



## ***GOLDEN NUGGET AWARDS 2015***

### **LACTATION PROBLEMS: *NORTH INYO HOSPITAL IN BISHOP, CA.***

IN EARLY 2014 THIS RURAL HOSPITAL, WITH FUNDING FROM FIRST 5, LAUNCHED A UNIQUE PROGRAM CALLED NEST. NEST STANDS FOR NEWBORN EVALUATION, SUPPORT AND TEACHING. LIKE MANY COUNTIES IN CALIFORNIA, THEY SAW THAT INITIATION OF BREASTFEEDING WAS HIGH BUT THE DROP-OFF RATE AT 2 WEEKS POST-DELIVERY WAS ALSO VERY HIGH. THE GOAL OF NEST IS TO EMPOWER, SUPPORT, AND ASSIST MOTHERS TO FEEL PREPARED AND CONFIDENT ABOUT THEIR BIRTHING EXPERIENCE AND TO CHOOSE TO EXCLUSIVELY BREASTFEED THEIR NEWBORN FOR A MINIMUM OF 6 MONTHS. THEY DID THIS BY TARGETING 5 OF THE 20 ACTION STEPS OUTLINED BY THE SURGEON GENERAL'S CALL TO ACTION.

### **LACK OF KNOWLEDGE: *TULARE COUNTY BREASTFEEDING COALITION***

THIS COALITION WAS ABLE TO ADDRESS LACK OF KNOWLEDGE OF HEALTH CARE WORKERS THROUGH TARGETING ACTION STEP #10 OF THE SURGEON GENERAL'S CALL TO ACTION WHICH STATES: INCLUDE BASIC SUPPORT FOR BREASTFEEDING AS A STANDARD OF CARE FOR MIDWIVES, OBSTETRICIANS, FAMILY PHYSICIANS, NURSE PRACTITIONERS AND PEDIATRICIANS". THOUGH THE POPULATION OF THIS COUNTY IS BELOW 500,000 THEY SPONSORED CATHERINE WATSON GENNA AT THEIR ANNUAL CONFERENCE AND DR. RAYLENE PHILLIPS AT A PHYSICIAN DINNER TO EDUCATE 126 HEALTH CARE PROFESSIONALS AND PHSYCIANS COMBINED. THEY ALSO COLLABORATED WITH FIRST 5 TO PLACE A FULL TIME IBCLC IN THE COMMUNITY CLINIC. THOUGH MANY COALITIONS HAVE EXECUTED SIMILAR ACTIVITIES, THE FOCUSED EDUCATION TOWARD A LARGE NUMBER OF HEALTH CARE PROFESSIONALS IS WHAT MADE THIS COALITION A STANDOUT.

### **FAMILY & SOCIAL SUPPORT: *HEALTHY AND ACTIVE BEFORE 5 FROM CONTRA COSTA COUNTY***

IN THE SPRING OF 2014 THIS ORGANIZATION, WITH FUNDING FROM KAISER'S NORTHERN CALIFORNIA REGION COMMUNITY BENEFITS PROGRAM, OFFERED A 20 HOUR BREASTFEEDING PEER SUPPORT TRAINING FOR 20 SPANISH SPEAKING COMMUNITY HEALTH ADVOCATES. THESE ADVOCATES ARE CALLED "PROMOTORAS". PEER SUPPORT TRAININGS ARE USUALLY OFFERED IN ENGLISH AND MANY PROMOTORAS FOUND IT CHALLENGING TO TRANSLATE COMMON BREASTFEEDING TERMINOLOGY AND CONCEPTS IN A WAY THAT IS CLEAR AND CULTURALLY RELEVANT. THE PROMOTORAS ARE NOW ABLE TO OFFER EVIDENCE-BASED BREASTFEEDING PEER COUNSELING IN SPANISH.

### **SOCIAL NORM: *TRI COUNTIES BREASTFEEDING ALLIANCE AND SUTTER COUNTY CHILDREN AND FAMILIES COMMISSION (ENCOMPASSING COLUSA, SUTTER AND YUBA COUNTIES)***

THIS COALITION PARTNERED WITH A LOCAL FOUNDATION CALLED GEWEKE CARING FOR WOMEN FOUNDATION. THIS FOUNDATION FINANCIALLY ASSISTS LOCAL WOMEN UNDERGOING CANCER THERAPY. A PINK OCTOBER FASHION SHOW FUND-RAISER IS HOSTED EACH YEAR BY GEWEKE FOUNDATION. THIS COALITION WAS CLEVER IN HOW THEY BEGAN TO SWAY THE SOCIAL NORM ACROSS THE GENERATIONS. MANY ATTENDEES OF THE FASHION SHOW ARE GRANDMOTHERS AND THEY ARE OFTEN PART OF THE SUPPORT (OR NON-SUPPORT) SYSTEM FOR THEIR DAUGHTERS AND GRANDDAUGHTERS. THE COALITION HANDED OUT 800 PINK AND GOLD PINS WITH A CARD ATTACHED THAT READ "A PINK RIBBON WRAPPED IN GOLD REMINDS US THAT BREASTFEEDING HELPS REDUCE THE RISK OF BREAST CANCER". THE PINS AND CARDS GOT BREAST CANCER SURVIVORS AND FAMILY MEMBERS TALKING ABOUT HOW BREASTFEEDING LOWERS A WOMANS RISK FOR BREAST CANCER AND CAN BEGIN TO CHANGE THE SOCIAL NORM BY STARTING THE CONVERSATION WITHIN THE COMMUNITY.

### **EMBARRASSMENT: BREASTFEEDING COALITION OF SAN JOAQUIN COUNTY**

THIS COALITION TAKES ADVANTAGE OF THE SAYING “A PICTURE IS WORTH A THOUSAND WORDS”. ARTISTS THROUGHOUT THE CENTURIES HAVE CAPTURED THE BEAUTY OF BREASTFEEDING WOMEN THROUGH PAINTING AND SCULPTURE. ONE OF PICASSO’S FEW PAINTINGS IN WHICH THE SUBJECT DOESN’T HAVE 3 HEADS IS OF A BREASTFEEDING WOMAN! THIS COALITION HOSTED A CONTEST THAT AWARDED THE TOP AMATEUR AND TOP PROFESSIONAL BREASTFEEDING PHOTOS. BUT THEY DIDN’T STOP THERE. THEIR WEBSITE IS JAM-PACKED WITH THESE PHOTOS AND THE PHOTOS ARE DISPLAYED AROUND THE COMMUNITY IN HOSPITALS, ADMINISTRATIVE BUILDINGS AND WIC OFFICES. THESE PHOTOS HELP TO ACCLIMATE THE COMMUNITY TO THE IMAGE OF A BREASTFEEDING WOMAN IN THE PUBLIC SQUARE AND, IN DOING SO, HELP REDUCE A BREASTFEEDING WOMAN’S EMBARRASSMENT.

### **EMPLOYMENT & CHILD CARE: BREASTFEEDING TASK FORCE OF SANTA CLARA VALLEY**

THIS BREASTFEEDING TASK FORCE JOINED WITH THEIR PUBLIC HEALTH DEPARTMENT’S BREASTFEEDING PROMOTION PROJECT TO IDENTIFY WORKPLACE LACTATION ACCOMODATION WITHIN THE COUNTY, OR LACK THEREOF. THEY IDENTIFIED GAPS IN ACCOMODATION AND DEVELOPED A MOTHER FRIENDLY EMPLOYER PROGRAM TO RECOGNIZE EMPLOYERS WHO PASS STRONG LACTATION ACCOMODATION POLICIES. FROM THESE IDENTIFIED GAPS FOUND IN THE LAW, THEY DEVELOPED A POLICY TEMPLATE. CURRENTLY, 16 BUSINESSES HAVE ADOPTED THE MOTHER FRIENDLY EMPLOYER POLICY SINCE LAUNCHING THE PROGRAM IN EARLY 2014.

### **HEALTH SERVICES: BREASTFEED LA**

THIS TASK FORCE BUILT UPON THE WORK OF THE U.S. SURGEON GENERAL’S CALL TO ACTION AND THEIR OWN COUNTY’S BREASTFEEDING POLICY ROUNDTABLE TO PRODUCE A TWELVE PAGE, EASY TO READ, GRAPHICALLY BEAUTIFUL REPORT WITH DIRECTED INSTRUCTIONS ON HOW ALL 91 PARTICIPATING PERINATAL STAKEHOLDERS AND COUNTY HEALTH LEADERS COULD USE THE SUGGESTED ACTIONS IN THEIR OWN AGENCY. THIS TASK FORCE HAS RECOGNIZED THAT A MALADY CANNOT BE TREATED UNTIL IT IS DIAGNOSED. THEY HAVE FOLLOWED THROUGH ON THE ROUNDTABLE DISCUSSION AND BEGUN THE TASK OF DIAGNOSING AND TREATING THE MALADY OF BREASTFEEDING BARRIERS WITHIN THEIR COUNTY BY OFFERING FOCUSED SOLUTIONS. BE SURE TO VISIT THEIR SHARING TABLE AND FIND OUT HOW TO GET A COPY OF THIS FASCINATING REPORT THAT IS THE VERY DEFINITION OF COLLECTIVE IMPACT.

### **“MAN IN THE ARENA” AWARD: ORANGE COUNTY BREASTFEEDING COALITION**

WHEN THE IDEA OF THE GOLDEN NUGGET AWARD WAS CREATED A SUGGESTION WAS MADE TO ALSO HAVE A BLOOPER OR FOOL’S GOLD AWARD. THIS AWARD IS MEANT TO ACKNOWLEDGE EFFORTS MADE BY COALITIONS WHERE THE RESULTS WERE LESS THAN HOPED FOR. BECAUSE REJECTION AND FAILED RESULTS ARE DISHEARTENING, THE DECISION WAS MADE TO GIVE THIS AWARD A MORE LOFTY TITLE. THE NAME OF THIS AWARD IS “THE MAN IN THE ARENA”. THIS NAME IS TAKEN FROM AN EXCERPT OF A SPEECH GIVEN BY TEDDY ROOSEVELT IN 1910. (READ EXCERPT OF SPEECH)

THIS COALITION, NOT ONCE, BUT TWICE, DRAFTED LETTERS TO THE COUNTY CORONER ASKING FOR MORE DATA TO BE COLLECTED FOR THE COUNTY’S CHILD DEATH REVIEW 5 YEAR REPORT. DATA WOULD INCLUDE INFANT SLEEP POSITION, LOCATION, SLEEP PARTNERS, OBJECTS IN ENVIRONMENT, MEDICAL HISTORY OF INFANT AND INFANT SLEEP PARTNERS, AND INFANT FEEDING METHOD. TO DATE THEY HAVE HAD NO RESPONSE.