

“Grand County Breastfeeding Special Project”

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Category: Breastfeeding

Grand County WIC was selected to receive special funding to support breastfeeding within the county. The funds were utilized to increase the knowledge level of WIC staff members, purchase educational resources, complete outreach, and host breastfeeding educational opportunities for the community. The project was well received and supported by local providers and community members. The Grand County Breastfeeding Education, Support and Resources Program will continue past the funding period and there are hopes to further expand these efforts.



Women, Infants and Children
Prevention Services Division

Grand County Breastfeeding Special Project



Grand County Colorado

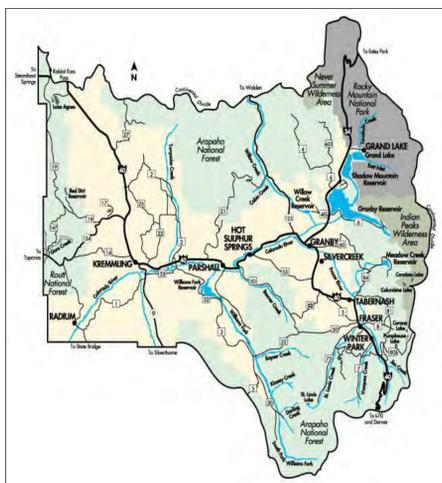
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Community Need

Grand County faces a unique situation related to breastfeeding support. There are no facilities within Grand County that provide delivery services. All women must go out of the county to have their babies. This situation has led to limited opportunities and resources for breastfeeding education and support.



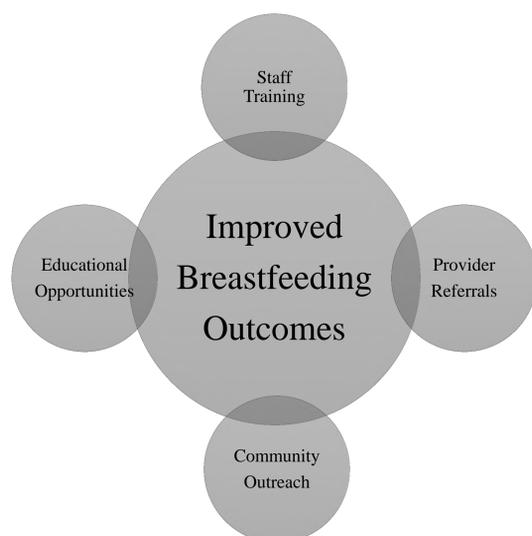
Grand County is an expansive area. Women who needed breastfeeding education, support, and interventions had to travel to Steamboat Springs, Summit County, Esté Park, or the Metro area to receive services. Grand County WIC hoped to ease the burden experienced by these women by offering services and resources within Grand County. Grand County WIC employed the only Certified Lactation Counselor in the county.

Target Audience

The project directly impacted WIC staff, local healthcare providers, and families within Grand County.

Community Partners

Grand County WIC staff members divide their time between the WIC program and other services provided by Grand County Public Health. WIC completed several outreach sessions with local providers. In addition, the staff also worked to reach families through community partners, child care facilities, and other county organizations. We utilized these collaborators as a referral source and an outlet to disseminate information and education.



Project Activities

Staff Training

Completed several outreach sessions with community members, local providers, child care providers, and community partner organizations.

Hosted one free community breastfeeding educational course.

Created a unique curriculum and Power Point presentation used for breastfeeding educational sessions with WIC and non-WIC clients.

Grand County Public Health/Grand County WIC was recognized as a breastfeeding support option through partnerships with local providers as evidenced by being added to the discharge forms for one local provider and receiving referrals from other local providers for breastfeeding education and support.



All Grand County WIC employees received breastfeeding education using funds from the breastfeeding grant.

Project Evaluation

The community and local providers are very supportive of the programs and services that Grand County WIC and Grand County Public Health are now able to offer. Mothers who received breastfeeding education and support reported that they felt more knowledgeable and had a better understanding of breastfeeding. Staff reported increased comfort with breastfeeding education and support.

Future of Project and Sustainability

The Grand County Breastfeeding Education, Support, and Resources Project will continue past the funding period. By increasing staff members' knowledge related to breastfeeding education and support we will continue to have quality contacts with the clients. The staff will also have the ability to work with clients that do not qualify for WIC using these same skills. The funding that will pay for these interactions will come from the Maternal and Child Health funding available to Grand County Public Health. As the services continue to have positive outcomes the program, support for it will continue to grow along with WIC's distinction as a breastfeeding resource within the community.

Project Goals

The desired outcomes of this project were to increase Grand County WIC staff's breastfeeding knowledge, increase resources available for breastfeeding education within Grand County, and to increase the recognition of Grand County WIC as a breastfeeding resource.