

## WIC-Sponsored Funding for Special Projects in 2012 to Promote and Support Breastfeeding in Oregon Using the Surgeon General's Call to Action

Local Agency	Title	Project Focus Area	Surgeon General's Call to Action	Project Description	Project Coordinator	Project Coordinator E-mail
Benton County Health Services	Regional Breastfeeding Coalition of Benton and Linn Counties	Coalition and Worksite	Action 2: Educate families Action 4: Use community organizations Action 14: Employer lactation policy and program	Through a partnership between WIC and Healthy Communities, the Counties of Benton and Linn will strengthen breastfeeding support through the development of a regional breastfeeding coalition. This regional coalition will be structured to align as an effective and coordinated community group in relation to the new CCO framework. Projects of the coalition will include: 5 year strategic plan, focus groups for policy and advocacy recommendations, employer outreach training, and culturally and linguistically appropriate consumer materials.	Kelly Volkmann 541-766-6839	<a href="mailto:kelly.volkmann@co.benton.or.us">kelly.volkmann@co.benton.or.us</a>
Clackamas County Community Health	Clackamas County Community Breastfeeding Support Building Activities	Coalition	Action 4: Use community organizations	Utilizing an Epidemiologist and a Policy Analyst, Clackamas will complete a breastfeeding Community Needs Assessment as pre-work for a local coalition. When complete, it will focus future efforts to the areas of greatest need and will help serve WIC participants more effectively.	AnneMarie Geary 503-723-4975	<a href="mailto:ageary@co.clackamas.or.us">ageary@co.clackamas.or.us</a>
Clatsop County Department of Public Health	Enhancing Breastfeeding Capacity in Clatsop County	Coalition	Action 4: Use community organizations	Clatsop County WIC will convene a local coalition. A formalized governance structure will be created to assure sustainability through shared leadership, including ground-rules and a conflict resolution procedure, member roster, minutes and methods of communication. The coalition will also complete a strategic plan that includes mission, vision, goals, objectives and a timeline.	Trina Robinson 503-325-8500 x1919	<a href="mailto:trobinson@co.clatsop.or.us">trobinson@co.clatsop.or.us</a>
The Public Health Foundation of Columbia County	Improving Breastfeeding Education and Partnership by Expanding Site Capacity	Coalition and Worksite	Action 1: Support mothers Action 2: Educate families Action 4: Use community organizations Action 14: Employer lactation policy and program	Through a collaboration between WIC and Healthy Communities, The Public Health Foundation of Columbia County (TPHFCC) will increase breastfeeding support through by purchasing a modular building for additional classes using the participant centered learning model, to provide meeting space and strengthen partnerships with stakeholders such as the Columbia Health Coalition, and for a designated employee lactation room. The team will also draft a workplace breastfeeding policy for TPFCC, which will then be adopted. This policy will be publicized as a model to other county agencies and community members.	Ashley Swanson 503-397-4651 x2007	<a href="mailto:aswanson@tphfcc.org">aswanson@tphfcc.org</a>

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Coos County Public Health	A Baby Friendlier Coos County/Mother's Milk-Nature's Way	Worksite and Childcare	<p>Action 5: Media campaign to promote breastfeeding</p> <p>Action 9: Provide education for health care professionals</p> <p>Action 14: Employer supported lactation policy and program</p> <p>Action 16: Help childcare providers accommodate breastfeeding mothers and infants</p>	<p>WIC and Healthy Communities will partner to promote breastfeeding in a variety of ways in Coos County.</p> <p>They will conduct employer outreach and follow-up after a recent Worksite Wellness workshop to assist with breastfeeding-friendly solutions and policies. In collaboration with the Coos County Breastfeeding Coalition, the team will conduct outreach to local medical providers and pharmacies to promote public health programs such as WIC and OHP, to promote breastfeeding support groups at Early HeadStart, to give basic training on how to treat mastitis, and to provide copies of the new edition of "Medications and Mother's Milk." They will also hold an event hosted by Care Connections (Coos County's childcare certification and referral program) to educate childcare providers about the use and storage of breast milk . Finally, the team will help normalize breastfeeding through the creation of a local PSA campaign (radio and TV), including Coos County employers as a target audience.</p>	Debbie Webb 541-756-2020 x568	<a href="mailto:dwebb@co.coos.or.us">dwebb@co.coos.or.us</a>
Crook County Health Department	Crook County Worksite Policy Improvement Plan	Coalition and Worksite	<p>Action 4: Use community organizations</p> <p>Action 8: Develop systems for continuity of support between hospitals and health care settings</p> <p>Action 14: Employer lactation policy and program</p>	<p>Crook County WIC will complete a community assessment to identify and engage local stakeholders with the goal of improving breastfeeding support. The team will also review and update the current County policy to not only ensure that employees have access to lactation accommodation, but to create a model program that other local business can learn from and follow.</p>	Emma Reynolds 541-447-5165	<a href="mailto:ereynolds@h.co.crook.or.us">ereynolds@h.co.crook.or.us</a>
Deschutes County Health Services	Baby Link	Baby-Friendly	<p>Action 3: Strengthen programs that provide mother-to-mother support</p> <p>Action 7: Maternity care practices</p> <p>Action 8: Develop systems for continuity of support between hospitals and health care settings</p>	<p>Deschutes County WIC will partner with the Central Oregon Breastfeeding Coalition and St. Charles Medical Center to create a prenatal and postpartum support group, meeting 1 time each week. Similar to Desiree Nelson's Baby Connection in Eugene, this will provide a venue where mothers can go for both professional and peer support, including baby weight checks, education, and social activities such as taking pictures of baby for a scrapbook page. An IBCLC (from a rotating group) will also be available for individual counseling.</p>	Laura Spaulding 541-322-7450	<a href="mailto:lauras@deschutes.org">lauras@deschutes.org</a>
Douglas County Public Health	Community: Bridging Breastfeeding Gaps	Coalition and Baby Friendly	<p>Action 1: Support mothers</p> <p>Action 2: Educate families</p> <p>Action 4: Use community organizations</p> <p>Action 7: Maternity care practices</p> <p>Action 9: Provide education to health care professionals</p>	<p>WIC and Healthy Communities will work together to make breastfeeding the standard of care in Douglas County by investing in the further development of the Umpqua Valley Breastfeeding Coalition through group facilitation and technical assistance and engaging the community to achieve broad participation in coalition meetings and educational presentations, and also through influencing hospital and clinical practice with training (CME) for nurses and doctors provided by Dr. Marianne Niefert and Dr. Jack Newman.</p>	Amy Terry 541-464-3816	<a href="mailto:abterry@co.douglas.or.us">abterry@co.douglas.or.us</a>

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Hood River County Health Department	Implementation of the Baby-Friendly Hospital Initiative	Baby-Friendly	Action 7: Maternity care practices	After working together to establish the Columbia Gorge Breastfeeding Coalition, Hood River WIC will continue its partnership with Providence Hood River Memorial Hospital in completing the first 2 phases of the 4D Pathway for the hospital to achieve the Baby-Friendly Designation. In concert with WIC, the project coordinator from Providence will lead work on Phase 1: Discovery (Register with Baby-Friendly USA, obtain CEO letter of support, and complete a Self-Appraisal Tool) and on Phase 2: Development (Registry of Intent Certificate; form a Task Force; create work plan, hospital breastfeeding policy, staff training curriculum, prenatal and postpartum teaching plans, and a data collection plan.)	Jennifer McCauley 541-387-6344 509-493-3459	<a href="mailto:jennifer.mccauley@providence.org">jennifer.mccauley@providence.org</a>
Jackson County Health and Human Services	Normalizing Breastfeeding in Jackson County	Coalition and Worksite	Action 4: Use community organizations Action 5: Media campaign to promote breastfeeding Action 8: Develop systems for continuity of support between hospitals and health care settings Action 9: Provide education to health care professionals Action 14: Employer supported lactation policy and program	Jackson County WIC and Healthy Communities will partner to further normalize breastfeeding in health care settings, the workplace and throughout the community by helping the Southern Oregon Lactation Association (SOLA) recruit new membership and increase visibility, hosting 2 training events for professionals, and launch several outreach campaigns (County Library, "Did You Know," "What's in Breast milk" posters, life-size cutouts of breastfeeding moms for WBW, expanded texting options, and engaging hospitals and clinics with the new edition of Medications in Mothers Milk.) They will also create a model lactation support policy for Jackson County HHS in partnership with the Southern Oregon Wellness at Work Initiative Group (covering Jackson and Josephine Counties).	Debbie Mote-Watson 541-774-8020	<a href="mailto:watsondd@jacksoncounty.org">watsondd@jacksoncounty.org</a>
Jefferson County Public Health	Home Grown Babies	Coalition	Action 1: Support mothers Action 2: Educate families Action 4: Use community organizations Action 5: Media campaign to promote breastfeeding	Jefferson County WIC and Healthy Communities will work together to start a coalition in the local hospital, and which will also include Confederated Tribes of Warm Springs. The goal is to create an integrated forum for communication and cooperation (including a website) on breastfeeding promotion activities and education (with consistent messaging to all cultural groups represented) that breastfeeding is the healthy choice for all babies. They will also create a culturally appropriate billboard campaign called "Home Grown Babies," featuring local Hispanic, Anglo and Native American breast-fed infants recruited from WIC clinics in Madras and Warm Springs.	Carolyn Harvey 541-475-4456	<a href="mailto:carolyn.harvey@co.jefferson.or.us">carolyn.harvey@co.jefferson.or.us</a>

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Josephine	Businesses Taking Care of Business	Worksite	Action 9: Provide education to health care professionals Action 14: Employer supported lactation policy and program	Josephine County WIC, in partnership with Tobacco Prevention (Healthy Communities), will update the Health Department's breastfeeding support policy to be a model for other County agencies and local businesses. In collaboration with the Chamber of Commerce, they will also work to increase the number of employers with lactation support policies by assessing 525 local businesses, offering assistance with policy creation and implementation, and then sharing the results at an event with health care providers in the area.	Glenda Taylor 541-474-5325 x2233	<a href="mailto:gtaylor@co.josephine.or.us">gtaylor@co.josephine.or.us</a>
Klamath County Department of Public Health	Local Breastfeeding Coalition & Community Assessment	Coalition	Action 4: Use community organizations Action 19: Develop way of tracking policies and environmental factors that affect breastfeeding	Klamath County WIC and Healthy Communities will team up to start a local coalition (including goals and a strategic plan) that will help coordinate efforts of medical providers, educators and other professionals that provide care to prenatal and postpartum women and their infants. To better address the needs of the population, a complete Community Needs Assessment will be conducted to understand the social and economic factors and health behaviors that present barriers for mothers to breastfeed their children.	Elly Hall 541- 882-8846 x3506  Molly Brophy 541-852-8846 x3508	<a href="mailto:ehall@co.klamath.or.us">ehall@co.klamath.or.us</a>  <a href="mailto:mbrophy@co.klamath.or.us">mbrophy@co.klamath.or.us</a>
Lake County Public Health	Lake County Breastfeeding Policy & Place	Coalition and Worksite	Action 1: Support mothers Action 2: Educate families Action 4: Use community organizations Action 14: Employer lactation policy and program	Lake County WIC and Tobacco Prevention (Healthy Communities) will help the County adopt a written policy for the Employee Handbook and use it as a model for other local businesses. They will also increase awareness of breastfeeding by purchasing a "Rock and Relax" tent to use at events throughout the county, including the county fair in July, which is an important community gathering. They will thank the County Commissioners in a letter to the editor during World Breastfeeding Week.	Jill Harlan 541-947-6045	<a href="mailto:jillLCPH@yahoo.com">jillLCPH@yahoo.com</a>
Lane County Public Health	Lane County Partnership for Breastfeeding Friendly Policies in the Workplace (LCPBFPW)	Coalition, Worksite and Baby-Friendly	Action 4: Use community organizations Action 7: Maternity care practices Action 14: Employer lactation policy and program	Lane County WIC and Tobacco Prevention (Healthy Communities) will support mothers in their efforts to breastfeed by strengthening the public health department's relationship with the local coalition, including assistance in developing a governance structure and strategic plan. The team will also collaborate with PeaceHealth Oregon Region as it moves toward Baby-Friendly hospital policies. The project will also include a worksite component, wherein education and technical assistance will be offered to 10 large employers after completing a workplace policy assessment. Lastly, the team will host a press event jointly with these hospitals and employers to celebrate progress together.	Stephanie Young-Peterson  541-682-4280	<a href="mailto:stephanie.young-peterson@co.lane.or.us">stephanie.young-peterson@co.lane.or.us</a>

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Linn County Public Health	Regional Breastfeeding Coalition of Benton and Linn Counties	Coalition and Worksite	Action 2: Educate families Action 4: Use community organizations Action 14: Employer lactation policy and program	Through a partnership between WIC and Healthy Communities, the Counties of Benton and Linn will strengthen breastfeeding support through the development of a regional breastfeeding coalition. This regional coalition will be structured to align as an effective and coordinated community group in relation to the new CCO framework. Projects of the coalition will include: 5 year strategic plan, focus groups for policy and advocacy recommendations, employer outreach training, and culturally and linguistically appropriate consumer materials.	Cindy Cole 541-967-3888 x2583	<a href="mailto:cycole@co.linn.or.us">cycole@co.linn.or.us</a>
Marion County Public Health	Marion County Breastfeeding Coalition	Coalition	Action 4: Use community organizations	Marion County WIC will re-start the Marion County Lactation Coalition, which is an essential part of a sustainable infrastructure to support and normalize breastfeeding. The coalition will also develop and implement an outreach project based on these strategic planning outcomes, as well as create a coalition website for community outreach and education.	Diane Quiring 503-566-2995	<a href="mailto:dquiring@co.marion.or.us">dquiring@co.marion.or.us</a>
Multnomah County Health	Community Empowerment Model to Address Barriers to Breastfeeding in Communities of Color	Coalition	Action 1: Support mothers Action 3: Strengthen programs that provide mother-to-mother support Action 4: Use community organizations	Using the Community Empowerment Model, Multnomah County WIC will partner with International Center for Traditional Childbearing (ICTC) to convene community partners for a survey, focus groups and a summit meeting to discuss identified barriers to breastfeeding and proposed solutions for women of color. Similarly, Multnomah County WIC will collaborate with Native American Youth Association (NAYA) to host focus groups and conduct a survey to identify specific barriers to breastfeeding among Native-identified women in Oregon.	David Brown 503-988-3663 x26511  Mary Diloreto 503-988-3663 x24354	<a href="mailto:david.t.brown@multco.us">david.t.brown@multco.us</a>  <a href="mailto:mary.c.diloreto@multco.us">mary.c.diloreto@multco.us</a>
Multnomah County Health	Educate childcare providers on the importance and safe handling of breast milk	Childcare	Action 16: Help childcare providers accommodate breastfeeding mothers and infants	Building on the results of the "Right from the Start" Survey, which provided information about childcare practices in Multnomah County related to Nutrition, Physical Activity, Breastfeeding, and Screen time, Multnomah County will begin training childcare providers in best-practices regarding breastfeeding, specifically through the creation of a training video.	David Brown 503-988-3663 x26511  Mary Diloreto 503-988-3663 x24354	<a href="mailto:david.t.brown@multco.us">david.t.brown@multco.us</a>  <a href="mailto:mary.c.diloreto@multco.us">mary.c.diloreto@multco.us</a>
North Central Public Health	Building a Coalition chapter and educating community partners	Coalition	Action 4: Use community organizations Action 9: Provide education to health care professionals	North Central Public Health, which serves the counties of Wasco, Sherman and Gilliam, will establish a chapter of the Columbia Gorge Breastfeeding Coalition in the Dalles. The Columbia Gorge Breastfeeding Coalition is based in Hood River; this new chapter will reach the eastern part of the Gorge and help coordinate efforts regionally, since families are crossing county lines to seek medical care. The first project of this newly formed group will be to invest in community partners by offering a training to the nurses at the local	Lori Treichel 541-506-2627	<a href="mailto:lorit@co.wasco.or.us">lorit@co.wasco.or.us</a>

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Tillamook County Health	Tillamook County Breastfeeding Collaborative	Coalition	Action 4: Use community organizations Action 8: Develop systems for continuity of support between hospitals and health care settings	Tillamook County WIC will establish a Breastfeeding Coalition and hold regular meetings to coordinate efforts locally among public health programs, primary care providers, community health centers and hospital providers. They will also enhance their current meeting space to accommodate community partners in a comfortable and professional setting with appropriate media tools for webinars and trainings. Funds will also be used for public health staff time to coordinate and facilitate meetings and develop shared goals and plans.	Dawna Roesener 503-842-3913	<a href="mailto:dreesene@co.tillamook.or.us">dreesene@co.tillamook.or.us</a>
Umatilla-Morrow Head Start	Eastern Oregon Lactation Update	Baby-Friendly	Action 7: Maternity care practices Action 8: Develop systems for continuity of support between hospitals and health care settings Action 9: Provide education to health care professionals	Umatilla-Morrow Head Start will partner with Good Shepherd Medical Center to host the "Eastern Oregon Lactation Update," a quality, evidence-based training on breastfeeding for all providers in Umatilla and Morrow counties, as well as other providers in Eastern Oregon. This training will help ensure continuity of messaging for pre-natal and post-partum care and will be presented by Dr. Jack Newman.	Angie Treadwell 541-667-2361	<a href="mailto:atreadwell@umchs.org">atreadwell@umchs.org</a>
Washington County Public Health	Washington County Breastfeeding Support for Children in DHS Custody	Childcare	Action 16: Help childcare providers accommodate breastfeeding mothers and infants	Washington County WIC and the Healthy Communities Program will collaborate with Oregon DHS, Ayla Birth Inc, and Coffee Creek Correctional Facility to create a culturally appropriate and effective multimedia toolkit. This toolkit will educate foster and other alternative caregivers about the importance and safe handling of breast milk, with an emphasis on challenges/barriers for incarcerated mothers who want to provide breast milk to their child. This will also fulfill continuing education requirements for foster parents.	Jeannette Howard 503-846-8610	<a href="mailto:Jeanette_Howard@co.washington.or.us">Jeanette_Howard@co.washington.or.us</a>