



GOLDEN NUGGET AWARDS 2016

LACTATION PROBLEMS: SAN DIEGO BREASTFEEDING COALITION

The project goal of this coalition was to improve the health of the community by increasing both the incidence and duration of breastfeeding in high risk populations by obtaining funding to support their BREEAST program, which stands for Breastfeeding, Referral, Equipment, Education, Advocacy and Support Team. With this funding they were able to provide 4 additional Preemie Plus breast pumps along with pump kits to be used in hospital NICU's. They extended their reach beyond their own county into Imperial County NICU's. Twenty additional multi-user pumps with kits will be distributed to the 6 Health and Human Services Agency districts for use in community clinics. An abstract of the BREEAST program was presented at the Academy of Breastfeeding Medicine's annual meeting in 2013. Providing more breast pumps may not seem real exciting but it is important to remember that insufficient milk supply is a major reason women cite for discontinuing breastfeeding, particularly among the preemie population. More information about the BREEAST program can be found on their website.

LACK OF KNOWLEDGE: INLAND EMPIRE BREASTFEEDING COALITION

Lack of Knowledge regarding breastfeeding exists not only in the breastfeeding mothers themselves but is widespread in the health services community also. This coalition recognized the need to educate the public and health care workers on important breastfeeding topics. They held 11 free or low cost general education sessions on the following topics, some of which provided continuing education credits: (a). Marijuana and breastmilk; (b). Herbs and Breastfeeding; (c). Baby-wearing and Breastfeeding; (d). Research Roundup of Evidence Based Practice in Breastfeeding; (e). Cue based feeding in the NICU; (f) Improving Babies Sucking Skills; (g). Domestic Violence and Breastfeeding; (h). The Evolution of Birthing Practices; (i). Peer Counselor support and Sudden Unexplained Infant Death in the Western World. They partnered with Breastfeed LA and hosted Catherine Watson-Genna to speak on sucking biomechanics. Not only was her talk a live event, but it was simultaneously webcasted for those that were unable to attend.

FAMILY & SOCIAL SUPPORT: THE NEST FAMILY RESOURCE CENTER OF NEVADA COUNTY

The winner of the award for Family and Social Support goes to a different sort of resource this year. This resource is a 501c3 tax-exempt charity founded in 2013 whose mission is to support local families from fertility through parenting, including breastfeeding. It is a place where local community birthing and parenting professionals can share resources and network with one another to offer comprehensive services. These businesses can stay alive in a small community because they are able to rent space by the hour for their classes or consults rather than incur their own overhead while establishing their business. It is also a place where parents that are out on the town can drop in to breastfeed or just change a diaper. No appointment necessary. Because a major barrier in the community is access to affordable and timely breastfeeding support, the founder established the Latch Clinic. This is a low cost 20-minute appointment with a Lactation Consultant focused solely on latching. You can find out more about them by visiting their website.

SOCIAL NORM: KINGS COUNTY BREASTFEEDING COALITION

Although California has a high breastfeeding initiation rate, the duration of exclusive breastfeeding is an area that still needs improvement. One of the barriers to improving longevity is the current Social Norm that breastfeeding is best done in private. This coalition decided to prepare the community to become a Baby Friendly hospital and community. For minimal cost they created a life sized photo of a mother breastfeeding her infant while standing.

This photo was used to create a life sized retractable banner that has been used at physician presentations and local market nights. The photo was also displayed at several kiosks at the local mall. What better place to desensitize the community at large than the local mall? By using a life sized photo it was as if the breastfeeding mother was walking around herself while breastfeeding her baby. An added bonus-this coalition is willing to share their photo with other coalitions to do the same.

HEALTH SERVICES: CONTRA COSTA BREASTFEEDING TASK FORCE

There is an old saying, "The answer is money. What's the question?" The winner of the 2016 Golden Nugget award for Health Services this year has had a project in the works since 2012 when they obtained seed grant funding to initiate their project. Their goal was, and is, to build sustainable lactation support that is integrated into the health care system, particularly for the African American population whose breastfeeding rate fell 10% below the general population. With the understanding that any project of this scope needed to generate income, they utilized the Federally Qualified Healthcare System conduit to open lactation clinics in their community. Outcomes include: 7 new outpatient lactation clinics that can schedule, staff and bill for lactation services; the hiring of several lactation consultants and peer counselors, including the first African American lactation consultants to work in the county; the establishment of an African American breastfeeding support group that is well attended, not just by the mom's, but also fathers and grandmothers. These accomplishments are a Step 10 achievement of which Baby Friendly USA can be very proud. It is worth mentioning that other coalitions have also used the FQHC system to build lactation support, but the outcomes this county experienced surpassed all.

EMBARRASSMENT: TRI-COUNTIES BREASTFEEDING ALLIANCE

Participating in the Big Latch On to reduce embarrassment is not something new but the way this alliance participated is unique. They utilized the Farmer's Market, which attracts various community members of all ages, genders and socio-economic status. It also involved working with the county officials to educate them on California law regarding breastfeeding in public, which further highlights the all-encompassing lack of knowledge barrier. After some initial reluctance on the part of the county regarding the political correctness of feeding one's infant in public, they agreed to go forward. Sometimes being a part of a group bolsters courage and that is the beauty of the Big Latch On. Until the general population allows mothers to show their breasts in public, albeit discreetly, to provide nutrition for the next generation the need remains for events such as this. It generated enthusiasm with the Headstart coordinator, a man, so he brought his guitar and played children's songs while the mother's breastfed their infants. Doesn't the right music make everything better?

EMPLOYMENT & CHILD CARE: ALAMEDA COUNTY BREASTFEEDING COALITION

There is another old saying, "Why reinvent the wheel?". This coalition has already invented the wheel for you and has made it available for all to use. After conducting a needs assessment this coalition discovered the need to better prepare child care agencies, especially those serving low-income families, to support breastfeeding moms. The outcome: they have developed a webinar and toolkit to educate and assist child care agencies to support their breastfeeding clients. This 10 page, full color toolkit covers the benefits of breastmilk, storage and handling, feeding, steps to breastfeeding friendly child care, a sample breastfeeding policy, a child care feeding plan and resource page. The toolkit is available online in English, Spanish and Chinese. An Indiana expert with years of research and training on breastfeeding friendly child care is featured in the webinar in addition to a California child care licensing expert that supports breastfeeding and a local child care provider offering practical tips. The one-hour webinar will soon be online and available to all who would like to use it for training. Over 2300 licensed child care facilities will eventually be trained in this county which will, in turn, affect over 54,000 children from newborn to 6 years of age.