

The Journey to Strengthening Breastfeeding Support: A Community Effort



Arrowhead Regional Medical Center



❖ Demographics:

- 78% Hispanic
- 49% Foreign Born
- 95% Medi-Cal
- 51% Incomplete High School

❖ 3000+ live births

Build Your Team

- ❖ Administrative Support
- ❖ Nursing Leadership
- ❖ Medical Staff ***
- ❖ Informal Leaders
- ❖ Supporters

❖ Find what motivates them. Find their WHY.

Getting the Hospital On-Board



- ❖ Generate excitement and involve other departments
 - Education - New employee orientation
 - Volunteers - Gift shop
 - Human Resources – Employee lactation room
 - Nursing floors - Readmissions
 - Information Management - Screen savers
 - Clinics – OB and Pediatric
 - Materials Management – Purchasing of formula
 - Facilities Management – Signage

Make It Your Own



Community Outreach

❖ Breastfeeding Awareness Carnivals

- Focus - Awareness
- Started out in lobby
- Moved outside to accommodate size

❖ Baby Friendly Expo

- Focus – Education
- Moved to Outpatient Clinic

Please Join Us at the
Arrowhead Regional Medical Center

3rd Annual Breastfeeding Awareness Carnival

WEDNESDAY, AUGUST 6, 2008
9:00 AM—3:00 PM
OUTPATIENT CLINIC PATIO

- Carnival games
- Children's activities
- Vendor booths
- Prizes
- Snacks
- Lots...lots...more!!

Learn about the many benefits of Breastfeeding

ARROWHEAD REGIONAL MEDICAL CENTER
3941P - 5100 - 1 0000 400 NORTH PEPPER AVENUE * COLTON * CALIFORNIA * 92304
Contact us on the WEB at www.arrowheadmedcenter.org

The Heart Of A Healthy Community

Community Collaboration



- ❖ Perinatal Services Network
- ❖ Inland Empire Baby Friendly Collaborative
- ❖ WIC – Peer Counselor Programs
- ❖ Close To My Heart Lactation Clinic
- ❖ Referrals to local Lactation Clinics
- ❖ Group Breastfeeding Education
- ❖ Family Centered care



The Road Less Traveled

**Yes,
*it's a difficult journey***

**Yes,
*it's worth it.***

Thank you.

