



# Breastfeeding Moms “Life Course”

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Public Health Conference Center, Redwood Conference Room, 1100 San Leandro Blvd., San Leandro

## Vision of Healthy Community

- Laws, policies, & institutions ensure breastfeeding for six months
- Baby friendly hospitals/clinics & care provider expertise and capacity to support the “Ten Steps”
- Breastfeeding normalized (e.g., LATCH ME) in the workplace, community, and media with realistic images
- Formula banned unless medically necessary
- Breastfeeding hotline available and broadly accessed
- Continuum of care for moms supports “life course”
- Breastfeeding education available at the elementary school level and integrated in the media (e.g., TV, radio)
- Breastfeeding support for middle class moms

## Existing Community Issues

- Lack of equity in billing for lactation services
- Lactation acceptance & accommodation –lack of policy enforcement and education (workplace, community)
- Culture supports medical intervention births, formula, and sees breast as sexual object
- Drug use – lack of evidence based research
- Lack of specialty care for low income women
- Barriers: providers lack cultural & language competency
- Impact of life course issues (e.g., poverty on health)
- Broad distribution/use of educational materials lacking
- Lack of shared approved language & messaging

## Top Priorities to Improve Community Health

- ❖ Multiple funding streams that support sustainable lactation services
- ❖ Education that supports healthy pregnancy/birth and breastfeeding outreach/care is targeted to the whole family
- ❖ Messaging regarding healthy pregnancy/birth and breastfeeding are consistent across systems/programs and providers have the capacity for support
- ❖ Systems/care coordination for moms/families (including daycare centers)
- ❖ Enhancement, availability, and use of data and information systems

Health and Social Conditions Data

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## Strengths

- Existing lactation laws and policies
- Alameda County Breastfeeding Coalition reorganizing to better engage stakeholders
- Alameda Health Systems’ & Alliance’s billing systems
- First Five Daddy’s Tool kit DVD supports breastfeeding
- Body designed to breastfeed
- New staff positions
- Availability of education dollars to bill for services