Grass Roots in Community Outreach for Optimal Infant Nutrition

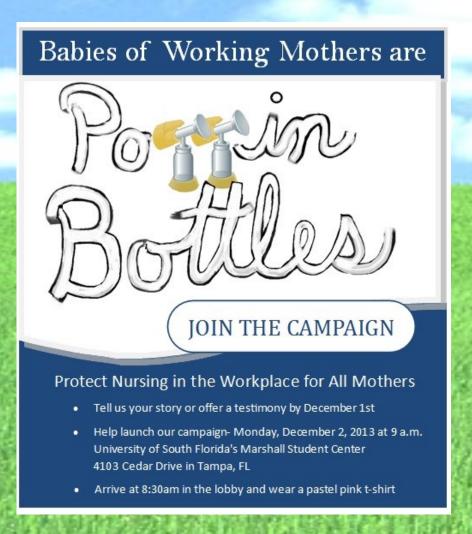
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Background

- Exclusive breastfeeding for the first six months of life is positively associated with optimal health outcomes for mother and child, yet exclusive breastfeeding rates are well below the United States Department of Health and Human Services Healthy People 2020 objectives.
- Multiple barriers effect breastfeeding initiation and early breastfeeding cessation.
- In 2011 the US Surgeon General announced a Call to Action to Support Breastfeeding. To overcome these barriers
- http://www.surgeongeneral.gov/library/calls/ breastfeeding/

Purpose

- Engage community leaders to support ,promote and protect breastfeeding within Hillsborough County.
- Develop innovative strategies to respond to the Surgeon General's Call to Action through community organizing and coalition building.
- Improve breastfeeding rates in Hillsborough County.



That's right... I breastfeed! Anytime, Anywhere Supported by these Community Partners Breastfeeding helps me build a special bond with my mommy. My mother's milk is natural, healthy and free. And you can give it to me anytime, anywhere. Mom. by breastfeeding me, you save time, energy and money. And your

Breastfeeding helps me build a special bond with my mommy. My mother's milk is natural, healthy and free. And you can give it to me anytime, anywhere

Mom, by breastfeeding me, you save time, energy and money. And your breastmilk is the perfect food for me, having many special qualities that cannot be reproduced in formula.

Breastfeeding also:

Strengthens my immune system; reduces ear infections, allergies, diarrhea and constipation, colds and flu

Helps my brain development and may improve IQ (intelligence quotient)

TASK FORCE

Reduces my mom's risk of developing breast and ovarian cancers

Burns calories, helping my mom's body return to its pre-pregnancy weight more quickly

Reduces the likelihood of me developing childhood obesity

Mom, I want you to know you can breastfeed me — anytime, anywhere.

Methods

Grass Roots in Community Organizing

- On June 9, 2010 community members from local birthing hospitals, the department of health, healthy start & other organizations with a vested interested in improving breastfeeding outcomes came together to discuss possible solutions.
- The committee voted to become the Hillsborough County Breastfeeding Taskforce.
- . After defining barriers a 2 year action plan was identified to address these concerns.
- Next, the task force leadership, vision, mission statement and action item s were identified.
- January 26th, 2012 the Hillsborough County Breastfeeding
 Task Force became an incorporated non-profit organization and elected its first Board of Directors.
- Bylaws of incorporation were drafted.

Governance

Board of Directors/Executive Board

Chair Education Chair Advocacy Chair

Chair-Elect Annual Event Chair Fundraising Chair

Treasurer Community Outreach Chair

Secretary Social Media Breastfeeding Research Chair

Meetings & Communication

Quarterly Task Force Meeting with an Annual Meeting

Per diem committee meetings

Bi-monthly executive board meetings

Email, Newsletter, FB & Website hcbreastfeeding.org

Responding to the Call to Action

2010

- Hosted a community Lunch-and-Learn awareness event
- Development of a community resource guide for professionals and parents to identify Hillsborough County resources for breastfeeding education, support and promotion
- Surveyed local hospital to capture local breastfeeding rates
- Facilitated a community wide breastfeeding enhancement project that included supporting a community "Anytime, Anywhere" marketing campaign and community peer support groups

2011

Launched a 20 hour Breastfeeding Seminar Course

2012

- Hosted the first community Latch-on Event
- Mayor proclaimed August "National Breastfeeding Month"

2013

. Hosted the first Tampa Bay Mother Baby Summit

2014

- Initiated Poppin' Bottles Workplace Campaign
- Elected new executive board

I south Street, SW Suite 1989 Attents, GA 20303-8909 RE: Mother Baby Summit Speaker Request Rear Admiral Clara H. Cobo, MS, RN, FNP, Assistant Surgeon General, It would be an honor to have you as the Keynote speaker at a Summit aimed to address directors, executive officers and policy maters about the National Breastfeeding Agenda outlined by Regina M. Benjamin, M.D., M.B.A. Surgeon General. Current collaborative efforts in the Tampa Bay area have positively responded to the Surgeon General's Cell to Action by Establishing an infrastructure of support with the incorporation of the Hillsporrough County Breastfeeding Task. Force. To review the bylaws or learn more about the organization, places with kneresteeding or a implementation of a three tiered Anytime, Anywhere Breastfeeding Campaign in which billsowers and add promoted a women's right to presented anytime anywhere and local businesses where contacted to post the universal breastfeeding long to women or right to presented anytime anywhere and local businesses where contacted to post the universal breastfeeding long to women or right to breastfeed anytime anywhere and local businesses where contacted to post the universal breastfeeding long to women or right to breastfeeding in their business Training of over 60 lactation certified councelors to provide additional community based lactation support groups for lactating mothers in low-income diverse populations To mobilite these efforts across the Tampa Bay Area, four organizations plan to host an "Invitation only" summit in order to engage key stakeholiders to: I increase awareness about the national breastfeeding agends I minimize sector. The Summit is planned for Friday, Anyil 5th or 15th 2013 dependent your availability in Tampa, Florids from Bam to 2 jon. Reinflux and the surgeon General's Call to Action Success of this event is highly dependent upon active participation among well respected members in the public health, legislative and business sections. The Summit is planned for Friday, Anyil 5t

Measurable Outcomes

- Trained over 40 Home visitors, nurses and lactation counselors in Hillsborough
- Posted the Breastfeeding logo in 50 local businesses in support of the Anytime, Anywhere campaign
- Increased awareness of breastfeeding in the community through social media and newspaper features
- WIC breastfeeding initiation rates increased from 75.6% June 2010 to 77.7% in Dec 2013.

