

# Supporting Healthy Start Performance Project NEWSLETTER



*Strengthening Healthy Start to support family health and well-being*

## TA & Support Center News & Updates

### **CAREWare Launch**

On behalf of and in partnership with the Division of Healthy Start and Perinatal Services (DHSPS), the Healthy Start TA & Support Center at NICHQ is pleased to announce that CAREWare officially launched on Friday, August 14! CAREWare has been customized with the Healthy Start Data Collection Forms and the Monthly Aggregate Report Template, with additional features being rolled out in the coming weeks and months.

More information about CAREWare for Healthy Start – including the dates for the CAREWare Training and Q&A session, and contact information for CAREWare technical support – can be found on the EPIC website. To access that information, please [click here](#).

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### **Request for Applications: Maternal Telehealth Access Project (MTAP)**

Applications open on August 17, 2020 for the Maternal Telehealth Access Project: Collaboration and Innovation for Equity and Healthy Families. This grant provides time-limited funding related to maternal care services before, during, or after pregnancy via telehealth during the COVID-19 pandemic. The application deadline is September 14, 2020 by 10 a.m. EST. For more information on the application requirements and eligibility, [click here](#).

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## Resources

### **National Breastfeeding Month: August 2020**

August is National Breastfeeding Month, a time to reflect on the various benefits of breastfeeding for both infants and mothers. Research shows that [breastfed infants have lower risks](#) of sudden infant death syndrome (SIDS), childhood obesity, eczema, diarrhea, lower respiratory infections, necrotizing enterocolitis, and type 2 diabetes, among other illnesses. Breastfeeding also lowers mothers' risk of type 2 diabetes, certain types of breast cancer, and ovarian cancer. Despite these benefits, many women – especially women of color – face various [barriers and challenges to initiating and sustaining breastfeeding](#). Barriers can include lack of information about breastfeeding, policies and practices of some health care providers, limited access to skilled and affordable lactation care, and poor family and social support, to name a few.

The ongoing COVID-19 pandemic has compounded these existing barriers and impacted women's ability to receive support around their breastfeeding goals. The Healthy Start TA & Support Center is committed to strengthening Healthy Start projects' capacities to support breastfeeding women throughout the pandemic and beyond. In addition to funding Certified Lactation Counselor (CLC) scholarships and facilitating the Breastfeeding Cohort, the TA & Support Center has compiled the below breastfeeding resources for Healthy Start grantees.



This month, the United States Breastfeeding Committee is hosting a [webcast series in place of their National Breastfeeding Convening & Conference](#). Sessions include 1) Transforming Systems through Law and Policy; 2) Centering Voices to Create Change; 3) Innovative Solutions for Coordinating Care; 4) Optimizing Support for All Populations; 5) Advancing Breastfeeding Agency in the Community; 6) Sleeping Safely While Breastfeeding. To view the schedule and register, [click here](#).

[Hand to Hold's NICU Now Audio Support Series](#) is designed to help NICU parents understand and process their emotions, fears and questions related to their child's NICU journey. Episode 29, entitled "Milk is Medicine" features neonatologist Melinda Elliot. The episode explores why nutrition is so important for premature babies and the role that breastmilk plays in supporting infant health. To listen to the episode, [click here](#).

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La Leche League International's [bimonthly online magazine, Breastfeeding Today](#), aims to inspire breastfeeding families and advocates and to share accurate breastfeeding information. The most recent issue contains an article that explores the role of partners – including fathers, co-mothers, and others – in supporting breastfeeding. To read the article, [click here](#).

This year's World Breastfeeding Week (WBW) highlights the links between breastfeeding and the planet's health. The World Alliance for Breastfeeding Action created a [WBW Action Folder](#), which includes a framework for understanding these links and outlines some of the related challenges and possible solutions.



In recognition of National Breastfeeding Month, NICHQ has created a **collection of social media posts and graphics** that can be used to raise awareness about the importance and benefits of breast milk, as well as empower and support **all** mothers to achieve their breastfeeding goals. [Download the toolkit](#) to use on your own social channels and make sure to tag @NICHQ so NICHQ can like and share your post.

NICHQ recently published an **insight article entitled “Breastfeeding Takes a Village and, Too Often, Black Women Don’t Have One.”** The article discusses the history of low breastfeeding rates among Black women and explores the benefits of peer support, including BLaC: a breastfeeding peer support network run for and by Black women. To read the full article, [click here](#).

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In partnership with the W. Kellogg Foundation, [Reaching Our Sisters Everywhere](#) (ROSE) created **“Saving Tomorrow Today: An African American Breastfeeding Blueprint.”** The blueprint aims to analyze, interpret and disseminate information on the challenges and gaps of breastfeeding initiation and duration in the African American community. To download the blueprint, [click here](#).

In honor of World Breastfeeding Week, [the Global Breastfeeding Collective](#) – an initiative led by UNICEF and the World Health Organization – recently hosted a **webinar entitled “Achieving Health Equity: Providing Skilled Breastfeeding Support Universally.”** To access the webinar slides and recording in various languages, please [click here](#).

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During the 2020 Virtual Healthy Start Grantees Meeting, Cathy Carothers, BLA, IBCLC, FILCA of [Every Mother, Inc.](#) provided a **breakout session on Supporting Breastfeeding During the COVID-19 Pandemic**. If you were unable to attend that session, the slides and recording are now posted to the EPIC website. To view the recording from that session, [click here](#) and to view recordings from other Grantee Meeting sessions [click here](#).

The National Center for Education in Maternal and Child Health created a **series of learning modules entitled *Building on Campaigns with Conversations: An Individualized Approach to Helping Families Embrace Safe Sleep & Breastfeeding***. This resource, and many others, can be found on the EPIC website.

To access the learning modules, [click here](#). To access other breastfeeding resources on EPIC, [click here](#)



### Other Resources

[SAMHSA](#)'s Bringing Recovery Supports to Scale Technical Assistance Center Strategy ([BRSS TACS](#)) is hosting a live virtual event on **August 27 from 2-3 p.m. EST**. The event, entitled *Supporting Recovery for All: Racial Equity in Recovery Support Communities and Services*, will feature national experts engaging in a discussion around best practices and strategies for advancing racial equity in recovery support settings. To register for the virtual event, [please click here](#).

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The Maternal Health Learning and Innovation Center (MHLIC) is hosting its inaugural National Maternal Health Innovation Symposium on **September 23-24 from 2-5 p.m. EST**. The free event is part of the MHLIC's goal to provide a continuum of learning opportunities that enhance the capacity of all maternal health practitioners across the country. To register for the virtual event, [please click here](#).

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### Hosting or attending an exciting event or webinar?

We will use the EPIC Center [Training Calendar](#) to share information about events specifically planned for Healthy Start projects, as well as other relevant webinars, trainings, and other events that are open to the public. If you know of events or trainings that you think other Healthy Start projects should be aware of, please feel free to send information to [healthystart@nichq.org](mailto:healthystart@nichq.org).

Have questions? Either respond to this email or contact the sender on [healthystart@nichq.org](mailto:healthystart@nichq.org)

Healthy Start TA & Support Center E-News: National Breastfeeding Month

National Institute for Children's Health Quality (NICHQ), 308 Congress Street, 5th Floor, Boston,  
Massachusetts 02210, United States, 617-391-2700

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