



Breastfeeding Programs and Activities

Program	Target Population	Strategy Addressed from CDC's <i>Guide to Breastfeeding Strategies</i>
<div data-bbox="94 625 577 917" data-label="Diagram"> <pre> graph TD CC[Child Care Provider] --> MB((Mother & Baby)) E[Employer] --> MB L[Leadership] --> MB SS[Societal Support] --> MB PS[Peer Support] --> MB MC[Maternity Care] --> MB </pre> </div> <p style="text-align: center;">Communities Supporting Breastfeeding</p> <p>A designation recognizing communities that provide multifaceted breastfeeding support across several sectors: businesses, employers, hospitals, child care providers and peer support. Six pilot communities receive technical assistance to meet the designation criteria – Great Bend, Salina, Liberal, Parsons, Winfield and Hays.</p>	<p>Communities</p>	<p>Strategy 3. Access to professional support Strategy 4. Peer support programs Strategy 5. Support for breastfeeding in the workplace Strategy 6. Support for breastfeeding in early care and education</p>
<div data-bbox="199 1079 514 1177" data-label="Image"> </div> <p style="text-align: center;"><u>Business Case for Breastfeeding</u></p> <p>Assist employers to develop or enhance workplace lactation support services. Education about the federal “Nursing Mothers’ Break Time” law. Resources for breastfeeding mothers as well.</p>	<p>Employers and employed breastfeeding mothers</p>	<p>Strategy 5. Support for breastfeeding in the workplace</p>

 <h2 style="text-align: center;"><u>Child Care Provider Education</u></h2> <p>Train child care providers to support breastfeeding through optimal infant feeding practices unique to the breastfed infant using evidenced-based practices. Partners include KS Child Care Training Opportunities (KCCTO), Child Care Aware® and KDHE.</p>	<p>Childcare providers</p>	<p>Strategy 6. Support for breastfeeding in early care and education</p>
 <h2 style="text-align: center;"><u>Building Local Breastfeeding Coalitions</u></h2> <p>Training to develop optimal breastfeeding interventions, through sharing of model practices and policies with local breastfeeding advocacy groups. Launched with Summit in November 2012 and continues with technical assistance calls and a conference in 2014. Currently 18 breastfeeding coalitions in KS and 36 communities participating in this project</p>	<p>Community-level breastfeeding advocates</p>	
 <h2 style="text-align: center;"><u>Breastfeeding Welcome Here</u></h2> <p>Recognize businesses that support public breastfeeding at their facilities through the use of window clings.</p>	<p>Businesses</p>	
  <h2 style="text-align: center;"><u>Continuity of Care</u></h2> <p>Improve breastfeeding support prenatally and postpartum in Wichita, specifically to assist Wesley Medical Center to achieve the “Baby Friendly Hospital” designation. Wesley is part of the “Best Fed Beginnings” collaborative.</p>	<p>Families in Wichita</p>	<p>Strategy 7. Access to breastfeeding education and information Strategy 3. Access to professional support</p>

Programs KBC <i>advises</i> but are administered by others:		
 High 5 for Mom & Baby	Hospitals	Strategy 1. Maternity care practices
<p>Assist hospitals to implement evidence-based maternity care practices that are supportive of breastfeeding.</p>		
 Continuing Education Program	Health care providers	Strategy 2. Professional education
<p><u>La Leche League of Kansas</u> annual program to educate health care providers on optimal, current breastfeeding management practices to better support their breastfeeding families.</p>		