Breastfeeding/Chestfeeding Resources

Friday Forum  
June 16, 2023

SHEVONNE TSEGAYE  
• WA Department of Health

KATIE SMITH  
• Yakima Neighborhood Health Services

COURTNEY PINTER  
• MultiCare
Purpose of Friday Forum

• Platform for sharing examples, resources, and opportunities for delivering PSE.
• Facilitate discussion and exploration among SNAP-Ed providers
• Provide an interactive learning experience
Tech Check

Stay
Stay muted when not speaking

Keep
Keep video on when possible

Use
Use Chat box for questions
Tribal Land
Acknowledgment

Text your zip code to 1-907-312-5085
Or go to https://land.codeforanchorage.org/
Community led lactation efforts can include:

- promoting human milk feeding and providing lactation education,
- providing culturally appropriate and congruent lactation support,
- implementing practices and policies that protect, promote and support lactation, and
- developing community-driven approaches to support chest/breastfeeding.
<table>
<thead>
<tr>
<th><strong>COMMUNITY BASED ORGANIZATIONS</strong></th>
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<tbody>
<tr>
<td><strong>Breastfeeding Coalition of Washington</strong></td>
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<tr>
<td>- Offers resources for lactating families and support for parents returning to work while lactating</td>
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<tr>
<td>- Can connect families with local coalitions</td>
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<td><strong>BLKBRY</strong></td>
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<tr>
<td>- Black Breastfeeding Week</td>
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<tr>
<td>- Lactation and Feeding Specialist™ training and certification, from a social justice lens</td>
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<td>- Community milk depot and colostrum collection kits</td>
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<td>- Virtual and in-person lactation classes</td>
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<tr>
<td>- Partnership with Nurturing Expressions</td>
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<td><strong>Open Arms Perinatal Services</strong></td>
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COMMUNITY BASED ORGANIZATIONS

**Shades of Motherhood**
- Lactation support
- Peer support
- Childbirth education
- Perinatal mental health support groups

**Pacific Islander Health Board**
- Connecting families to lactation and pregnancy care
- Cultural Navigators
- Childbirth education
- Monthly Talk Stories on perinatal and lactation health

**Global Perinatal Services**
- Lactation support -- Virtual or home based
- Mom's Corner support groups
- Doula support and home visiting
- Father to Father parenting classes
- Childbirth Education
### TRIBAL COMMUNITIES

#### Nisqually tribal Health and Wellness Center

- Lactation Education
- Indigenous Lactation Counseling training
- Prenatal Classes and Postpartum Doula care

#### Hummingbird Indigenous Family Services

- Full Spectrum Services
  - Prenatal-postpartum support
  - Indigenous Lactation Counseling
  - Perinatal Peer Counseling Support
  - Home Visiting program
  - Guaranteed Basic Income program
TRIBAL COMMUNITIES

American Indian Health Commission

- Facilitating discussions about breast/chestfeeding with American Indian and Alaska Native community members

- Hosting "Conversations with Pregnant, Birthing, and Postpartum People" on maternal and child health

- Developing lactation communication materials for Tribes that is informed by community conversations and meetings
KITSAP

- Educational opportunities

- Increasing lactation access and accommodations on local college campus for employees and students

- Breastfeeding Coalition has scholarships for people from Black, Indigenous, and other communities of color

- Lactation website with local employer recognition for lactation friendly policies and environments
CLARK

- Hospital grade pumps at worksites
- Lactation conference
- IBCLE exam scholarships for historically excluded communities through SW Washington Healthy Families (formerly Breastfeeding Coalition)
- Purchasing emergency kits for shelters (supplies for lactation)
- Lactation accommodations worksite assessment
KITTITAS

- Increased lactation specific trainings for nurses and physicians working with birthing people
- Hospital grade pumps at worksites
- Working towards increasing new or improved sites who are supportive of lactation in the community. Supporting local employers with implementing lactation accommodations
- Supporting local hospital/birth center with achieving GOLD LIFE accreditation
UNITED GENERAL/SKAGIT

- Supporting the local breastfeeding coalition with renaming and rebranding

- Supporting trainings for the local breastfeeding coalition and WIC clinics seeking LIFE accreditation

SNOHOMISH

- Early Childcare and Education lactation friendly environments policy and tool-kit
Some additional ways we are staying connected to the work happening at the community level are:

**Lactation Workgroups**

**Community Coalitions and Events**

**Community Connects**
CONTACT

E-mail  shevonne.tsegaye@doh.wa.gov
Website  https://doh.wa.gov/you-and-your-family/lactation
Phone  564.669.4454

To request this document in another format, call 1-800-525-0127. Deaf or hard of hearing customers, please call 711 (Washington Relay) or email civil.rights@doh.wa.gov.
Breastfeeding/Chest feeding Services

YAKIMA NEIGHBORHOOD HEALTH SERVICES
Breastfeeding/ Chest feeding Activities

- WIC Breastfeeding Support
- Breastfeeding Peer Counselors
- In clinic drop in (per provider request)
- Home visiting for Maternity Support Services participants
- Breastfeeding one-on-one sessions
- Yakima Valley Breastfeeding Coalition
WIC Team
YNHS Peer Counselor Team

Violeta  
Peer Counselor

Maria  
Peer Counselor

Katie  
Nutrition Services Director

Nelly  
Peer Counselor Team Lead
SNAP Ed Team
Interaction with Communities

• YNHS attends multiple resource fairs and community events around the Yakima Valley.
  • Informational booths, presentations on services, and one-on-one discussions on the importance of breastfeeding and how our team can support families in that decision

Community Partners:
Yakima DSHS Office
Sunnyside CSO
Granger Farmer's Market
Yakima Farmer’s Market
OIC
Sunnyside Food Bank
Granger Food Bank
Inspirations Childcare Center

EPIC Learning Centers
Triumph Treatment Services
Grandview Salvation Army
West Valley School District
Yakima School District
Sunnyside School District
Mabton School District
Catholic Charities
and more
Snapshots of Engagement
Strategies to share

Educate yourself on the communities you are serving and attempting to serve.

Hire team members that are representative of the communities that you are serving and/or attempting to serve.

Include staff in the process of program development and outreach.

Don’t take set-backs personally. It is not about you; it is about supporting people within their current comfort level.

Ask questions and listen without jumping to “educate”

Know the resources available in your area to reduce barriers.
Empowering Pregnancy and Motherhood (EPM) Program

June 16th, 2023

MultiCare Center for Health Equity & Wellness

SNAP-Ed
Meet Our Team

<table>
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<tr>
<th>Courtney</th>
<th>Samantha</th>
<th>Imani</th>
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<tbody>
<tr>
<td>Health Promotion Program Manager</td>
<td>Breastfeeding Peer Counselor Program Coordinator</td>
<td>Health Educator</td>
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</table>
General Overview

**FREE** wellness program/support group for pregnant women and moms up to one-year postpartum to improve their health through nutrition education and physical activity opportunities.
DE + PSE = Innovative Structure

Direct Education

• Nutrition and Physical Activity During and After Pregnancy
• Food Smarts Parenting Lessons  
  → Feeding Baby, Feeding Mom  
  → Positive Feeding  
  → Kids in the Kitchen
• Energy, Sleep and Chronic Disease Prevention

PSE

• Collaborate with partners to provide whole-person care topics related to pregnancy, postpartum & parenthood
• Educational topics  
  → Perinatal Mood Disorders and Treatment  
  → Lactation Education and WIC Services  
  → Childhood Safety  
  • Safe Sleep  
  • Car Seats
Feeding Baby, Feeding Mom

Here are some helpful tips on how to provide essential self-care and keep your baby happy and healthy through breastfeeding.

What is hard about feeding your infant? What about feeding yourself?

Breastfeeding Tips:
1. Learning to breastfeed may take time and effort. This is normal!
2. Switch breasts about halfway through each feeding, or from one feeding to the next.
3. Flavors and compounds from foods you eat can end up in breast milk. Spicy or gasy foods, like cabbage, may cause problems for your baby.
4. Check with your doctor to see if alcohol or medications are safe for you while breastfeeding.
5. Your baby should dirty several diapers per day. This is one sign he or she is eating enough.

Mom Needs Care, Too
It can be tough to take care of yourself while taking care of someone else! Remember:
1. Get as much rest as possible to recover from childbirth and to maintain a good milk supply.
2. Avoid restricting calories if breastfeeding in the first 6 months.
3. An eating pattern of mostly whole foods may help you recover from pregnancy and delivery faster.
4. Keep healthy, ready-to-eat foods on hand for when cooking is not possible. Fresh fruit, cut vegetables, yogurt, nuts, and whole grain bread are good choices.
5. Drink more water throughout the day if you are breastfeeding.
6. Limit alcohol, caffeine, and added sugars. These can disrupt your sleep cycle. It’s hard enough to sleep with a newborn around!
7. Ask for help from your family, community, and professionals.

TRY IT!
What other ways can you take care of yourself when you have a new baby?

Do you feel pressured to breastfeed?
What are you most concerned about when trying?
Do you feel pressured not to?
What are your thoughts on breastfeeding?
Reinforcement Materials

Ahhh!

- Signs that your baby is positioned well
  - Your baby’s chin, chest, and knees face your breast.
  - Your baby’s mouth is open wide as in a yawn.
  - Your baby’s tongue is over his lower gum and his lips curl out.
  - Your baby’s chin firmly touches your breast.
  - Your baby’s nose and cheeks tightly touch your breast.
  - You hear or see your baby swallow when she breastfeeds.
  - Your baby may look longer right after you breastfeed, but they aren’t fattened or tired.
  - If you feel pain, it’s only at the start of a feeding... almost!

Ouch!

- Signs that your baby is positioned poorly
  - Your baby’s chin, chest, or knees don’t face your breast.
  - Your baby’s mouth is barely open.
  - Your baby’s tongue is behind his lower gum and his lips curl in.
  - Your baby’s chin barely touches your breast.
  - You can’t hear or see your baby swallow when she breastfeeds.
  - Your baby makes a clicking sound when he breastfeeds.
  - Your nipples are flattened or missed after you breastfeed.
  - You feel pain throughout the feeding... much!
You've got this

Mary Bridge WIC Breastfeeding Peer Counselor Program
Call 253-403-1349 (Tacoma) or 253-848-0490 (Puyallup)

Online Breastfeeding Class
Register online or call 800-342-9919

Virtual Breastfeeding Support Consult
Call 253-403-1681 to schedule

Tacoma General Outpatient Clinic
Call 253-403-1331, by appointment

Auburn Medical Center Outpatient Clinic
Call 253-545-2522, by appointment
WIC Collaboration

- Apple Health Resource Guide
- Return to Work Accommodations Guide
- Lactation and Infant-Feeding Friendly Environment Project

Breast Pump Resource List

1. Under the Affordable Care Act, your insurance must cover the cost of a breast pump. It may be a rental or one you can keep. Your plan may have guidelines on whether the covered pump is manual or electric, how long a rental will be, and when you’ll receive it (before or after birth). Please note, the list below is not comprehensive and is subject to change as your healthcare plan changes. This resource is intended to help you get started. Starting early is recommended as the process may take a while.

2. Obtaining a pump through Apple Health Insurance:
   - Amerigroup: Call 1-800-600-6441. Amerigroup may cover some or all of the cost of a breast pump. Call the number above during pregnancy to see what you qualify for and find out how to order your pump through breastpumpsmedline.com. Visit breastpumpsmedline.com for additional breastfeeding information.
   - Community health plan: 1-800-440-1561, https://www.chpw.org/chpw-benefits-plus/healthy-you/healthy-baby/ Within 90 days of your due date, request a prescription from your doctor for a breast pump. Submit your request and the prescription to one of the companies listed on the website or call.
   - Coordinated Care: 1-877-644-4613. Pumps can be ordered 30 days before your due date by contacting the Start Smart for Your Baby! team or calling Coordinated Care Member Services. The breast pump can be delivered to your home at no charge. Call for additional assistance.
   - Molina: Get your breast pump in 3-5 simple steps through Aeroflow Breastpumps:
     1. Fill out the Aeroflow Breastpumps Quality Through Insurance Form with your basic health insurance information.
     2. Aeroflow Breastpumps will verify your coverage and submit all required paperwork on your behalf.
     3. Choose from a variety of Molina-covered electric breast pumps that best fit your lifestyle.
    For more information about Aeroflow Breastpumps, visit https://aeroflowbreastpumps.com/ or call 844-867-9890.
   - United Healthcare: Call 1-800-559-5985. You can request a breast pump 30 days prior to your due date. To request a pump, call the number above. You will need to obtain a doctor’s prescription. Please note, you will not be reimbursed if you purchase a pump at a retail store.

Hospital Resources:
You may be able to use your insurance to rent a pump from the hospital. If you deliver at a different hospital from the one listed below, and need a pump rental, ask at whom you should contact.

- Tacoma General: Call 253-403-3020 for more information. Rentals are available and they can bill insurance.
- If insurance denies coverage, you can still rent a hospital grade pump for $3.00/day. To use the pump, you will need a pump kit. If you have a kit when you were in labor and delivery, it will work with the rental pumps, so be sure to keep it when you’re discharged. An additional kit is $60.00 if you don’t have the one from your hospital stay. Insurance may or may not cover the cost of a kit.
- Good Samaritan: Call 253-433-4522 for pump loans, $3.00/day rental will be billed to insurance. If your insurance denies the rental, you will then be billed. Payment is not required at the time of the rental. During the weekend, please call: 253-687-5910. Rentals are not available on the weekends.
- St. Joseph’s: Call 253-872-8590 or ask at labor and delivery prior to discharge. St. Joseph’s lactation has hospital grade pumps for loan when a mom is already on WIC.

Obtaining a pump through WIC:
Your WIC clinic may be able to provide you a pump. You MUST first try to obtain a pump from your insurance. If you are unable to get a pump in time, please contact your WIC clinic. Clinic staff will assess your eligibility for a WIC pump and will notify you if you are a pump based off of the assessment. You must be a current, active WIC participant and meet the criteria to receive a pump.
Voluntary accreditation program developed and managed by DOH acknowledges the time/effort/cost to improve pregnancy and lactation support practices. Builds on progress through a tiered designation system. Commitment to support families with equitable, trauma-informed, patient-centered care. Local program = Local recognition.

WA Breastfeeding Rates among Infants Born in 2019

<table>
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<tr>
<th>Ever Breastfed</th>
<th>Exclusive through 3 months</th>
<th>Exclusive through 6 months</th>
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<tbody>
<tr>
<td>93.7%</td>
<td>57%</td>
<td>29.5%</td>
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*Data from National Immunization Survey, CDC*
# Ten Steps for LIFE Hospitals

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<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1a</td>
<td>Have a written infant feeding policy that is routinely communicated to staff and parents with a trauma informed, health equity lens.</td>
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<tr>
<td>1b</td>
<td>Comply fully with the <a href="#">International Code of Marketing of Breastmilk Substitutes</a>.</td>
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<tr>
<td>1c</td>
<td>Establish ongoing monitoring and data-management systems that can be disaggregated for continuous quality improvement.</td>
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<tr>
<td>2</td>
<td>Ensure that staff have sufficient knowledge, competency, and skills to support lactation.</td>
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<td>3</td>
<td>Discuss the importance and management of lactation with pregnant parents and their families.</td>
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<td>4</td>
<td>Place stable infants, regardless of feeding method, skin-to-skin with their parent for at least 60 minutes immediately after birth.</td>
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<td>5</td>
<td>Show parents how to breastfeed/chestfeed and how to maintain lactation if they are separated from their infants.</td>
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<td>6</td>
<td>Give infants no food or drink other than human milk unless medically indicated.</td>
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<td>7</td>
<td>Practice rooming-in to allow parents and infants to remain together 24 hours a day.</td>
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<td>8</td>
<td>Support parents to recognize and respond to their infants’ cues for feeding.</td>
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<td>9</td>
<td>Give no artificial nipples or pacifiers to nursing infants unless medically indicated.</td>
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<tr>
<td>10</td>
<td>Coordinate discharge so that new parents and their infants have timely access to out-patient care, culturally appropriate resources and community support.</td>
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**FFY25/26 Vision**

- **Health Care Provider Outreach and Campaign**
  - Expands knowledge, support, and awareness among providers, their patients, and the community.

- **HCP BF Website and Resources**
  - Resource center
  - Interactive courses
  - Breastfeeding training
SNAP-Ed Opportunities

• **Worksite Promotion and Support**
  • Flexible work scheduling to allow time for breast milk expression,
  • Access to private, non-bathroom location for breast milk expression,
  • Access to a clean, safe water source to wash hands and clean pumping equipment, and
  • Access to hygienic options for workplace storage of expressed breast milk.
  • Example: Texas Mother-Friendly Worksite Program

• **Childcare Promotion and Support**
  • Share information about breastfeeding to expectant mothers
  • Create an inviting space
  • Offer a quiet, private area that is comfortable and clean for the mom to breastfeed her baby – *Best Practice!*
  • Staff education to encourage mothers about benefits and resources
Thank you!

Questions?

253-403-5092

womenforwellness@ multicare.org