Oregon WIC, Office of Family Health in support of a State Breastfeeding Coalition

Topics:
- Creating a “community that supports breastfeeding”
- Many areas to address
- Oregon WIC and Office of Family Health activities
- Planning for a statewide coalition
- Components of the contract for the coalition

We need “a community that supports Breastfeeding”
- WIC cannot do it alone
- WIC mothers affected by community barriers
- Need a broad approach to improve duration

Many areas to address:
- Family attitudes
- Barriers - medical community/hospitals
- Workplace barriers
- Childcare provider education
- General public's attitudes

Oregon WIC/Office of Family Health Activities
- Breastfeeding Mother Friendly Employer Project
- Peer counseling - WIC and community groups
- WIC Nutrition Education Plan
  - Breastfeeding component
  - Three year plan - 3rd year relates to community activities and coincides with the timing of the state coalition launch.

Oregon WI C/ Office of Family Health Activities
- Chronic Disease Program - Physical Activity and Nutrition Grant (PAN grant) Breastfeeding component includes:
  - Working with TANF
  - Supporting a statewide coalition

Kristen Sasseen, Nutrition Consultant, Oregon State WIC Program
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<th><strong>Oregon WIC/ Office of Family Health Activities</strong></th>
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| - Office of Family Health - Physical Activity and Nutrition Plan  
  - Increase fruit and vegetable consumption  
  - Increase physical activity  
  All programs develop plans to address these two goals  
- Collaboration with community groups |

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| - Office of Family Health - Physical Activity and Nutrition Plan  
  1. Increase fruit and vegetable consumption  
  2. Increase physical activity  
  **3. Promote breastfeeding**  
  All programs to develop plans to address these **three** goals |

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<th><strong>Planning for a Statewide Coalition</strong></th>
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| - Request for proposal  
- Contracted with community organization to do this work-Nursing Mothers Counsel of Oregon  
- Funding for the contract provided by:  
  - Physical Activity and Nutrition Grant  
  - WIC |

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<th><strong>Components of Contract</strong></th>
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| - Instructional Guide  
- Training for local breastfeeding coalitions  
- Plan for state coalition  
- Launch Breastfeeding Coalition of Oregon by 2008 |

Kristen Sasseen, Nutrition Consultant, Oregon State WIC Program