United States Breastfeeding Committee

Power Tools Webinar

Wednesday March 20, 2018

Jeanne Kettles, MA, IBCLC
Tonya Lang, MPH, CHES
Alameda County Breastfeeding Coalition Co-Chairs

Jeanne Kettles, MA, IBCLC

Tonya Lang, MPH, CHES
Power tools?

• Don’t even know what we don’t know
• Cultural conditioning
• DIY?
Power tools!

- Which tools
- Who, what, when, how
- Imagine
- DIY!
Alameda County

Population ~1.58 Million
One of the most diverse counties in the country!
Percent Non-US-Born Mothers, Alameda County 2016

Source: Alameda County Vital Statistic Files, 2016
Percent First Time Mothers, Alameda County 2016

Source: Alameda County Vital Statistic Files, 2016
California In-Hospital Breastfeeding Data 2017

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>EBF</th>
<th>Supplementation</th>
<th>Formula only</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>13481</td>
<td>502</td>
<td>2554</td>
</tr>
<tr>
<td>African Amer</td>
<td>4079</td>
<td>939</td>
<td>212</td>
</tr>
<tr>
<td>Asian</td>
<td>101</td>
<td>101</td>
<td>932</td>
</tr>
<tr>
<td>Pacific Islander</td>
<td>4</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>Hispanic</td>
<td>3425</td>
<td>157</td>
<td>712</td>
</tr>
<tr>
<td>White</td>
<td>3398</td>
<td>90</td>
<td>375</td>
</tr>
</tbody>
</table>

Percentages:
- All: 15.9%
- African Amer: 18.6%
- Asian: 18.4%
- Pacific Islander: 25.0%
- Hispanic: 17.2%
- White: 9.9%
Alameda County Duration 2015 by Income

Maternal Infant Health Assessment 2013-15
Let’s Check In
Alameda County Breastfeeding Coalition

• Established in late 1980’s
• Public health focus, not 501(c)(3)
• Membership from WIC, First 5, Hospitals, Public Health Nursing, Home Visiting, CPSP, La Leche League, Childcare, Doulas, Fatherhood Initiative, and more
• Not mostly IBCLC - multidisciplinary
• No dues
<table>
<thead>
<tr>
<th>Year</th>
<th>EBF Percentage</th>
<th>HP 2000 Goal</th>
<th>Asian Percentage</th>
<th>African American Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1987</td>
<td>50%</td>
<td>50%</td>
<td>36%</td>
<td>54%</td>
</tr>
<tr>
<td>1997</td>
<td>66%</td>
<td>75%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Only 18% EBF for more than 8 weeks

HP 2000 Goals for BF Duration
- 50% at 6 months
- 25% at 1 year
Five-Year Community Needs Assessment for 2005-2009

2000  EBF 70%  HP 2010 75%

No change in patterns of duration – still 18% at 8 weeks!

HP 2010:  EBF 3 mo. 40%  EBF 6 mo. 17%

Groups identified “at risk”:

• African American women
• Low-income women (WIC participants)
• Women who gave birth at public hospitals
  ➢ Highland 47% vs. Alameda 87%
• **Redefine** breastfeeding as the norm for infant feeding

• **Create** an environment that promotes and supports breastfeeding through education, collaboration and partnerships among breastfeeding advocates

• **Promote** breastfeeding integration throughout the healthcare system by bridging resources and services for all families in Alameda County
Let’s Check In
Are we accomplishing our mission? (2013)

85% Yes!

- World Breastfeeding Week
- Breastfeeding Peer Counseling Trainings
- Hospital Pump Loan Program
- Big Latch 2002
Can we do more to meet our community need?

• 2013 Organizational Needs Assessment
• 2014 Community Needs Assessment
Results of Member Survey

- Receive/share info
- Collaborate
- Network

- Lack of structure
- Schedule
- Time

- Establish leadership
- Clear/organized agenda
- Manage time
Alameda County Breastfeeding Coalition

Our mission is to:
Redefine breastfeeding as the norm for infant feeding.
Create an environment that promotes and supports breastfeeding through education, collaboration and partnerships among breastfeeding advocates.
Promote breastfeeding integration throughout the healthcare system by bridging resources and services for all families in Alameda County.

Who?
The BF Coalition welcomes all Alameda County breastfeeding advocates—WIC, public health, BLCs, hospitals, childcare providers, health plans, private practice lact consultants, fathers and mothers groups and others vested in supporting our mission.

When?
The BF Coalition meets quarterly (Feb., May, Aug., Nov) on the 1st Wednesday of the month from 9:00 — 11:00

Where?
The BF Coalition meets in San Leandro, at the Public Conference Center—1100 San Leandro Blvd.

Next Meeting:
November 5, 2014
9:00 am — 11:00 am, Redwood Room, 1st Floor
1100 San Leandro Blvd, San Leandro, CA 94577

For more info please contact Linda Ayala at 510-747-6038 or layala@alamedaaambition.org
Alameda County Breastfeeding Coalition
November 5, 2014, 9:00-11
Creekside Plaza, 1100 San Leandro Blvd., San Leandro
Parking: Drive past the area with the arm/gate raised and park on the ground or 2nd floor. We are not allowed to park.

1. Introductions

2. Panel Presentation: Breastfeeding Support Groups
   - West Oakland Health Center (Videol) - B
   - Alta Bates Summit Medical Center – Kari
   - Castlemont Corridor Teens – Lumukanda
   - Lifelong Health Center – Jocelyn De Sena

3. BF Coalition Committee Reports
   - BF Support through Day Care Centers - A
   - Formation of new committees (Ex: Mem)

4. Community Updates
   - BCOT
   - WIC Regional
   - Breastfeeding Community Assessment Reports
   - Public Health Family Health Services
   - State and National BF News

MEETING AGENDA

Objective(s) of the meeting:
1. Increase knowledge of Federal Labor Standards Act provisions protecting nursing parents and strategies and resources to support lactation accommodation
2. Nominate new ACBC Steering Committee member
3. Recruit participation in Subcommittee workgroups

<table>
<thead>
<tr>
<th>Topic (Who)</th>
<th>Time</th>
<th>Process</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome/Review meeting objectives (Jeanne &amp; Tony)</td>
<td>2 min</td>
<td>Process</td>
<td>Members welcome, Objectives clarified</td>
</tr>
<tr>
<td>Community Education Forum: Martin Choo, Community Outreach Specialist USC Department of Labor Wage and Hour</td>
<td>60 min</td>
<td>45 minute presentation, 15 minute group discussion</td>
<td>Members are aware of FLSA provisions protecting nursing parents and strategies and resources to support lactation accommodation</td>
</tr>
<tr>
<td>Break</td>
<td>5 min</td>
<td>Unstructured</td>
<td>Transition to Coalition meeting</td>
</tr>
<tr>
<td>Nomination for ACBC Steering Committee (Tonya)</td>
<td>10 min</td>
<td>Introduction Vote</td>
<td>One new member elected to ACBC Steering Committee</td>
</tr>
<tr>
<td>Subcommittee Reports</td>
<td></td>
<td>Group discussion, committees and areas of focus</td>
<td>Members understand purpose of subcommittees and understand how to get involved</td>
</tr>
<tr>
<td>Community Updates</td>
<td>15 min</td>
<td>Reports Announcements</td>
<td>ACBC has organized work groups to see through activities</td>
</tr>
</tbody>
</table>

• Wrap-up                                          | 3 min | Discussion            | Closure to meeting and next steps             |
Celebrate all you do!

Thank You, Michele and Jess!
You are...
Innovative
Breastfeeding Community
Leaders and Counselors!
Let’s Check In
AC Community Needs Assessment

Breastfeeding Community Discussion

YAAP! is holding discussion groups to learn what supports breastfeeding families. Your ideas will help to improve health in Alameda County. We are excited to invite you to join us!

PLACE: Public Health Conference Center
Redwood Conference Room
1100 San Leandro Blvd.
San Leandro, CA 94577

DATE: Wednesday
August 6, 2014

TIME: 11:00 AM to 1:30 PM

The discussion will follow the Alameda County Breastfeeding Coalition’s meeting and World Breastfeeding Week Celebrations.

RSVP: by August 1

Contact:
Jeanne Kettes
(510) 393-9632
jeanne.kettes@acgov.org

To participate, you must:
• Be 18 or older or be with a parent/guardian
• Be a resident of or work in Alameda County
• Be willing to speak with others

Refreshments
Free childcare 11 AM to 1:30 PM

Parking on site:
Please drive to the area with the arm gate raised, drive past that, and park anywhere in that section, either on the ground or 2nd floor. We are not allowed to park in the visitor spots or in the spots reserved for the bank.

ACPHD
Your Assessment Action Project
Results

1. Multiple funding streams for sustainable lactation services
2. Include family in breastfeeding education, outreach and care
3. All home visiting providers have capacity for breastfeeding support
4. Education regarding preparation for healthy pregnancy and birth
5. Coordination of care (navigation) for mom/families
6. Women receive breastfeeding help in own language and culture
7. Daycare centers support transition to care and work
8. Consistent messaging in medical care, home visiting, media, etc
9. Data and information systems
Let’s Check In
Leadership Structure
Steering Committee
Steering Committee Job Description

Alameda County Breastfeeding Coalition Steering Committee

The Steering Committee plays an important leadership role for the Alameda County Breastfeeding Coalition. The Steering Committee consists of 6 members plus the Co-Chairs for a total of 8 members. Together the Steering Committee:

- Takes primary responsibility for planning and implementing Coalition activities including, but not limited to, quarterly meetings, education forums and subcommittee projects
- Represents the Coalition at public forums and events
- Identifies and organizes subcommittee areas of work. Each Steering Committee member serves as a Co-Chair with another community member on at least one subcommittee
- Is available for Coalition decision-making in between quarterly meetings

The Coalition should make reasonable efforts to ensure the Steering Committee represents the diversity of the Coalition membership, including, but not limited to:

1. Representation by profession/perspective:
   - WIC
   - Hospitals
   - Clinics
   - Public Health (MPACH)
   - Private practice IBCLC
   - Black Infant Health
   - First 5
   - Non-profit lactation support
   - Clinical lactation experts
   - Moms

2. Representation by geographic area

3. Representation by ethnicity

Members will be selected through a three-part process:

1. The Co-Chairs release a call for nominations to the entire Coalition membership each November or as needed. All Coalition members must be sent (by e-mail) the call for nominations and receive prior notice of the vote.
2. Members can nominate themselves or their colleagues. Of the nominees, those interested will complete a brief statement of interest to be considered as a candidate. (The Steering Committee may recruit candidates to ensure the breadth of representation.)
3. Coalition members will vote for Candidates by private ballot at a regularly scheduled Coalition meeting.

Terms

Steering Committee term of service would last 2 years.

Meeting Frequency

- Description
- Representation
- Selection
- Nominations
- Voting
- Terms
- Meeting Frequency
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Target Area/Objective(s)</th>
<th>Newsletter</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/15/18</td>
<td>Steering Committee Meeting</td>
<td>• Clarify SC participation and ACBC events 2019&lt;br&gt; • Confirm Child Care Assessment Toolkit&lt;br&gt; • Finalize objectives of 11/7 education forum</td>
<td></td>
</tr>
<tr>
<td>11/7/18</td>
<td>ACBC Meeting/Education Forum</td>
<td>• Education Forums: DOI: Lactation Accommodation&lt;br&gt; • Confirm BFF Child Care Assessment</td>
<td>Coalition News and Events: Promote Wear Red 2/6&lt;br&gt; Feature Article: <em>tabbed</em>&lt;br&gt; Program Highlights: AC Breastfeeding&lt;br&gt; WIC News: Getting Ready to Breastfeed Classes&lt;br&gt; Provider Spotlight: ACBC Steering Committee&lt;br&gt; Training Opportunities: BF Summit, Fathers Summit; other online</td>
</tr>
<tr>
<td>1/14/19</td>
<td>Steering Committee Meeting</td>
<td>• Update expand membership contact list&lt;br&gt; • Meet with CDO Mary Collett&lt;br&gt; • Plan subcommittee work</td>
<td></td>
</tr>
<tr>
<td>1/20-31/19</td>
<td>California Breastfeeding Summit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/4/19</td>
<td>Steering Committee Meeting</td>
<td>• Plan meeting agendas 2/8 and 5/1&lt;br&gt; • Plan newsletter content Feb, March, April, May</td>
<td>Coalition News and Events: Feature Article: Black History Breastfeeding; BCOT and events&lt;br&gt; Program Highlights: Healthy Teeth Healthy Communities&lt;br&gt; WIC News: WIC Dental Days&lt;br&gt; Provider Spotlight: Brandi Gates, JDEA, Breast Friends&lt;br&gt; Training Opportunities: CIC, Fatherhood Summit</td>
</tr>
<tr>
<td>2/6/19</td>
<td>ACBC Meeting/Education Forum</td>
<td>• Education Forums: Breastfeeding and Heart Health; Wear Red (photo)&lt;br&gt; • Subcommittees brainstorming action&lt;br&gt; • Summit Report Out</td>
<td></td>
</tr>
<tr>
<td>3/4/19</td>
<td>Steering Committee Meeting</td>
<td></td>
<td>Coalition News and Events: Nat'l Nutrition Month&lt;br&gt; Feature Article: Program Highlights: WIC News: Provider Spotlight: Melvin Callaway/Fatherhood Initiative&lt;br&gt; Training Opportunities: Fatherhood Summit</td>
</tr>
<tr>
<td>3/18/19</td>
<td>Steering Committee Meeting</td>
<td>Plan April Lactation Accommodation events:&lt;br&gt; • CMCN HR Monday 4/1 9am-12pm&lt;br&gt; • Outreach Forum Friday 4/12 9am-12pm</td>
<td>Coalition News and Events: Cesarean Awareness Month; World Health Worker Week (2-8); ACBC support for CMCN Lactation Accommodation</td>
</tr>
</tbody>
</table>
Let’s Check In
Model Policies and Continuous Quality Improvement
African American Breastfeeding Cultural Outreach Taskforce

Oakland Breastfeeding Promotion

West/East Oakland Health Centers
Asian Southeast Asian Pacific Islander (ASAP!) Taskforce

Come learn more about how the Women Infants & Children (WIC) program supports Asian family health and breastfeeding:

Date: Tuesday May 27, 2014
Time: 9am-10:30am
Location: 310 8th St., Ste. 101, Oakland, CA 94607
RSVP: Amy Sielo, MSW, LCSW
910-869-6075

WIC is a federally funded health and nutrition program for Women Infants and Children. Participants must meet income guidelines and be pregnant, new mothers or children under 5.

WIC provides:
• nutritional counseling
• supplemental food packages
• referrals to services
• breastfeeding support

Did you know?
• Over 3,000 infants are born to Asian families each year in Alameda County and 27% (820) of these mothers are enrolled in WIC during their pregnancy.
• WIC improves the health of mothers and infants by preventing nutrition-related health problems and supporting breastfeeding.
• Infant formulas increase infant mortality, respiratory infections, asthma, ear infections, diabetes, and childhood obesity.
• Breastfeeding optimizes health, immunity, and development while also strengthening parent-infant bonding.

Effective Collaborations & Breastfeeding Promotion Strategies
Asian, Southeast Asian & Pacific Islander Communities

PLEASE JOIN US FOR A TALK AND TEA
INTRODUCING: ASIAN, SOUTHEAST ASIAN, PACIFIC ISLANDER TASKFORCE

ALAMEDA WIC REGIONAL BREASTFEEDING LANS AND ASIAN, SOUTHEAST ASIAN, AND PACIFIC ISLANDER TASKFORCE

PLEASE JOIN US AS WE DISCUSS WAYS TO SUPPORT POSITIVE BREASTFEEDING PRACTICES IN OUR ALAMEDA COUNTY
ASIAN, SOUTHEAST ASIAN, AND PACIFIC ISLANDER COMMUNITY

DATE: LOCATION: TIME

WIC AND OTHER SERVICES WILL BE PROVIDED
Fatherhood Initiative

- Father Friendly Principles

Father Friendly Principles

- Include Needs of Fathers
  - Fathers and the needs of fathers are included in the structure and delivery model of all family services in agencies and organizations.

- Provide Father-Friendly Services
  - Agencies and organizations are open, supportive, helpful, and inclusive towards the needs of fathers and further the goal of increasing fathers’ involvement in their children’s lives.

- Portray Positive Father Images
  - Materials, illustrations, posters, brochures, and other collateral include positive, diverse images of fathers. Facilities provide father-friendly environments consistent with the needs of men and fathers.

- Create Positions That Serve Fathers
  - Agencies and organizations create positions that serve fathers and actively recruit men to fill those positions in order to better address the needs of fathers.

- Train Staff on Fatherhood Issues
  - Agencies and organizations working with families strive to provide training for all staff on working with men and on fatherhood issues.

- Expect Father Participation
  - Agencies and organizations develop program policies with a clear expectation that fathers should and will participate.

- Design Programs for Fathers
  - Agencies and organizations make every effort to create the image that programs are designed for fathers as well as for mothers and children.

For more information go to www.FathersAlameda.org/FathersCorps
Purpose:
Serve as a resource to Alameda County child care organizations and families to support breastfeeding friendly practices. Using Supporting Breastfeeding Families, a Toolkit for Child Care Providers as a guide the BFCC Subcommittee will:
1. Promote the 10 Steps to Breastfeeding Friendly Child Care
2. Provide guidance to child care organizations/providers in self-assessment and program improvement planning toward implementing the 10 Steps
3. Develop and manage application process for child care organizations/providers to receive public recognition as Breastfeeding Friendly Child Care
4. Report to the Alameda County Breastfeeding Coalition and Steering Committee leadership at least quarterly on community challenges and progress

Participation:
1. Two Co-Chairs: ideally one from the ACBC Steering Committee and one from a local child care organization
2. Community members familiar with child care centers: family support, nutrition guidelines, regulation and administration, and/or other related areas

Expected commitment:
1. Participate in quarterly planning meetings of 1-2 hours, in-person or by phone. Email will be the primary form of communication.
2. Be available as needed for occasional site visit support

ACBC Steering Committee Contact:
Ruth Konoff, OTR, IBCLC
Rkonoff.ot@gmail.com
Let’s Check In
Let’s Put It All Together
Example: *Breastfeeding Friendly Child Care*

- Measure A Funds
- Toolkit (English, Spanish, Chinese)
- Guide to Feeding Breastfed Infants
- Magnets (English, Spanish, Chinese)
- Webinar Training (1 hour)
Example: CHC Lactation Accommodation

Do you employ or breastfeed family

Please join us for a discussion with Martin Otero for the US Department of Labor Wage and Hour.

- New Federal Labor Standards Act Provisions that apply to lactating mothers
- Strategies specific to your industry or sector
- Local resources to support lactation accommodation

November 7, 2019 9:00AM
Alameda County Conference Center - 1100 San Leandro Blvd. San Leandro

MEETING AGENDA

<table>
<thead>
<tr>
<th>Time</th>
<th>Process</th>
<th>Topic (Who)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 min</td>
<td>Welcome/Review meeting objectives (Janie &amp; Tanya)</td>
<td>Community Education Forum: Martin Otero, Community Outreach Specialist US Department of Labor Wage and Hour</td>
</tr>
<tr>
<td>60 min</td>
<td>Discussion 65 minutes group discussion</td>
<td>Community Education Forum: Martin Otero, Community Outreach Specialist US Department of Labor Wage and Hour</td>
</tr>
<tr>
<td>5 min</td>
<td>-</td>
<td>Break</td>
</tr>
<tr>
<td>10 min</td>
<td>Introduction note</td>
<td>Nomination for ADBC Steering Committee (Tanya)</td>
</tr>
<tr>
<td>25 min</td>
<td>Group discussion</td>
<td>Subcommittee Reports: World Breastfeeding Week; CHC Lactation Accommodation; Communications; Outreach; BF Friendly Child Care; BF Friendly Birth Control; Others</td>
</tr>
<tr>
<td>15 min</td>
<td></td>
<td>Community Updates: ASAPI; DOT; WIC Regional; State and National BF News; BF hot topics and upcoming education</td>
</tr>
<tr>
<td>9 min</td>
<td></td>
<td>Wrap up</td>
</tr>
</tbody>
</table>

Is your health center up-to-date with Federal Labor Standards pertaining to breastfeeding employees?

Please join us for a discussion with Martin Otero, Specialist for the US Department of Labor Wage and Hour.

April 1, 2019 2:00PM
101 Collin Ave. Suite 300, San Leans

ALAMEDA COUNTY LACTATION ACCOMMODATION

Are you an employer or human resource professional working in Alameda County?

- Confident with current laws, policies and standards of practice
- Responsive to employee requests for accommodation

APRIL 12, 2019 9:00AM-12:00PM
Alameda County Conference Center - Redwood Room - 1100 San Leandro Blvd. San Leandro, CA 94577

Register on Eventbrite before April 5, 2019: https://www.eventbrite.com/e/free-lactation-accommodation-learning-forum-for-alameda-county-employers-tickets-28028889999

For more information email: Jeannie.Kettles@algov.org
Summary
Discussion
Thank you!

Jeanne Kettles, MA, IBCLC  
Jeanne.Kettles@acgov.org

Tonya Lang, MPH, CHES  
Tonya.Lang@gmail.com

Alameda County Breastfeeding Coalition  
http://californiabreastfeeding.org/coalition-information/communitycoalitions/members/alameda/