

BREASTFEEDING THROUGH 6 MONTHS

HEALTHY START PERFORMANCE MEASURE



Healthy Start Benchmarks:

Increase proportion of Healthy Start child participants whose parent/caregiver reports they were ever breastfed or pumped breast milk to feed their baby to 82%.

Increase proportion of Healthy Start child participants whose parent/caregiver reports they were breastfed or fed breast milk at 6 months to 61%.

Rationale

Breast milk contains vitamins and nutrients babies need for good health and protection from disease. Research shows that any amount of breastfeeding is beneficial for the baby and that the skin-to-skin contact of breastfeeding has physical and emotional benefits. Prenatal counseling and education of pregnant women can correct misperceptions about breastfeeding and encourage more of them to breast feed.

The American Academy of Pediatrics recommends exclusively breastfeeding for the first six months because breastfeeding is good for both the baby's and the mother's health. Benefits for the baby include decreased diarrheal illness, gastroenteritis, and respiratory tract infections, fewer allergies, and reduced risk of obesity and diabetes. Benefits for the mother include decreased obesity and Type II diabetes, reduced risk of breast cancer, and decreased postpartum depression.

This Resource Sheet provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in promoting breastfeeding among women during and after pregnancy.



Developed by JSI for the Healthy Start EPIC Center



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Program Level Strategy

Build Capacity to Promote Breastfeeding

Strategies	Select Resources & Evidence-Based Practices
<p>Coordinate and make available education sessions and training for Healthy Start program staff on the importance of breastfeeding and the need for breastfeeding counseling for mothers.</p> <p>Educate staff to relay consistent and supportive messages about breastfeeding.</p>	<p>The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies</p> <p>Loving Support To Glow and Grow in WIC</p> <p>9 Steps to Breastfeeding Friendly Clinics</p>
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Individual & Family Level Strategies

Assess Breastfeeding Intent and Provide Breastfeeding Education and Support

Strategies	Select Resources & Evidence-Based Practices
<p>Assess feeding intent and knowledge about health benefits of breastfeeding during encounters with Healthy Start participants in the prenatal and postpartum periods.</p> <p>Provide information/education about breastfeeding, baby nutrition, parenting, and infant care, as needed.</p> <p>Assist Healthy Start participants to identify their personal breastfeeding goals and begin a breastfeeding plan.</p>	<p>Healthy Start Screening Tools</p> <p>Breastfeeding Support Evidence-Based Clinical Practice Guideline</p>
<p>Offer breastfeeding information to Healthy Start Participants early during pregnancy (and at each prenatal visit) through group classes or one-on-one instruction.</p> <p>Provide Healthy Start participants with educational sessions that review benefits of breastfeeding along with myths, barriers, solutions, and training (rather than written discharge materials).</p> <p>Provide breastfeeding education for fathers and/or male figures in a group setting.</p>	<p>Moms2B</p> <p>Primary Care Based Interventions to Promote Breastfeeding.</p> <p>HUG Your Baby (Help, Understanding, Guidance for Young Families)</p> <p>Fathers Supporting Breastfeeding</p>
<p>Provide or refer Healthy Start participants to doula care for support and promotion of breastfeeding.</p>	<p>Community-Based Doula Programs</p> <p>The Tampa Bay Doula Program</p>



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Individual & Family Level Strategies

Assess Breastfeeding Intent and Provide Breastfeeding Education and Support (continued)

Strategies	Select Resources & Evidence-Based Practices
<p>Refer Healthy Start participants to a community health worker for breastfeeding education and support.</p> <p>Offer or refer Healthy Start participants to peer counseling support to promote breastfeeding duration.</p> <p>Provide Healthy Start participants with information about community resources and breastfeeding support groups such as La Leche League, WIC and hospital-based groups.</p>	<p>The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies</p> <p>Loving Support Through Peer Counseling: A Journey Together</p> <p>Virginia Department of Health WIC Breastfeeding Peer Counseling Program.</p>
<p>Provide or refer Healthy Start participants to breastfeeding classes that are convenient for family members to attend.</p> <p>Provide influential significant others with education about the benefits of breastfeeding and ways they can support the new mother.</p>	<p>Text4Baby</p> <p>Fathers Supporting Breastfeeding</p>
<p>Assist Healthy Start participants in enrolling in and obtaining health insurance to support access to health care and other preventive care services as needed.</p>	<p>From Coverage to Care</p> <p>Getting the Coverage You Deserve: What to Do If You Are Charged a Co-Payment, Deductible, or Co-Insurance for a Preventive Service</p> <p>Health Insurance Marketplace</p>



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Community Level Strategies

Promote Awareness and Support Among Community Providers and Partners

Strategies	Select Resources & Evidence-Based Practices
Promote support for breastfeeding in the workplace among community partners, programs and businesses, including adequate maternity leave, providing a designated space for breastfeeding, and allowing flexible scheduling to support breastfeeding.	The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies How to Become a Breastfeeding Friendly Employer: Oregon Department of Health Making It Work Toolkit
Promote support for breastfeeding in early care and education settings (e.g., Head Start).	The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
Partner with local community groups that support breastfeeding mothers by providing educational seminars and classes.	The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
Promote and support local and regional hospitals in achieving Baby Friendly designation.	Best Fed Beginnings: Improve Maternity Care and Increase Baby-Friendly Hospital Designation. Baby-Friendly Hospital Initiative
Promote breastfeeding in the community, hospital, and workplace settings through social marketing.	Loving Support Makes Breastfeeding Work Fathers Supporting Breastfeeding The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies



Healthy Start EPIC Center Webinar Resources:

[Ask the Expert: How to Talk to Parents about Breastfeeding: Starting the Conversation](#)

[Hear From Your Peer: What's Working in the Healthy Start Community to Support Breastfeeding](#)

This Resource Sheet can be accessed electronically: <http://healthystartepic.org/>