Creating Non-Traditional Breastfeeding Partners to Support Breastfeeding Families

North Dakota Breastfeeding Coalition
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North Dakota Breastfeeding Coalition

- Established for about 15 years
- Approximately 15-25 members for the first 12 years with $0
- May 2016 became 501 (c ) 3
- In 18 months we went from–
  - 25 to 81 members
  - $0 to $155,000
Prompting Point

- **NDBC Annual Meeting** –
  - 5 Year Strategic Plan - Clinical, Workplace & Community
  - **Clinical** and **Workplace** both had attention & support through different grants
  - **Community** support for mothers did not have any specific projects in place. Airports happened to come up as it had been on the back burner for the few years.

Aviation Landscape in North Dakota

- Population size - 758,000, 47/50
- Over 2 million enplanements every year
- Ranked 44 busiest state.
- 6 Direct Commercial Aviation
- All Airports have some major improvement project in place or just completed.
Overall Goal

Get 1 Airport in ND to provide a breastfeeding space for mothers.

Use that as motivation to influence other airports across the state.

Action Plan

- Research and contact Mamava
- Collaborate with Local Breastfeeding Coalitions
- Write collaborative email to all Airport Directors
- Call Airport Directors within 3-5 days of email
Reaction

1\textsuperscript{st} Airport – interested, but don’t have any extra money for anything like this.

2\textsuperscript{nd} Airport – was just researching options for the airport to provide breastfeeding spaces and NDBC email was very timely.

3\textsuperscript{rd} Airport – reluctantly agreed to a meeting to hear more.

4\textsuperscript{th} Airport – “No. We provide a family bathroom where moms can go and pump or breastfeed if needed.”

Conclusion for meetings

• “We are willing to work with you, but we don’t have the money for something like this.”
• “If you find us the money, we will do it.”
Next Steps:
Financing Options
Grant Searching

Meanwhile ...

- North Dakota Breastfeeding Coalition was contacted by the Dakota Zoo.
- They had a building not being used and wanted to create a space for breastfeeding and pumping moms.
- Needed money to renovate this space
The Stars Align

NDBC & ND Department of Health strategically align goals

Unspent money was identified

Projects ready to go & needing funding were sought out

Meeting with MCH Director

1st Meeting
- Discussed opportunity with Airports
- Where else might need a space like this? - FargoDome
- ...and Dakota Zoo

2nd Meeting
- Offer to all Airports and Zoos
- Projects need to be complete by September 30, 2017
- MOUs need to be written with all participating parties
North Dakota Zoos

4 zoos
All accredited
~500,000 admissions/ year

Chahinkapa Zoo

- Ecstatic
- Local Partners
- Matched funding for bigger & better project
- Creative – Storks theme
Dakota Zoo

- Nursing Den
- Many Partners
- Full renovation of building

Memorandum of Understanding (MOU)

- Airports needed approval from Airport Authorities and City Commission
- Zoos need approval from Board of Directors
- Mamava Spaces were property of the State
- NDBC & NDDoH have rights to graphic design
Mamava Graphic Art
• Lactation Suite – “privacy for pumping or breastfeeding”
• Breastfeeding reduces baby’s risk of infections, diabetes, obesity, and Sudden Infant Death Syndrome (SIDS).
• For mothers, breastfeeding reduces the risk for breast cancer, ovarian cancer, and diabetes.
• Logos

Interior Panel
• Safe Sleep Campaign
• Infant Mortality COIIN
Benefits

- Mothers have safe, clean & comfortable places to breastfeed or pump.
- Outside Panel – educate the general public on benefits of breastfeeding.
- Inside Panel- Mothers can read information on the wall while using the space.
- Zoos- Space for brochures and handouts for mothers to take.
- We have our NDBC logo on every unit and at every zoo.
- Employees of the 10 entities

Difficulties

- Each site is a separate entity
- Each one was like a new project all together
- New landscape, communication style and policies & procedures

“It’s supposed to be hard. If it wasn’t hard, everyone would be doing it. The hard is what makes it great.”

-Tom Hanks, A League of Their Own
Lessons Learned

• Start early, even if you don’t have the money identified
• Ask – It never hurts to ask
• Press Releases & Timing
• Handicap Accessibility

Words of Wisdom

“Repetition is the Mother’s Milk of Communication”
- Senator Heidi Heitkamp
- There were so many times I had to repeat myself, but it was okay because I wanted to make sure everyone was clear on what was needed.
Comments Online

**Positive**
- Yay! No more Toilet Pumping!
- This is amazing! Thank you!
- These are great for moms who are pumping and are going to be away from there little one for long enough that they'll need to pump! This is really helpful to breastfeeding mamas who now don't have to worry so much about this kind of stuff. Thanks!

**Negative**
- Great, now we are shoving mothers into claustrophobic rooms. Why can't they just feed their babies in public?!
- Holy *!*!, what a waste of money!

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Project Cost & Reach Breakdown

- $153,000
- 10 Projects
- 3+ Million People Annually ($0.05 a person who visits per year)
- Longevity
- Maintenance Free
Picture of Collaboration

Airport Assistant Director
Local Public Health Nutritionist
State WIC Breastfeeding Coordinator
State MCH Nutritionist
State MCH Director
NDBC Executive Director
Local Breastfeeding Advocates
State WIC Director

- North Dakota Department of Health – Maternal and Child Health Program
- North Dakota Breastfeeding Coalition & Local Coalitions
- All 10 Directors of each participating entity