

First 5's Breastfeeding Project

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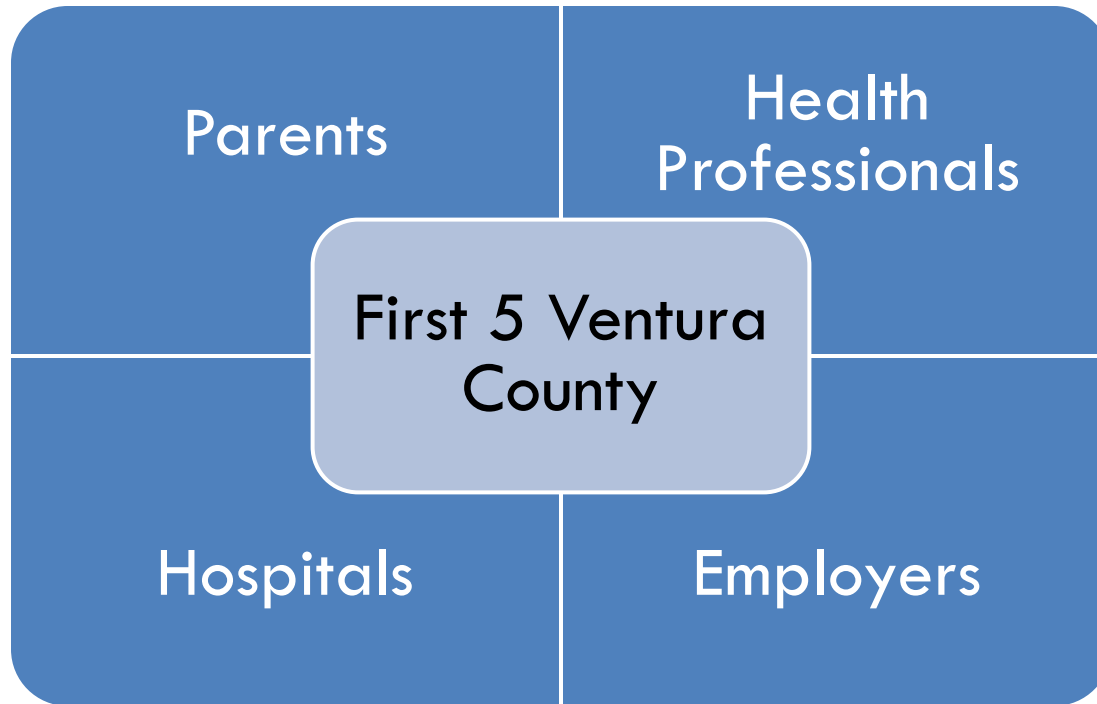


Why is Breastfeeding Important?

- AAP recommends exclusive breastfeeding for at least the first 6 months of life.
- Breastfeeding protects children from illness, lowers obesity risk, contributes to brain development, mother and child bonding, and has economic benefits.
- In-hospital exclusive breastfeeding rate is 63% (CDPH, 2014). At 6 months this rate can often drop to 15% (WIC, 2014).

F5VC's Breastfeeding Project

Exclusive breastfeeding for the first 6 months of a child's life is the norm in Ventura County.



Parents

- **Increase parent knowledge of breastfeeding and connect them with local resources.**
- New Parent Breastfeeding Bags
 - CMH & VCMC
 - 5000 bags distributed
- Breastfeeding Coalition of Ventura County
 - Breastfeeding resource directory
 - Extended reach of information to local families

Health Professionals

- **Capacity building to increase knowledge of breastfeeding and infant attachment.**
- Certified Lactation Counselor (CLC)
 - ▣ UCSD Extension/Healthy Children
 - ▣ Result: 83 new CLCs
- Nurturing in a Nutshell
 - ▣ Result: 280 nurses and health professionals
- Secrets of Baby Behavior
 - ▣ UC Davis: Human Lactation Center

Hospitals

- **Strengthen hospital leadership to support breastfeeding policy and practice in maternity care hospitals.**
- **Ventura County Breastfeeding Hospital Consortium**
 - ▣ Collaboration, quality improvement, best practices to increase breastfeeding
 - ▣ Technical assistance
 - ▣ Training support
 - ▣ Increase Baby-Friendly Hospitals

Who is the Hospital Consortium?

Hospitals

- Community Memorial Hospital
- St. Johns Regional Medical Center
- VCMC/Santa Paula (Baby-Friendly)
- Simi Valley Hospital
- Los Robles Hospital
- Kaiser Permanente: Woodland Hills

Who is the Hospital Consortium?

Community Partners

- ❑ Women, Infant, and Children (WIC)
- ❑ Perinatal Advisory Council (PAC/LAC)
- ❑ VCPH: Maternal/Child Health
- ❑ Breastfeeding Coalition of Ventura County
- ❑ Butterfly Center at Horizon Hills
- ❑ New Parent Resource Center
- ❑ Local chapter of the Association of Women's Health, Obstetric and Neonatal Health (AWHONN)

Employers

- **Improve employer knowledge to support a mother's breastfeeding goals upon returning to work.**
- Breastfeeding Friendly Business Campaign
 - ▣ Policy or guidelines to support breastfeeding mothers
 - ▣ Workplace lactation accommodation
 - ▣ Dissemination of information and resources
- Employer Outreach
 - ▣ Pacific View Mall
 - ▣ The Oaks Mall

Pacific View Mall



THANK YOU!