Forsyth County
Department of Public Health
Promoting Health, Improving Lives

NCPH
North Carolina Public Health

Forsyth County Community Health Action Plan 2011

Designed to address Community Health Assessment priorities

County: Forsyth **Partnership**: Healthy Community Coalition **Period Covered:** 2012 - 2015

LOCAL PRIORITY ISSUE

- Priority issue: Forsyth County Breastfeeding Initiative
- Was this issue identified as a priority in your county's most recent CHA? _X_ Yes __ No

LOCAL COMMUNITY OBJECTIVE Please check one: _X_ New __ Ongoing (was addressed in previous Action Plan)

- By (year): **2014**
- Objective: Reduce Forsyth County infant mortality rate from 7.7 to 7.0 (infant deaths per 1,000 live births) by 2015
- Original Baseline**:** 7.7 (infant deaths per 1,000 live births)
- Date and source of original baseline data: 2010 data / NC State Center for Health Statistics

POPULATION(S)

- Describe the local population(s) experiencing disparities related to this local community objective: Non-Hispanic African American infants.
- Total number of persons in the local disparity population(s): 1,346 Non-Hispanic African American births (2010)
- Number you plan to reach with the interventions in this action plan: 50% (673) Non-Hispanic African American infants.

HEALTHY NC 2020 FOCUS AREA ADDRESSED

__ Tobacco Use
__ Physical Activity and Nutrition
__ Substance Abuse
__ STDs/Unintended Pregnancy
__ Environmental Health

__ Social Determinants of Health (Poverty, Education, Housing)
_X_ Maternal and Infant Health
__ Injury
__ Mental Health
__ Oral Health

__ Infectious Diseases/ Food-Borne Illness
__ Chronic Disease (Diabetes, Colorectal Cancer, Cardiovascular Disease)
__ Cross-cutting (Life Expectancy, Uninsured, Adult Obesity)

- Check **one** Healthy NC 2020 focus area: (Which objective below most closely aligns with your local community objective?)
- **List HEALTHY NC 2020 Objective**: (Detailed information can be found at http://publichealth.nc.gov/hnc2020/ website)
- Objective 2: Reduce the Infant Mortality rate (per 1,000 live births from 8.2 (2008) to 6.3 by 2020.

RESEARCH RE. WHAT HAS WORKED ELSEWHERE*

List the 3-5 evidence-based interventions (proven to effectively address this priority issue) that seem the most suitable for your community and/or target group. **Training and information are available from DPH. Contact your regional consultant about how to access them.*

Intervention	Describe the evidence of effectiveness (type of evaluation, outcomes)	Source
Action 7 – Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding – Hospitals work towards Baby-Friendly designation Action 9 – Provide education and training in breastfeeding for all health professionals who care for women and children. Action 11 – Ensure access to services provided by International Board Certified Lactation Consultants Action 14 – Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees Action 17 – Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants	Recommended – Promising	http://www.surgeongeneral.gov/library/calls/breastfeeding/index.html The Surgeon General's Call to Action to Support Breastfeeding – 2011 – USDHHS
The Friendship Project (transportation)	Social support for women during pregnancy improves birth outcomes and is supported by NC Healthy Start	http://www.nchealthystart.org/public/friendship/index.htm#what
Baby Friendly Hospital Initiative – 10 Steps to Successful Breastfeeding (BFHI)	Educating hospital staff through a 3-day training program has been shown to enhance compliance with optimal maternity care practices and increase rates of breastfeeding – Birth facilities that have achieved BFHI designation typically experience an increase in breastfeeding rates.[6]	http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf Kramer MS, Chalmers B, Hodnett ED, et al. Promotion of Breastfeeding Intervention Trial (PROBIT): a randomized trial in the republic of Belarus. JAMA (Journal of the American Medical Association) 2001;285(4):413–20. Cattaneo A, Buzzetti R. Effect on rates of breastfeeding of training for the Baby Friendly Hospital Initiative. BMJ (British Medical Journal) 2001;323(7325):1358–62.
Peer Counseling - WIC has launched a national initiative to institutionalize **peer counseling** as a core service. This is replicated through a number of programs and models	In a systematic review to evaluate interventions that promote breastfeeding initiation, Fairbank et al. found peer support programs to be effective by themselves in increasing the initiation and duration of breastfeeding.	http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf Fairbank L, O'Meara S, Renfrew MJ, Woolridge M, Snowden AJ, Lister-Sharp D. A systematic review to evaluate the effectiveness of interventions to promote the initiation of breastfeeding. Health Technology Assessment 2000;4(25):1–171. McLorg PA, Bryant CA. Influence of social network members and health care professionals on infant feeding practices of economically disadvantaged mothers. Medical Anthropology 1989;10(4):265–78.

The Business Case for Breastfeeding- The U.S. Health Resources and Services administration Maternal and Child Health Bureau has launched a national workplace initiative that includes developing a resource kit for employers. The Business Case for Breastfeeding, developed to address barriers and the educational needs of employers, includes materials for upper management, human resource managers, and others involved in implementing on-site programs for lactation support. Also included is a tool kit with reproducible templates that can be adapted to the work setting. An outreach marketing guide helps local breastfeeding advocates and health professionals effectively reach out to employers.	Cohen et al.[28] examined the effect of corporate lactation programs on breastfeeding behavior among employed women in California. These programs included prenatal classes, **perinatal** counseling, and lactation management after the return to work. About 75% of mothers in the lactation programs continued breastfeeding at least 6 months, although nationally only 10% of mothers employed full-time who initiated breast-feeding were still breastfeeding at 6 months. Participants in the Mutual of Omaha's lactation program breastfed an average of 8.26 months, although nationally only 29% of mothers were still breastfeeding at 6 months.[29] Both of these programs are promising but may represent unique populations that may not be generalizable to all working mothers.	http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf Cohen R, Mrtek MB. The impact of two corporate lactation programs on the incidence and duration of breastfeeding by employed mothers. American Journal of Health Promotion 1994;8(6):436–41.

WHAT INTERVENTIONS ARE ALREADY ADDRESSING THIS ISSUE IN YOUR COMMUNITY?

Are any interventions/organizations currently addressing this issue? Yes_X__ No___ If so, please list below.

Intervention	Lead Agency	Progress to Date
Perinatal Quality Collaboration of North Carolina project Close to Me to increase the exclusivity of breast feeding for well newborns. **Regional Lactation Consultant Program**	Forsyth Medical Center	80+ % women initiate breastfeeding at delivery, and 30% of those breastfeed exclusively Working towards Baby Friendly Designation at Forsyth Medical Center. No longer supply baby formula to mom's at hospital discharge
LeLeche League Peer Support	Winston Salem and Kernersville LeLeche League Chapters	Provide peer support to approximately 480 nursing mothers per year (includes meetings and telephone support)
WIC Peer Counseling and Education Program (FCDPH)	Forsyth County Department of Public Health (FCDPH)-WIC	Train 150 lactation educators per year, offer breastfeeding counseling to 1500 women per year, and teach prenatal breastfeeding classes to 1800 women.
Staff training with maternity nurses at Forsyth Medical Center to increase breastfeeding exclusivity with emphasis on mom-to-baby skin to skin contact while in the hospital	Forsyth Medical Center	Trained #77 nurses in 2011 Exclusive breastfeeding rate is %30 (2012)
Regional Lactation Consultant Program supporting nursing moms at Forsyth Medical Center	Forsyth Medical Center	1.25 International Board Certified Lactation Consultants (IBCLC) for NICU and 2 Registered Dietitians who are also IBCLC (Forsyth Medical Center) 7 Lactation Consultants in Mother/Baby Unit (5.25 FTE) (Forsyth Medical Center)

WHAT RELEVANT COMMUNITY STRENGTHS AND ASSETS MIGHT HELP ADDRESS THIS PRIORITY ISSUE?

Community, neighborhood, and/or demographic group	Individual, civic group, organization, business, facility, etc. connected to this group	How this asset might help
Advocacy Groups	Exchange Scan Welcome Baby LeLeche League	• Promote breastfeeding to new parents during hospital visits to new parents • Welcome Baby could offer breastfeeding support at new mom hospital visit and provide handout in welcome packet. • LaLeche League will provide peer support groups for nursing mothers in community settings
Community Coalitions	FC Infant Mortality Reduction Coalition	• Provide outreach education on breastfeeding support to clinicians and host community workshop • Collect existing or develop new clinician tools, schedule and deliver outreach education in-service sessions
Governmental Agencies	Senior Services FC WIC Program	• Senior services may provide meeting space for breastfeeding workshops • WIC can provide lactation education program, peer support program, and prenatal

		breastfeeding classes.
Community non-profits	Imprints YMCA Worksite Wellness Program	• Promote breastfeeding and offer breastfeeding education to clients • YMCA Wellness Program will offer businesses the option of a lactation room as component of corporate wellness
Media	Newspapers, TV, Radio	• Media partners could promote breastfeeding in the media
Child Care	Day Care Centers	• Promote breastfeeding to clients – adopt better policies to support breastfeeding infants
Faith Communities	Shepherd's Center Congregational Nurse Program; Ministers Conference	• Shepherds Center congregational nurses could promote breastfeeding among church members • Ministers Conference could promote breast feeding to church members and also provide lactation rooms.
Education	Winston Salem State University Grandparents program; Smart Start of Forsyth County	• WSSU Grandparents may transport moms to NICU to breastfeed baby. • Smart Start could assist in training child care centers to promote breastfeeding to clients through a workshop for day care centers
Health Care Agencies	Downtown Health Plaza;Forsyth Medical Center; Northwest Community Care Network	• Downtown Health Plaza could promote verbal and written breastfeeding education to clients • Assist in outreach education sessions to clinicians, consultation • Forsyth Medical Center can provide women access to Lactation Consultants and work to improve breastfeeding exclusivity. Train hospital staff in lactation support • Collect existing or develop new clinician tools, assist in scheduling and delivering clinical in-service sessions • Promote breastfeeding through pregnancy case managers
Funding Agencies	United Way; March of Dimes	• Offer funding of breastfeeding initiatives • March of Dimes could provide models for interventions and potential funding
Community based organizations / Case Management Systems	FCIMRC, Smart Start, WIC, NCCN, March of Dimes, and Pregnancy Case Management	• Provide community workshop to promote breastfeeding and referrals for lactation support.

INTERVENTIONS: SETTING, & TIMEFRAME	COMMUNITY PARTNERS' Roles and Responsibilities	PLAN HOW YOU WILL EVALUATE EFFECTIVENESS
INTERVENTIONS SPECIFICALLY TARGETING HEALTH DISPARITIES		
Intervention: Hold Interest meeting for The Friendship Project – volunteer transportation for pregnant or nursing moms to prenatal appointments or to NICU to breastfeed Intervention: _X_ new __ ongoing __ completed Setting: Clinic / Community Start Date – End Date (09 /12 – 12/15) Level of Intervention - change in: __ Individuals _X_ Policy &/or Environment	**Lead Agency**: FCIMRC Role: Contact potential volunteers for transportation **Partners**: WIC, March of Dimes, Downtown Health Plaza, Imprints, Outreach Alliance for Babies, NCCN and various community groups. **Role**: Partners will assist in identifying key people from various community groups below who would be willing to provide transportation for pregnant or nursing mothers to potentially include: -Junior League -Lions Club -Rotary Club -Neighborhood Associations -Retired Nurses -Outreach Alliance for Babies -Newborns in Need -AARP -Hospital Volunteers - Masons Marketing of this intervention will be done via facebook, www.HelpOurBabies.org, FC County Website, and any other avenue possible.	**1. Quantify what you will do:** • Conduct one (#1) Transportation Workshop with approximately 10 agency leaders with community groups to request assistance for transporting nursing moms to breastfeed babies still in NICU. **Expected outcomes:** • This intervention will increase the number of mothers able to breastfeed while babies are in NICU who currently cannot due to lack of transportation.
Intervention: Case Management Systems Promote Breastfeeding Intervention: _X_ new __ ongoing __ completed Setting: Health Care Start Date – End Date (9/12 – 12/15): Level of Intervention - change in: __ Individuals _X_ Policy &/or Environment	The lead agency is NCCN and Pregnancy Case Managers will promote breastfeeding, offer breastfeeding support, give written education, and refer clients to WIC for lactation support if needed. **Other Partners will:** Downtown Health Plaza will encourage clients to breastfeed, offer breastfeeding support, give written education on breastfeeding, and refer clients to WIC or other source for lactation support if needed. Imprints will encourage clients to breastfeed, offer breastfeeding support through classes, give written education on breastfeeding, and provide breastfeeding support by a certified lactation educator during home visits. Welcome Baby (Exchange Scan) will continue to offer breastfeeding information to new parents at initial	**1. Quantify what you will do:** • Pregnancy Case Managers (NCCN) will reach approximately #500 (%80 African American and Hispanic) clients annually with breastfeeding information, support, and promotion through case management. • The Downtown Health Plaza will reach ~1800 clients annually with breastfeeding support and promotion. • Imprints will reach 100 clients annually with breastfeeding education, support and promotion through case management and classes. • Welcome Baby (Exchange Scan) will offer breastfeeding education, support, and promotion to #1000 families annually. **2. Expected outcomes:** • Breastfeeding will increase among childbearing women due to direct education, referral, and support; thereby creating healthier infants and reducing infant mortality.

	assessments, but will also supply a handout on the benefits of breastfeeding in the new parent package. **Marketing** will be through partnership email list serves, networks, www.HelpOurBabies.org, FC County Website, agency newsletters, and any other avenue possible.	
POLICY OR ENVIRONMENTAL CHANGE INTERVENTIONS		
Intervention: Outreach Education on breastfeeding to community agencies and daycares working with pregnant or parenting families Intervention: _X_ new __ ongoing __ completed Setting: Community Start Date – End Date: (9/12 – 12/15)	**Lead agency - Workshop #1** Smart Start will pull together daycare centers to offer workshop on supporting women who are breastfeeding **Partners:** FCIMRC, WIC, March of Dimes, FCDPH, and NCCN will assist in planning, hosting, and marketing the workshop for day care staff. **Lead Agency – Workshop #2** FCIMRC will work with Chamber of Commerce to host a workshop to promote breastfeeding support for women in the workplace – using "*Making the Business Case for Breastfeeding*" **Partners:** , March of Dimes, WIC, NCCN, YMCA and FCDPH will co-host a community conference to educate key agencies working with pregnant or parenting families on the importance of breastfeeding **Marketing** of this intervention will occur via facebook, partnership email listserves, www.HelpOurBabies.org, FC County Website, and any other avenue possible.	**1. Quantify what you will do:** • Community workshop on the public health benefit of breastfeeding to reduce infant mortality will be held for day care centers. • Workshop will be held for businesses to promote the health benefit of breastfeeding to reduce infant mortality **2. Expected outcomes:** • This workshops will educate key staff as to how they can support and promote breastfeeding in the **work place** and **day care setting. (Action 14 and 16 of Surgeon General Call to Action)**
Intervention: Outreach education to maternity care clinicians Intervention: _X__ new ___ ongoing ___ completed Setting: Health Care Start Date – End Date (09 /12 - 12/15)	**Lead Agency**: FCIMRC will collect existing or develop new tools to provide inservices and outreach education to clinicians working with mothers and infants to emphasize the importance of supporting breastfeeding as a standard of care **Partners**: NCCN will encourage clinicians to participate in outreach education. WIC and Forsyth Medical Center will consult on this project **Marketing** of this intervention will occur via facebook, partnership email listserves, www.HelpOurBabies.org, FC County Website, and any other avenue possible.	**1. Quantify what you will do:** • Outreach education for clinicians to provide training and technical support to enable them to offer breastfeeding support and counseling as routine standard of care in their health care practices. (Train the trainer to impact medical office protocol to recommend breastfeeding to all clients) **2. Expected outcomes:** • Identification of best practices and optimal care models has not been developed. Strategy to be used has worked locally in two previous interventions conducted by Forsyth County Infant Mortality Reduction Coalition and Northwest Community Care Network to impact clinical protocol for systems change.