Working Together in San Joaquin County

Mary Woelfel, MPH, IBCLC
Coordinator
Public Health Breastfeeding Initiative
San Joaquin County Public Health Services
San Joaquin County

- 700,000 Population
- 6 maternity hospitals
- 10,328 births in 2011
## Where We Started

<table>
<thead>
<tr>
<th>Race/Ethnicity of Mother</th>
<th>San Joaquin County</th>
<th>California</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Any Breastfeeding</td>
<td>Exclusive Breastfeeding</td>
</tr>
<tr>
<td>African American</td>
<td>70.0%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Asian</td>
<td>75.9%</td>
<td>32.6%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>86.0%</td>
<td>30.7%</td>
</tr>
<tr>
<td>White</td>
<td>83.8%</td>
<td>46.3%</td>
</tr>
<tr>
<td>Total</td>
<td>82.6%</td>
<td>34.3%</td>
</tr>
</tbody>
</table>

Data Source: Genetic Disease Screening Program, Newborn Screening Data  
California Department of Public Health  
Maternal, Child and Adolescent Health Program
A Collaborative Effort

Breastfeeding Coalition of San Joaquin County

FIRST 5 SAN JOAQUIN Children & Families Commission

SAN JOAQUIN COUNTY Public Health Services Healthy Future
Public Health Breastfeeding Initiative

A county-wide effort!
The Power of Networking:

First Breastfeeding Consortium meeting: 8/8/08

Public Health Breastfeeding Initiative

Breastfeeding Consortium Kick-Off Meeting

Friday, August 8th
8:30am - 12:00 noon

San Joaquin County
Public Health Services
Multipurpose Room
1601 E. Hazelton Avenue
Stockton, CA 95205

Special Guest Speaker:
Carol Melcher, RNC, MPH, CLE
Clinical Director, Perinatal Services Network
Loma Linda University Medical Center

Provider approved by the California Board of Registered Nursing.
Provider Number 1191 for 3.6 contact hours.

Please RSVP by Monday, August 3rd.
Fax this completed form to 953-3700
Or call Lynde Munoz at 953-3695

Name: ____________________________
Hospital: __________________________
Phone: ____________________________
Fax: ______________________________
Email: ____________________________
DBN Lic. #: _______________________

San Joaquin County
Public Health Services
First5
San Joaquin
Monthly Meetings
Strengthen Linkages

Public Health Breastfeeding Initiative

Breastfeeding Consortium
December Meeting

Tuesday, December 11, 2012
9:00am - 11:00am
San Joaquin County
Public Health Services
Multipurpose Room
1601 E. Hazelton Avenue
Stockton, CA 95205

Feeding and Swallowing Disorders in Infants:
Implications for Breast and Bottle Feeding
Sharing information from the recent
SWAG conference

Please RSVP by December 10, 2012
Fax this completed form to (209) 468-2072
Or call Mary Woelfel at (209) 468-3267

Using social media to connect with your clients

Guest speaker:
Kenneth D. Day, PhD
Professor, Department of Communication
University of the Pacific

Public Health Breastfeeding Initiative

Breastfeeding Consortium
January Meeting

Tuesday, January 8, 2013
9:00am - 11:00am
San Joaquin County
Public Health Services
Multipurpose Room
1601 E. Hazelton Avenue
Stockton, CA 95205

Using social media to connect with your clients

Guest speaker:
Kenneth D. Day, PhD
Professor, Department of Communication
University of the Pacific
Connecting with WIC

• Hospitals can’t do it alone!
• WIC representatives now a key part of Breastfeeding Consortium meetings
WIC-Hospital Communication

San Joaquin County is served by three different WIC agencies. If you have a patient who needs breastfeeding follow up or the loan of an electric breast pump, ask her which WIC program she attends. Call the breastfeeding referral number for that program. It helps to have her WIC ID number when you call.

Community Medical Centers
(209) 870-5061
635 Sutter St.
Stockton, CA 95202

Delta Health Care
(209) 477-0378
Delta Health Care
4682 Pacific Lane #100
Stockton, CA 95207

San Joaquin County Public Health Services
(209) 468-8511 & (209) 468-3386

Mother’s Name/Nombre de Mamá: ____________________________

Mother’s Date of Birth/Fecha de Nacimiento de Mamá: ____________________________

WIC ID/Número de Familia de WIC: ____________________________

Mother’s Cell Phone/Número Celular de Mamá: ____________________________

Other Phone/ Otra Número: ____________________________

I give permission for ____________________________ Hospital to fax this form to WIC so that I can receive breastfeeding help after I leave the hospital.

Otro permiso al Hospital ____________________________ de enviar este documento por fax a WIC para que yo pueda recibir el apoyo con lactancia materna cuando salga del hospital.

Mother’s Signature/Firma de la Madre: ____________________________ Date/Fecha: ____________________________

Please fax this form to the WIC agency checked below. Favor de enviar este documento por fax a la agencia de WIC señalada:

☐ Community Medical Centers (209) 870-5061
☐ Delta Health Care (209) 477-0378
☐ S.J. County Public Health Services (209) 468-8573
Celebrating and Sharing

- St. Joseph’s Medical Center became San Joaquin County’s first Baby-Friendly hospital in March 2012.
- St. Joseph’s has shared its policies, training materials, and record keeping forms with the other five hospitals.
Collaboration

- Free hospital support groups and lactation clinics open to everyone
- WIC support groups open to everyone
- Alternating days of the week
Making a Difference

Maternity Practices in Infant Nutrition and Care (mPINC) Survey, 2009
San Joaquin County Benchmark Report

For the first time in any breastfeeding data or report, San Joaquin County is **above** the state average!
“Alone we can do so little; together we can do so much.”

Helen Keller