

# **“Increasing Breastfeeding Duration in Boulder County Through Education & Collaboration”**

Author: Heather Enos, RD, IBCLC

*Boulder County Public Health WIC*

**Contact: Heather Enos**

**Email: [henos@bouldercounty.org](mailto:henos@bouldercounty.org)**

Category: Breastfeeding

To increase breastfeeding duration and exclusivity in Boulder County, the Boulder County Breastfeeding Coalition (BCBC), which Boulder County Public Health (BCPH) WIC is a core partner, identified goals of building connections between community breastfeeding supporters and sharing accurate, evidence-based breastfeeding management information with these supporters. In working toward these objectives, the BCBC and WIC hope to provide consistent breastfeeding messaging with WIC clients and other breastfeeding women in the community at all points of contact.

BCPH WIC developed a Boulder County Breastfeeding Summit (Summit), incorporating facilitated discussion and featuring keynote speaker, Marianne Neifert, MD, MTS, FAAP. In alignment with the work of the BCBC and BCPH's Healthy Eating, Active Living and Public Health Improvement Plan breastfeeding goals, the summit was targeted to Boulder County community breastfeeding supporters and policymakers. An experienced facilitator and former IBCLC was contracted with to provide facilitation for the BCBC. Key periods for breastfeeding intervention identified by BCBC members were used to develop a framework for group discussion at the Summit.

The 100 breastfeeding supporters from throughout Boulder County and the Front Range who attended the May 22, 2014 Summit generated robust discussion and innovative ideas for moving forward as a breastfeeding-supportive community; new partners from nine agencies joined BCBC. From the ideas generated at the Summit, the expanded and revitalized BCBC selected workplace breastfeeding support as its first area of focus, and in subsequent meetings will develop a plan of action.

A Colorado WIC Breastfeeding Supportive Communities Grant funded this project.

# Increasing Breastfeeding Duration in Boulder County Through Education and Collaboration

Heather Enos, RD, IBCLC

## Community Need

While breastfeeding initiation rates in Boulder County are relatively high, there is room for improvement in duration.

- 88% of WIC mothers in Boulder County report breastfeeding initiation (PedNSS 2012).
- 8% of WIC mothers report breastfeeding at 6 months; this drops to 27% at 12 months.

## Community Partners

WIC Program of Boulder County  
Boulder County Breastfeeding Coalition (BCBC)  
Boulder County Public Health (BCPH)  
Marianne Neifert, MD, MTS, FAAP, "Dr. Mom"



*Dr. Mom*  
Presentations LLC

Boulder County  
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## Target Audience

1. WIC Clients in Boulder County, Colorado
2. Boulder County breastfeeding supporters & policymakers:
  - Primary care physicians, practitioners, & nurses
  - Public health/WIC staff & peer counselors
  - Lactation consultants & breastfeeding counselors
  - Childbirth & breastfeeding educators
  - Health workers who care for pregnant & breastfeeding women
  - Child care /early childhood education staffs
  - Human resources representatives
  - School district/teen parenting program staffs

## Project Goals

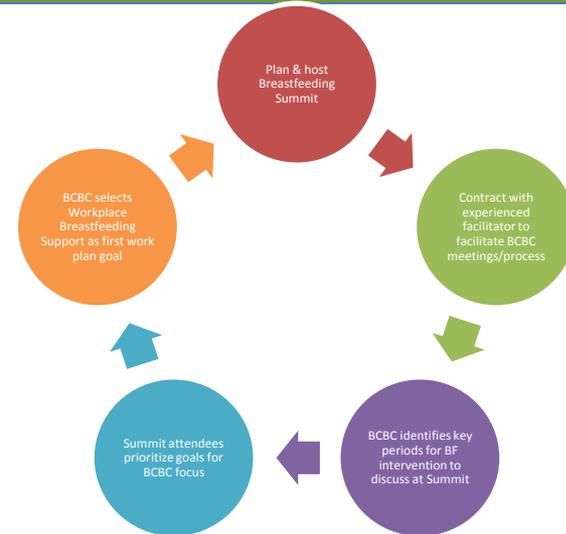
### Long Term:

1. Increase breastfeeding duration rates for WIC participants in Boulder County.
2. Sustain a broad base of breastfeeding support & alignment in Boulder County to increase success in meeting breastfeeding goals.

### Interim:

1. Create Summit event to provide shared forum for breastfeeding education & training on evidence-based strategies to increase breastfeeding duration & exclusivity.
2. Engage Summit attendees in identifying community breastfeeding goals.
3. Task BCBC to create strategies to address community breastfeeding goals.

## Project Activities



## Project Evaluation

- 100 breastfeeding supporters attended Summit
- Summit attendees & BCBC members identified 5 priority areas for community breastfeeding summit needs
- BCBC gained 10 new members, representing 5 agencies.
- BCBC selected Workplace Breastfeeding Support as its first focus area in moving BF support to the community level
- BCBC created Logic Model & is moving forward with Action Plans

## Future of Project & Sustainability

1. BCBC will implement Workplace Breastfeeding Support Action Plan
2. BCPH & BCBC will seek grant funding to adopt & implement policies & programs that promote, enhance, protect, & support breastfeeding-friendly environments:
  - Adoption & implementation of written breastfeeding policies in worksites & child care settings.
  - Continuity of lactation care initiatives that link maternity facilities & community providers to support breastfeeding families.

