

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.

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

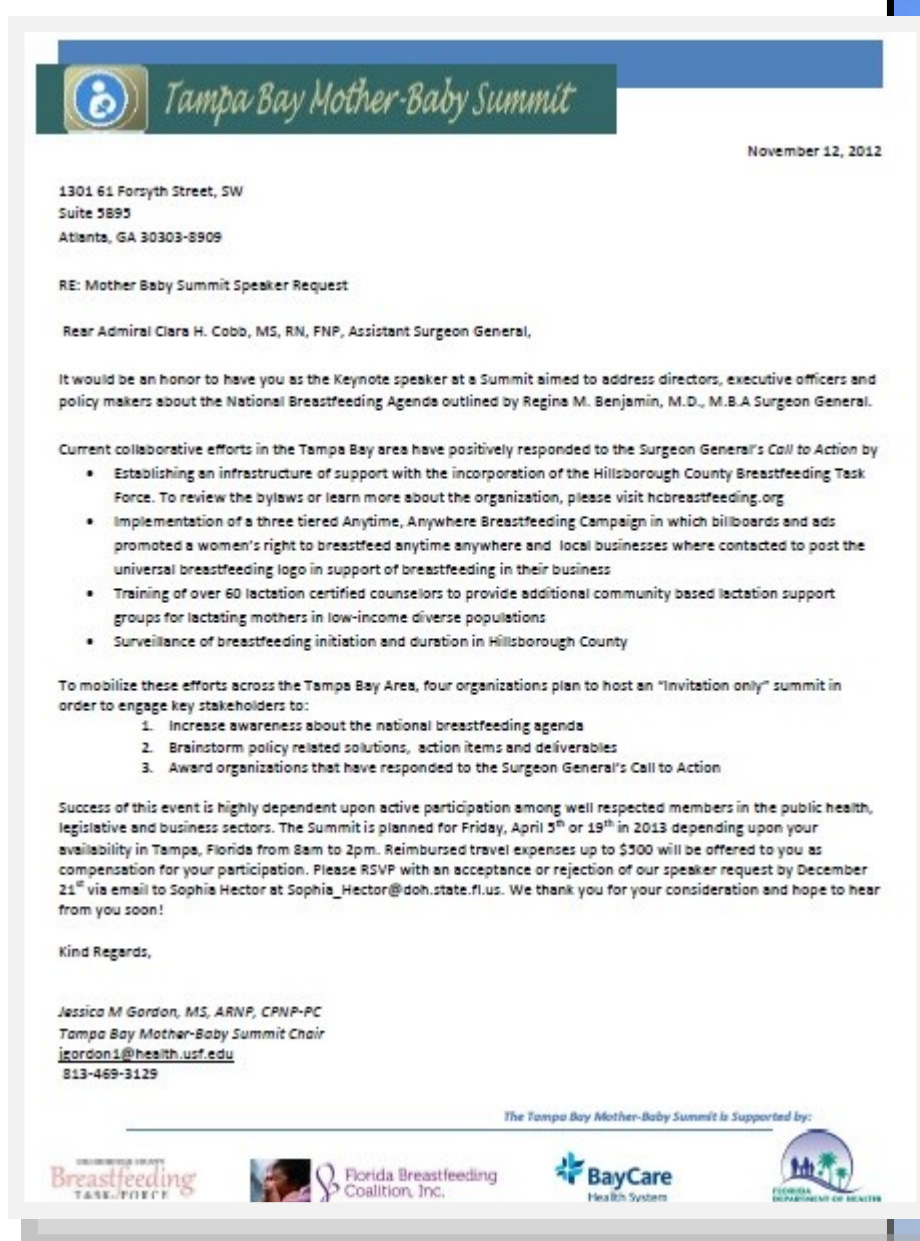
- Hosted the first community Latch-on Event
- Mayor proclaimed August “National Breastfeeding Month”

2013

- Hosted the first Tampa Bay Mother Baby Summit

2014

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



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.

Babies of Working Mothers are

Poppin' Bottles

JOIN THE CAMPAIGN

Protect Nursing in the Workplace for All Mothers

- Tell us your story or offer a testimony by December 1st
- Help launch our campaign- Monday, December 2, 2013 at 9 a.m. University of South Florida's Marshall Student Center 4103 Cedar Drive in Tampa, FL
- Arrive at 8:30am in the lobby and wear a pastel pink t-shirt

That's right...
I breastfeed!
Anytime, Anywhere



Anytime, Anywhere