Purpose

• To focus attention and efforts for specific audience groups on the Actions that most directly relate to their particular role in supporting mothers to breastfeed.
Implementation Tools for Clinical Settings

• NEW: Targeted implementation tools are now available
  – Doctors in Action
  – Nurses in Action
  – Health Care Leadership in Action
Key Actions Identified by the Surgeon General to Support Breastfeeding in Clinical Care

**Patient Support**
- Provide counseling to women on the benefits of breastfeeding and the challenges they may face.
- Encourage breastfeeding in public, including in health care settings.
- Ensure breastfeeding education and support are provided to all healthcare providers.

**Care Continuity**
- Implement systems to ensure breastfeeding support is available throughout the patient's care.
- Provide consistent support for breastfeeding through hospital stay and follow-up care.

**Knowledge and Skills**
- Train healthcare providers on breastfeeding support and counseling.
- Ensure breastfeeding knowledge is integrated into continuing education programs.

**Clinical Care Quality**
- Establish breastfeeding support as a quality indicator for healthcare providers.
- Monitor and report on breastfeeding support provided by healthcare providers.

**Lactation Care Teams**
- Establish lactation care teams in healthcare settings to provide specialized support.
- Train lactation care teams on best practices for supporting breastfeeding.

For more information: [State Breastfeeding Coalitons Teleconference](#)

Key Actions Identified by the Surgeon General to Support Breastfeeding in Health Care Systems

**Maternity Care**
- Implement policies that support breastfeeding in maternity care settings.
- Ensure breastfeeding support is available during hospital stays.

**Care Continuity**
- Ensure breastfeeding support is integrated into postpartum care.
- Provide resources to support breastfeeding after hospital discharge.

**Knowledge and Skills**
- Train healthcare providers on breastfeeding support and counseling.
- Ensure breastfeeding knowledge is integrated into continuing education programs.

**Clinical Care Quality**
- Establish breastfeeding support as a quality indicator for healthcare providers.
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**Lactation Care Teams**
- Establish lactation care teams in healthcare settings to provide specialized support.
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Dissemination Plan

• Print copies will be available for distribution at meetings and conferences
• Will be available online
• Distribute electronically via partnerships and e-newsletters
In progress...

- Employers
- Researchers
- Communities
- Public health professionals

Thank you!