

Community Engagement Ideas

Generated at the Kansas Breastfeeding Coalitions Conference
October 2016

Top 3 ideas

1. How do you engage breastfeeding moms?

-Social Media (#1)

- Facebook, Closed Facebook group to provide support
- Twitter
- Instagram
- Phone Apps
- Texting
- Childcare Providers
- Mailings
- Word of Mouth
- Support groups—invite expectant moms
 - MOPS
 - LLL
 - BFSG
 - Hospital Based BF Clinics

- Church Groups
- HS Teen Parenting Group
- Group/Class Incentives (#2)
- Ads where teens hang out
- City Bus Advertisements
- Fitness/Rec Facilities
- Dine and Dash BF Class
- Community Baby Showers and Events to attend (#3)
- Placing Information on Employer Pages
- WIC
- Quarky App.
- Develop relationships
- Interview and show success stories
- Post discharge data

2. How do you engage healthcare professionals?

- Talk to Office Manager
- Provide lunch training
- Contact nursing association
- Peer-to-peer education
- Go to them
- Informal conversations
- Provide volunteers to save time
- Boob cupcakes (food bribes)
- Email list
- Professional Facebook closed group
- Request assistance with specific task
- Find healthcare champion
- Approach a doctor's spouse

- Network via other workgroups
- Universities/Community Colleges
 - Connect with future healthcare professionals
- Engage nurses in the providers' office
- Signage in offices/hospitals
 - Bathrooms
- Partner—not preach
- Find your physician champion
- “The Milk Mob” <bfmed.org>
- Professional Association
- Develop relationships
- Local coalitions



-Ask for their wisdom and needs

-Kansas AAP

3. How do you engage **community organizations** (e.g. YMCA, Rotary Club, etc.)?

-Invite speakers to meetings

- Offer information
- Offer to be a speaker
- Network at Fairs
 - health fairs
 - county fairs
 - career fairs
- Social media
- Chamber of commerce/economic development

-Person to person

- Library events

-Promote collaboration

- Use sphere of influence
- Share services
- Team up with other coalitions
- Provide them with resources
- Hosting
- Share responsibilities
 - Give specific roles
- Learn their interests, objectives
- Recognition/marketing
- Host family care space at community events
- Coalitions
- Serve on boards/committees

4. How do you engage **businesses and employers**?

-Breastfeeding welcome here (#2)

- Business case for breastfeeding

-Advertisement through Chamber of Commerce (#1)

-Sponsors, Free give-aways (BFF Group) (#3)

- Community fair
- Community foundation facilitation
- Community sponsors for tent
- Offer speakers/presentations
- Assist in creating space and policy
- Connecting to other businesses
- Talk money (3:1 Return on Investment)
- Be a good patron to those who support breastfeeding
- Educate employers on need for breastfeeding/pumping
 - Productivity Benefits
- Ask business to supply breastfeeding/pumping supplies

- Hold coalition meetings there
- Be accessible
- Offer recognition
- Speak to HR
- Personal testimony to employer, include spouse
- Utilize nursing and public health students to deploy programs to business
- Recognize business and employers with local awards/recognition from coalition
- Recognize business like at state fair
 - Brochure in breastfeeding room
- Organize customers
 - groups
 - letters

5. How do you connect with funders?

- Community foundations
- Health, education, businesses
- State and local chamber of commerce
- Extension Office
- Individual donors/Communicating specific need
- Professional listservs
- Social media
- Government websites (grants)
- KBC Membership; Collect your data
- Recognition of funders
- 4-H
- Churches
 - For money
 - For volunteers

- Offer updates and feedback (newsletter)
- Have a project ready
- Collaborate with other organizations
- Offer tax write-off
- Plan to match raised donations
- Research-based (evidence-based) data
 - How it will help their community
- Provide options for sponsorship and list benefits for funder
- Invite partners to coalitions that can function as a fiscal agent (i.e. KAFP)
- Newspaper recognition

(On Separate Page)

1. Community foundations
2. Collecting data
3. Diverse Inclusion of programmatic activities (membership, meeting others where they're at)

6. How do you engage fathers/partners/spouses?

- Father's Day
- Sharing monetary benefits of Breastfeeding
- Fatherhood advisory group
 - To educate other fathers
- Concrete suggestions/lists of ways to help
- Father as protector/advocate
- Become part of prenatal education
 - Specific tasks they can do other than feeding (#2)
 - Show them how
- Fatherhood classes
 - Encourage inclusion in all breastfeeding conversations (#1)

- Father's participate in "baby showers"
 - Planning ahead for this
- Honoring cultural roles and practices as much as possible (#3b)
- Education of skin to skin for all partners (#3a)
- Fathers play group
- Engage business owners
- Peer father breastfeeding groups
- Social media
- Special events
 - Collect dad friendly door prizes

7. How do you engage other family members (i.e. grandparents)?

-Grandparents in for immunizations (e.g., Tdap); give information on breastfeeding (benefits, etc.) (#1)

(#2 events)

- Grandparents TEA (PG grandparents + daughters + babies)
- Grandparents invited to support groups and prenatal classes
- Invite older women (even if not specific grandparents) to support groups and share information
- Volunteer to speak at women's' and men's' groups (even older groups)
- Church and social groups

-When do home visits invite grandparents to be there (#3)

- Elicit their parenting ideas/experiences and discuss (re: present day practices/evidence)
- Famous grandparents who support breastfeeding in media
- Generational appeal to educational materials –may not be digital
- Schools and youth groups
- Baby wearing
- Inviting to prenatal appointments
- Quilt guilds
- Educating
 - Why should my grandbaby breastfeed?
- Senior center
- Grandparent/foster care baby shower

8. How do you increase racial diversity?

Connecting with key community partner

- Safety net clinics
- Mexican American ministries
- Homeless shelters
- Colleges
- Churches
- Foster care
- Black History Committee & Black Nurses Association
- Latino Men Association
- going to events

-Hosting events

- Community baby showers
- Health fairs
- Add diverse staff
 - Bilingual (workforce reflects community)
 - Peer counseling
- ESL programs
- International student associations
- When connect
 - Ask them what does breastfeeding look like in their culture

- Connect through extended family
- Education materials in own language(s)
- Increase number of IBCLCs/CLCs/CLEs, etc. of color/cultures
- Inviting persons of color to join the local coalition and planning
- Barber shops
- Attend cultural events
- Learning a few words in a new language
- Personal relationships
- Cultural stuff at your events
- Go to them
- If in management need to have “buy-in” from staff and money to support activities

9. How do you increase other types of diversity (e.g. gender, age, SES, etc.)?

- Offer educational information in other languages
- Partnered with high schools and educated there (#2)
- Partnered with specific community groups/events (#1)
 - Church-faith based
 - Circle of Hope
 - Law Enforcement
- Education programs target to grandparents, targeted to dads too
- Senior centers
- (SES) School Based Clinics—like GraceMed at West High, etc.
- Community Wellness Programs
- Tailored information (even just the pictures) to gender, age, same-sex couples (#3)
- Consider extended/different hours to accommodate SES
- Develop personal relationships
- Mentor for teen moms
- Health class
- Sign language
- Open-minded non-judgmental environment
- Transportation
- Teen peer counselors