you would have any questions or you'd like to get a hold or either one of us. And I think that's it. Megan?

Megan: Great. Well, thank you both so much for that great presentation and I...if you all have any questions, please chat them into the chatbox now. We'll take a couple before we move to the next presentation. I did have one question for you all. You both mentioned the importance of consistent messaging and language when engaging partners but did you have a general like invite packet or a language that you use when you're engaging partners to be part of your efforts that was...especially those that may not be familiar with breastfeeding and its importance?

Tracy: Tell me about what audience are you talking about?

Megan: So when you we're talking about you engage some folks like that car dealer or folks that may...the businesses that may not always have breastfeeding on their radar. But did you have...when you invited them to participate and you engaged with them, did you have a general sort of a letter that described the benefits of being engaged in your partnership or that you would use?

Tracy: We did not have a letter because what we found...because we had sent out letters, things like that and it was not...we didn't get a response. We found that that face to face engagement and having someone that was knowledgeable about breastfeeding, the importance of it, and then also the two programs that were offered through the state. That was our best ability to be able to get people engaged.

Jill: Sure, and Megan, I would also say that businesses needed to be reassured that we weren't asking them to do anything more than to have conversation with their staff around how they would engage with someone who may visit their car dealership that needs to breastfeed. They didn't need to necessarily provide a separate space. They didn't need to change necessarily anything that they were currently doing other than to acknowledge that breastfeeding is a welcome thing within their business. And it also had some positives is that if you signed up to be a Breastfeeding Welcome Here business, you got listed on the Kansas Breastfeeding Coalition's website as a business who has said that they are breastfeeding friendly. And so, it just gives...from a

business perspective, it gives them a little bit more visibility to the community because some moms may go to that website and say, "Who in my community is really supportive of breastfeeding? Oh, look, that's who I wanna visit." And so, I think that that's helped to engage those businesses as well. Because sometimes when you're talking to businesses you have to go through what speaks to them and it is clients through their door.

Megan: Yeah. That's great advice. Well, thank you both so much. I don't see any other chatted questions in at the moment but folks, just keep in mind if you have questions, we'll be taking questions later on throughout the...or after this last section of our presentation. But Jill and Tracy, thank you so much for the presentation.

We're gonna now move along to...on the topic of marketing to both Mary Schultheis and Mary Alexander who are gonna share a bit more about their marketing campaigns that they've used to foster partner engagement for breastfeeding. And I do wanna give you a quick housekeeping or logistics update. We're gonna be showing some videos and some...playing some jingles for all the participants. If you would try and make sure to turn on the speakers on your computer. That way you'll be able to hear the videos and the audios through this. So just that.

On that note, I'm gonna turn it over to you, Mary Schultheis to begin this portion of the presentation.

Mary Schultheis: Good afternoon, everyone. I'm excited about being on this presentation with Mary and with names like Mary, Mary, hopefully we'll be able to give you all a little flavor of Louisiana and spirit of New Orleans. So we're excited to just kind of go over some things that we're doing here locally to improve breastfeeding not only within the State of Louisiana but also within our local area. In 2016, Louisiana, we've ranked number 45 out of 50 states. Infants that were ever breastfed was at 60% and infants who actually breastfed to six months was at 31% falling well below the national rates. So what I'd like on the next slide...I'd like to show...as you look at the map, you will notice that within the State of Louisiana we have four Healthy Start initiative projects, one in Lafayette, Baton Rouge, and two here in the New Orleans area, which you will notice the big button there that says, "Gretna, Louisiana". That is our project and we're one of the newest projects that was added to the team to address infant mortality and also to improve breastfeeding rates within Louisiana.

There were two things that we wanted to look at because when someone thinks about Louisiana or even New Orleans, everyone thinks about our food and our music and so in our campaign, we wanted to include videos and jingles, things that would infuse the local culture that we have here in Louisiana. Again, we wanted to also focus that we were gonna address the fact that Louisiana ranked at the bottom within the country when it comes to breastfeeding. But as a WIC service provider and a Healthy Start initiative project, we shared two benchmarks in improving breastfeeding. So it was a joint effort for having our WIC staff team and our Healthy Start staff come together and actually work on common goals to improve breastfeeding.

So we receive support both nationally, at a state level and a local level and with all the advocates that we have here in the Louisiana area, we were able to take this campaign and be embraced by our community partners within our community.

If we go to the next slide, you will see we developed a campaign that we had named...it was a newsletter that we call the "FEED." This newsletter was established in 2013. Actually, it was established under our WIC program and the FEED stands for Fostering Excellent Eating Decisions. And so, it was an opportunity for us to take this campaign and expand it just from a newsletter and then pick all of our marketing and then take it underneath this umbrella.

So the FEED now consists of a newsletter, a video, and a jingle. We were able to recruit a local recording artist to help us make this vision come true. So what I'd like to do when we go to the next slide...we wanted to look at first of all in the...to address the fact that our state was on board by making a national month to recognize World Breastfeeding Month. So the first video, we wanted our moms to actually know that there is a law, a law that says that you can breastfeed in a public place. So the first video was the beginning of the jingles and the FEED to foster excellent eating decision. So I'd like to now show the first video which is the judge on breastfeeding legislation within the State of Louisiana.

[audio gap 00:54:07 - 00:54:59]

Okay, I think the first video is finished, and in kicking off this campaign, we also were looking at breastfeeding not only at the law but we also wanted to look at it within our state, being able to identify that in Central

Louisiana the music is a little bit different than what we would identify in the New Orleans area.

So the next video we're gonna show will actually show how we lived at central Louisiana, so if you're ready to play that video so everyone can see that one also.

[audio gap 00:55:33 - 00:56:25]

Okay, and then the next two that we're gonna...you get to hear our two jingles. We definitely wanted to make sure that we had something that would give the flavor of and the spirit of New Orleans and also a video that you'll later see that will also introduce how we wanted to appeal to make sure that our men would also get to hear a jingle that would show their support of breastfeeding. So you can play the two jingles. Thanks.

[audio gap 00:56:56 - 00:58:00]

Okay. And thank you Megan. So with that campaign, as I mentioned, we also were introduced to like social media, we started getting on...we developed a website and we began to receive some recognition from local community partners and so we had an opportunity to be approached by Baby Café and recently we've just opened up on May 2nd a NOLA Baby Café and I wanna thank Mary Alexander because she was very supportive of as receiving this designation and the Baby Café is opened up now once a week.

We are also proud of our team here at Crescent City WIC Services. We now have been...also received recognition as one of the highest breastfed WIC service providers within the State of Louisiana and with the support of our Healthy Start staff and our WIC staff I definitely wanna give them a shout out because their support in making this happen was a team effort. The Baby Café is sponsored by CHAMP which is communities and hospitals advance in maternity practices and also the [inaudible 00:59:10] reaching our sisters everywhere. So we're proud to have a cluster café here in the State of Louisiana. So this is just a...us allow you to actually be able to show you that designation that we recently received with the press release.

On the next slide, you will see that what we did here was able to develop literature and handouts that would also incorporate the culture of Louisiana and, again, I say the spirit of New Orleans. And this particular one was more recently completed and just as you see, it's all

that jazz. It's about what...about Healthy Start and then joining today and letting the resources roll. So just using some of our things that we say here in New Orleans, we wanted to incorporate that within that particular slide.

Also, when you go to the next slide, you will also see how here in New Orleans we have an event called...that is the Value Classics so we were able to do a campaign not only to just incorporate our local WIC but we also included all of the WIC service and Healthy Start service providers. It's listed at the bottom that we have some common goals and we're reducing infant mortality, improving breastfeeding rates and also addressing prematurity within our state. So this particular campaign, we know we had a targeted population which drove a lot of African-Americans to the New Orleans area, a lot of our college students who are coming here and were looking at the future of getting our infants a healthy start. So this was a great opportunity for this campaign.

On the next slide...and I'll shortly turn it over to Mary Alexander but we actually created this campaign of handouts in 2015 during the ESSENCE Music Festival. This card was actually distributed out during the festival, highly attended that targets the African-American population where our breastfeeding rates are at its lowest. The Music Festival event, if you go to the next slide, you will see we didn't want, again, just to look at local. We wanted to look at it at a national level, how we're educating and supporting our families with the many, many advantages of breastfeeding. So it was an opportunity to hand this card out and have festival goers be able to look at it and be able to identify that there was a Healthy Start initiative within their area.

So we wanted to not just look at it as a local but what impacts that could possibly be made at an event that really draw a large targeted population. So this social media campaign was established to make some changes, some behavioral changes. It also was designed to be rooted in the community, to increase the appeal of the resources that we used to support breastfeeding and looking at our pregnant moms and families and also appeal to the male support system and even children. So it was an opportunity to do it and use as I stated early on the flavor of Louisiana and the spirit of New Orleans and so these jingles are played within our WIC office, they're played at the beginning of prenatal parenting classes, they are also on our website and we have a lot of our community partners who reach out to us and they're utilizing them at different events that they have.

So at this time, I definitely would like to turn it over to Mary Alexander. It's been a pleasure working with Mary Alexander. With this particular ESSENCE Festival, they had a very great success with the nursing milk that...and everyone knows that ESSENCE is coming soon so we're ready to support our families this year. So Mary, are you there, ready?

Mary Alexander: I'm here. Thank you, Mary.

Mary Schultheis: Thank you.

Mary Alexander: Thank you so much, Mary. So as Mary was saying, we're really looking at supporting our breastfeeding moms in New Orleans and the surrounding area and really looking at what kind of events and festivals are happening that our families go to. And I've really enjoyed working with Mary. I always call the marketing queen because she comes up with so many great ideas and it's just great to be able to work with someone who gets as excited as I do about these events and really supporting our moms.

So just to kind of give you a background to ESSENCE Festival usually...well, it happens around the 4th of July weekend and they tend to draw around 500,000 people. They have the concert, the free daytime seminars, and the daytime seminars are held in a convention center here in New Orleans and it involves things like empowerment experience. They have a beauty and style expo, money and power entrepreneurship, and business conference, and it's free, and it's offered to everyone in New Orleans and everyone, you know, that comes in from out of state and the surrounding areas for the event.

So in 2015 we were looking at, you know, how can we really support the moms and the families that attend this ESSENCE Festival and we were looking at the family, the free family event at the convention center, and our thought was to provide what we're calling a nursing nook. And this is an area where we had actually, sorry, we had reserved space where we provided health education and a private area for moms where they could breastfeed, they could pump, we had access to electricity. There was also a changing table with diapers and wet wipes, and we also had supplies there just in case they needed things like breast pads or nipple cream or anything that they would need.

And so, as part of that what was really nice as we were thinking of, you know, how can we not only support our families but also bring together all of the organizations that are working towards, you know, providing

moms with care around breastfeeding, around early childhood development. So as you can see, this was the t-shirt that we've developed and we invited several partners to come on board. We kind of took off on here in New Orleans and surrounding areas. There's a lot of local farmers, there's a lot of conversation about eat local. And so, we just took it one step further and thought, "Okay, eat local, let's talk about breastfeeding. How can...that's definitely eating local."

So that was the logo that we used on the front of the t-shirts, so all the volunteers that participated were able to have a t-shirt. All the moms that used the nursing nook also received a t-shirt. But then on the back we listed all the groups that were involved in helping develop the whole nursing nook piece. Of course, the Healthy Start groups. We have ROSE which is Reaching Our Sisters Everywhere. As Mary mentioned before, with the Baby Café. They've been very involved in some activities here in New Orleans. They do...they come in town and do training, but they also wanted to be involved with the ESSENCE Festival.

So they came in and actually had staff that were there helping. There were both IB CLCs that were able to answer, you know, questions when people come up. But we also wanted to use it as a way to provide awareness of, you know, kind of normalize any idea of breastfeeding and that it's a family event and so this is the banner that we used at the Nursing Nook where we show not only the mom breastfeeding but the dad is there too, and really thinking about, you know, how can we show this is something that the entire family is involved in because as we talked to our program participants, some of the barriers that we hear are that either, you know, that their partners, the male partners, the fathers, are not supportive of the breastfeeding. We hear that sometimes grandparents aren't supportive. So we really wanted to provide that education that this is something that the whole family needs to support to be successful. So that's why we selected this photo for the banner.

And then also I wanted to show that, you know, we did have quite a few dads that came up with their partners who were breastfeeding and we had these...ROSE had brought dolls and we talk about...and the education piece, you know, the different positions that you can hold your baby to breastfeed, if you have twins, what does that look like. And a little photo on the side of the mom that's pregnant, it's her first baby and the father said that he had very little experience holding the baby so we were showing him different positions to hold the baby. And then other fathers who were...their partners were using the nursing nook, you

know, or actually talked about their baby, what they do, how they calm the baby. So there's a lot of just general education for men as well. And you can't...I don't have a photo of it here but there's a little area of seats that we had for fathers who were waiting for the moms to come out of the Nursing Nook.

And this year we're looking at adding a booth on and calling it the dad's lounge. In there we would have dads, you know, able to sit, have conversations with other dads and really talk with the young men that come up with their partners who...they're trying to decide whether or not they're breastfeeding and really talk about how they're supporting their partners with that piece.

So, excuse me. So it was...again, this is actually gonna be the third year that we've done this and it's just an amazing event. A lot of wonderful feedback, a lot of grandparents that come up and talk about, you know, when they breastfed, a lot of children come up, and they see their, you know, they see women going in, they breastfeed. And so, it's a really nice community event that helps to normalize breastfeeding and support our moms.

Excuse me. And then one of the other events that we have done looking at supporting moms and families of breastfeeding was last year we had put together what we call a photovoice and we partnered with the WIC office here in New Orleans, part of the Health Department and Ashe Cultural Art Center. And the thought was to work with our program participants to really tell their story about breastfeeding. You know, what are some of the barriers that they, you know, come against when they're trying to not only...initiating breastfeeding but then to sustain that breastfeeding for six months and I'm sure many of you heard how a lot of moms, you know, some of the barriers are that once they initiate breastfeeding, they go home and then they have to go back to work. There's a lot of issues around that piece. A lot of issues around, you know, breastfeeding in public. So we really want to give them an opportunity to tell their story. As this particular mural was actually developed by our moms as a part of the photovoice, and the poems that you see on the card are poems that they actually wrote.

So the moms that came together was about over 12-week period they took photographs. We had professionals come in who were photographers. We had poets. We had [inaudible 01:10:55] who did spoken word with...some of the moms created songs, all around their experience of breastfeeding. So every week when they come in to meet,

they would bring in the photos that they actually took out in the community. It might be photos of them sitting in their own living room with, you know, their children or family around or it could be...we had a mom who had a photograph of herself on the street car breastfeeding. Where were they in the community, you know, out and about, and breastfeeding. So it was really an opportunity for them to share their story.

And these are some of the moms that were a part of the photovoice with their children. And so, as we're going through the photovoice they're talking about, you know, creating poems. A lot of their children were sitting around also creating poetry at the same time talking about breastfeeding, talking about, you know, hearing about how they were breastfed. So really trying to create that bond with not only the moms but their children and then one of the...what I found really surprising too was how we had quite a few of the dads that came to the photovoice.

So here is one of our moms who...the gentleman sitting behind her is a photographer, a professional photographer showing her techniques on how to take photos and that's the father with their daughter in the photograph. And so, a lot of the partners started coming as the moms were talking about, you know, what they were doing and taking those photographs and sharing some of the stories that they told with the...while they were doing those videos and photographs. Their partners started coming, and so then we got some of their stories about, you know, how they're talking to their friends and how they're really promoting breastfeeding with their family, how they've been supporting their partner with that.

And so, this all culminated with an exhibit where we actually developed the photographs, we've had a lot of their poems and pieces that they selected and we had an exhibit opening at Ashe Cultural Arts Center and it just happened to correlate with an opening of the ROSE conference in New Orleans. So we had over 200 people who attended. Our moms got up and read their poetry. They said their songs. Some of the kids that their children that were there, the older ones who developed poetry, they were able to read their poems at that time as well. It was just a great opportunity to share that within the community.

And then this exhibit, the photovoice exhibited was actually on display at Ashe for the entire month of August. And for Breastfeeding Awareness Month. And the mural and the photographs have been placed in various locations throughout New Orleans since that time. So we're able to use

those photos and put them up and the goal is to...also we'll have that display again for this August. But I just want to share how some of the things that we've done that initially, you know, we were thinking primarily about moms and how we were going to, you know, support moms breastfeeding, how that ended up also including the entire family especially the men in their family.

And moving on. We have...within Healthy Start, we have been...we've partnered with what is NOLA for Life which is an initiative of the New Orleans mayor on addressing violence here in New Orleans. So we partnered with them to create Crescent City Dads. And this is a photograph of our kickoff which was this year, I apologize, for this year and we did it in partnership with the NBA Players Association. And here in New Orleans they had the NBA All Stars weekend. And so, we just happened to...through the mayor's office, was able to connect with the NBA Players Association and they have an initiative called "Everyday Dads." And so, they wanted to come in and they brought in the fathers of NBA players to meet with some of our dads and they brought their children and it was a nice event where they started their...like I said, the kickoff of what is called the 24/7 dad's curriculum.

So here's a photo of all the dads that attend the initial kickoff and our goal is, you know, working with not only the NBA but looking at the Saints, looking at some of the different sporting teams around New Orleans so we're really trying to start with this idea of breastfeeding as a team sport. And so, we want to incorporate the idea that you know, for a mom to be successful in breastfeeding, it takes the entire family, it takes the entire community to support her. And so, this was the kickoff of that with the NBA Player Association, the idea of, you know, a team sport and the play off, the play on words with that and the direction that we're hoping to go with that.

And a part of this event, we've had photos taken with the dads and each individual dad was able to create a video, and this is the initial video of the kickoff as we're...we're actually having another meeting this evening where they get to...this would be the first time that many of them will get to see these videos. And this is just the beginning that we're hoping that eventually we'll move on and we'll start doing more videos around, you know, the idea of breastfeeding via team sports, getting the dad involved. And these videos will also be posted on the NBA website that they have around their Everyday Dad Initiative.

I'm not sure...okay.

Megan: Okay. There. Explain, yeah.

Mary Alexander: Okay.

[audio gap 01:17:05 - 01:19:13]

Megan: Okay, Mary.

Mary Alexander: All right. Well, yeah. So as you can see, that is the first kickoff of our Crescent City Dads. And, again, we're meeting this evening. It's the first time they get to see their videos, some of their photographs and as we move forward, you know, really thinking about how we're gonna market this. And developing different marketing campaigns depending on, you know, which sporting group that we're working with. So we're very excited about moving forward with this and being able to partner with NOLA for Life.

And, again, you know, a lot of the Healthy Start, you know...we are looking at how can we be more involved with working with dads, and really looking at the partnership. So it was a great partnership with them. They have a little bit of money, we have a little bit of money, we combined our efforts and we're able to do this. So, thank you.

Megan: Thank you so much, Mary and thank you so much, Mary Schultheis as well for that presentation. Folks, we have about 10 more minutes for questions. Please chat them into the chatbox if you have them. I'm gonna go back to the chatbox and we did get a question...a couple of comments though when some of the videos and songs were playing, some positive feedback, folks saying they love them. But a question for you, Mary Schultheis is did you contract with someone to design your material?

Mary Schultheis: I'm so proud to say that I actually work with the EPIC Center.

Megan: I didn't set you up for that question. I promise.

Mary Schultheis: Yes, actually the initial one I worked with Miss Debra Dean, and then Miss Lisa Bryson, both with the EPIC Center. I actually kinda sketched a lot of it out and just gave them what was inside of my brain, I would say that, and that they were able to help that vision come true. So working with the EPIC Center on all three of those, literature

handouts through the TA, the technical assistance with EPIC.

Megan: And folks, so if you would like to...some support with developing marketing materials, that is definitely something we can do for technical assistance. So all you have to do is go to our website, healthystartepic.org and you can request technical assistance that way or you can go through project officer and request the TA through that as well.

So, again, if anybody has questions too for any of the presenters today, feel free to chat them in. I did see a question a while back after the Greater Harrisburg Healthy Start team was presenting and I don't know if this person is still on the line but they were wondering if you had shared some information about your perinatal program, Greater Harrisburg team. If you did share some information on that, I think these folks would like to hear a bit more. I tried to clarify that question a little bit more, I didn't hear much more from them. But could you speak a bit about your perinatal program if you have one?

Judith: Sure. So I think you're referring to our preconception program. So what we had been doing for two years was going into the local schools and last year we went in and we did a portion of the Partners for Healthy Baby Curriculum. It was actually using the findings that go within journaling experience. And so, we worked with students that were even in elementary school like 4th and 5th grade, 6th grade just in terms of, you know, creating a healthy approach to their decision-making. Then last May we purchased an Evidenced-Based Curriculum specific to reproductive health and then presented it in its fidelity in a 14-classroom module in the Fall to look for high schools.

So we worked with, you know, the, I believe 9th, 10th, and 12th graders in our local schools about their reproductive health and their reproductive choices. We also frequently go into high schools and [inaudible 01:23:13] does this with our pregnant and parenting teams. Then we provide them education but this was very specific to youth that had not yet either been pregnant or, you know, had a child yet. So there was something...like I said, we were doing. Unfortunately, with the new screening tools and the requirements that each person be screened by it, one of these tools we had to eliminate that because the preconception tool was not conducive to serving that population. But it is something that we still have to utilize that curriculum in some form. We definitely don't wanna lose that because it was a very valuable piece.

And again, always working towards that life course perspective and trying to implement the information, you know, before people become pregnant that way to ensure for optimal health.

Megan: Thank you, Judith, so much for that. All right, folks, I'm gonna...there are no more questions in the chatbox right now, so I'm gonna give you an overview or a wrap-up and a few reminders here. But just know if any burning questions come up here before we wrap up, I'm happy to ask them.

So a couple of reminders I wanted to share. About a year ago we did another...one of these webinars more focused on the CLC certification and IB CLC certification processes and what that entails. Check those resources out there, all archived on the Healthy Start EPIC Center's website. There's also a breastfeeding change package on the website as well. And that includes some potential evidence-based programs that targeted at different levels that you may be able to integrate into your program if you're looking for...to supplement your program or address your program...address breastfeeding in your program. So I wanted to call your attention to a couple of those resources.

We do have a bunch of upcoming webinars for you to note on your calendars. First, on May 16th there's a Healthy Start COIN Town Hall Webinar. That's May 16th from 3:00 to 4:00 p.m. Eastern. On May 17th and 18th, both of these from 1:00 to 2:00 p.m. on those days, on those consecutive days, there's an HSMED Phase 2 Training that you can attend. Also on May 18th, there is going to be a conversation with the Division Webinar. That'll be from 2:30 to 4:00 p.m. Eastern time. And that login information is being...will be shared with you shortly through the training alert that we'll send out on the Healthy Start EPIC Center's list serve. So if you're on that list serve, you'll get notice about that.

On May 25th from 3:00 to 4:00 there's an Introduction to FASD, fetal alcohol spectrum disorder screening and diagnosis. That there was a webinar, sort of a high level overview of FASD webinar a couple of months ago. This one is gonna go much more detailed into screening and diagnosis. Then on June 6th from 3:00 to 4:30 p.m. Eastern time there is going to be a webinar featuring four Healthy Start grantees, another Hear from Your Peer entitled Six Months of Healthy Start Screening Tools Implementation, Best Practices, Barriers, Resolutions, Administering the Healthy Start Screening Tools. And then on June 22nd from 3:00 to 4:30 p.m. we're going to have our Healthy Living Series Kickoff Webinar. So you can see more information about those

through the training alerts that come out through the list serve.

I don't see any more questions in the chatbox but I would like to say before we wrap up here just a huge, huge thank you to the expert folks that presented on this webinar. Thank you to all the speakers. You all are a great reference point for the Healthy Start grantees to reach out to and look to. So thank you all for your time in presenting on this. And thanks to the participants, to you all for carving out time in your day to attend this webinar. And with that, that concludes this webinar. Have a great rest of your day.