

...WIC works by building a **Breastfeeding-Friendly Community**  
through creating valuable partnerships...

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**Business**

- Childcare centers
- Breast pump vendors
- Health Departments
- Retail stores
- Supermarkets
- Workplaces that employ large numbers of the WIC audience
- Local media groups such as radio, newspapers and television



**Community**

- Community support groups addressing diverse needs
- Faith-based groups
- State breastfeeding coalitions
- Extension programs
- Child care programs
- Women's service groups
- Colleges and Universities
- Representatives from health initiatives/task force

**Health-Related Professionals and Organizations**

- Hospital personnel
- Pediatric practices
- OB/GYN offices
- WIC clinics and program staff
- Lactation consultants, nurse managers and administrators
- HMOs or major health insurance companies
- Local chapters of the *American Academy of Family Physicians*, *American College of Obstetrics & Gynecology* and *American Academy of Pediatrics*



## ...putting ideas for building *Breastfeeding Partnerships* into action...

### **BUSINESS**



- Implement "Breastfeeding Welcome Here" programs at worksites and child care centers; provide information and resources to get them started.
- Award "certificates of recognition" for local businesses, community groups, worksites and advocates who have done something special to support breastfeeding.
- Create a "Working and Breastfeeding" kit for distribution by local businesses.
- Start a breastfeeding follow-up support program for new moms.
- Target outreach efforts to insurance companies promoting breastfeeding support.
- Ask breast pump company representatives to donate pumps to local worksites.
- Create a breastfeeding calendar complete with tips and real-life experiences. Distribute to local businesses.

### **COMMUNITY**



- Supply breastfeeding training and information to child care sites.
- Sponsor a breastfeeding information booth at a community or state health fair.
- Create a PSA to air on a local cable channel or radio station.
- Fund a *Loving Support* billboard in your area.
- Solicit a prominent local figure to act as a breastfeeding spokesperson and schedule community speaking engagements.
- Develop a breastfeeding video loop. Market the video to health centers, clinics, hospital waiting rooms, restaurants and retail stores.
- Form a "breastfeeding assistance call triage flow-chart" adaptable for various settings such as WIC clinics, hospitals and pediatric groups.
- Start a recognition program for local community groups who are supportive of breastfeeding.
- Create paper tray liners with breastfeeding-friendly messages to market to area fast food restaurants.
- Visit local support groups or clubs for working, teenage and/or new moms.
- Network with various women's service organizations such as Junior League, hospital auxiliary and alumni associations.

### **HEALTH-RELATED PROFESSIONALS AND ORGANIZATIONS**



- Write a column about breastfeeding for a hospital newsletter.
- Conduct a survey of "Best Practices" policies at local hospitals and implement an annual award.
- Ask a lactation consultant to serve as the breastfeeding expert for area physicians' offices.
- Become a resource speaker with expertise in breastfeeding and present to hospital administrators.
- Provide in-service breastfeeding training to hospital labor & delivery, postpartum and newborn nursery staff.
- Distribute breastfeeding reference resources to health care providers.
- Send gift baskets to local physicians. Include creative breastfeeding resources and slogans.
- Provide "Lunch and Learn" trainings for health department staff and local health care providers.
- Implement staff recognition programs for participating local health agencies.
- Provide in-service trainings for Early Head Start and Healthy Beginnings program staff.
- Promote continued breastfeeding education training for local WIC staff including *Loving Support* campaign orientation.
- Arrange to speak to a college or university dietetics, nursing, public health or medical class.

