

Comparison of Three Arkansas Breastfeeding Coalition Projects for Worksites

	Office of Women’s Health	AMCHP-1	AMCHP-2
Project contractee	Peer Counselors (4) Also used interns with Worksite Wellness program	IBCLC	Former Dept. of Health Worksite Wellness Section Chief, Chair of Arkansas Coalition for Obesity Prevention (ArCOP)
Financial incentives for organization	None available	Up to \$500 each with a total of \$6000+	Up to \$500 each with a total of \$6000+
Target groups	Central Arkansas employers where low income women work- factories, large stores, hotels.	Central Arkansas employers	Employers statewide in communities participating in ArCOP’s Growing Health Communities (GHC)
Method of Contact with companies	Initial letter, calls by interns, call by peer counselor. Many were cold calls, some knew employees at companies and got a name.	(none were made) Had Chamber of Commerce list	Letter to Chamber of Commerce members in the area, GHC partnership contacts known through ARCOP
Technical Support/Training provided	Going over the “Business Case for Breastfeeding” kit with HR manager or other person who met with contractor, individual TA as needed	Revised for Arkansas the Business Case for Breastfeeding Power point and updated current statistics	Revised for Arkansas the “Business Case for Breastfeeding” Powerpoint and updated current statistics
Materials Provided	Copies of “Business Case for Breastfeeding” kit given, posters to one company, LLLI Working and Breastfeeding and Safe Sleep brochures, Noodle Soup’s Laid back breastfeeding brochure	N/A	Copies of “Business Case for Breastfeeding” brochure and revised powerpoint presentation, Lactation Support section of the Health ScoreCard (HSC) and a list of purchase options for accommodation.
Requirements for incentives/ accommodation items	N/A	N/A	<ol style="list-style-type: none"> 1. Worksites took a pre-test using the Lactation Support section of the Health ScoreCard (HSC) to identify the needs and identify gaps at the worksite. 2. Attend an on-line or in-person training using the HRSA presentation “The Business Case for Breastfeeding”. 3. Willing to take the post-test for evaluation purposes.
Evaluation Method	Follow-up phone survey 3-4 weeks later to 13 of them	N/A	Health Scorecard (Lactation section) pre/post-comparisons.
Partners	ADH Worksite Wellness	ADH Worksite Wellness	ARCOP

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Budget	\$3950	\$3360 (2 months of 6 month grant)	\$11,476 (4 months of 6 month grant)
Time Frame	6 months	2 months	4 months
Calls Made to Businesses	94	0	Weekly technical assistance calls and email correspondence. Didn't keep count.
Visits Made to Businesses	35 in central Arkansas	0	22 statewide
# and % of businesses implementing change	1	0	17
Results	94 businesses were contacted, 35 were visited to assess options. Only one made a significant step toward setting up a lactation space and that CEO had done so previously in another city. Business case materials were left with all businesses visited. Follow-up phone calls to 13 businesses showed some progress in development of policies and support but not concrete steps.	Lots of time was wasted on "research" and writing, essentially no results	15 businesses were funded for a lactation room and 2 made accommodations without funding. 32 received education. ARCOP added lactation accommodation to their own projects for Growing Healthy Communities
Lessons Learned	Have a backup plan. Cold calling is time consuming and not very productive. Sending letters takes less time but gets even less results. Choosing the most "at need" population doesn't always work best. You need some successes. They will be models for the "higher hanging fruit."	Consider before applying for the grant who might be available to do the work, especially if it is part-time. An IBCLC or peer counselor is not always the person you need for a project related to breastfeeding. Always have a backup plan. Is the Executive Committee prepared to take on the tasks if something doesn't work with the contractor? A contractor should be capable of working independently and should have their own supplies and equipment.	Sometimes you need to start with the low hanging fruit. Having a competent contractor with relevant experience is key! Partnering with an individual or organization with appropriate connections makes a huge difference. Incentive items are important in getting participation. Businesses have to see what is in it for them. Have a group training, if possible. It will take less time than visiting each worksite individually and the business leaders will get ideas and learn from each other.

For any questions about the projects, contact lucy.towbin@arkansas.gov, arbc.org, Facebook/[arkansasbreastfeeding](https://www.facebook.com/arkansasbreastfeeding)