

Healthiest Wisconsin 2020 Everyone Living Better, Longer, is the public health agenda that identifies priority objectives for improving health and quality of life. Through a coordinated approach, we can strengthen our capacity to improve health across the lifespan and eliminate health disparities and achieve health equity.

BREASTFEEDING

- The mission of the Wisconsin Breastfeeding Coalition (WBC) is to improve the health of Wisconsin by working collaboratively to protect, promote, and support breastfeeding.
- Vision: In order to achieve optimal health, enhance child development, promote effective parenting, and make optimal use of resources, breastfeeding will be the norm for infant and early childhood feeding in Wisconsin.

POPULATION HEALTH CHALLENGE

- 2014 CDC Breastfeeding Report Card: 83.5% of WI infants are ever breastfed, 48% exclusively at 3mo, 21.4% exclusively at 6mo, 26.2% at 12mo
- 7 WI hospitals certified as Baby Friendly (12.43% of live births)
- 15.5% of breastfed infants receiving formula before 2 days
- WIC 2013 data: 72.1% ever breastfed, 38% exclusively at 3mo, 10.4% exclusively at 6mo, 13.7% at 12mo
- WIC 2013 data: large racial/ethnic disparities in breastfeeding rates (e.g., Ever breastfed – white 78.3%, Hispanic 82.9%, Black 58.8%, Am Indian 75.2%, Asian 53.3%)

ACTION TEAM FOCUS

- WBC supports capacity, activities, and engagement of local breastfeeding coalitions
- Annual WBC Summit provides education and networking opportunities for breastfeeding coalitions, advocates, and partners
- WBC serves as communication hub of breastfeeding efforts in Wisconsin

PRIORITIES

- Maternity care practices that support breastfeeding
- Reduction of breastfeeding disparities
- Breastfeeding friendly child care
- Worksite lactation support

MEASURABLE OBJECTIVES OR INDICATORS

- Increased breastfeeding rates
- Increased Maternity Practices in Infant and Nutrition Care (mPINC) score for Wisconsin
- Increased proportion of live births that occur in Baby Friendly facilities
- Reduced disparities in breastfeeding rates
- Increased number of child care providers recognized as “breastfeeding friendly”

IMPORTANT RESOURCES

- Wisconsin Breastfeeding Coalition www.wibreastfeeding.com
- CDC breastfeeding data, resources, and recommendations www.cdc.gov/breastfeeding
- United States Breastfeeding Committee www.usbreastfeeding.org
- Breastfeeding friendly child care in Wisconsin www.woodcountymbreastfeeding.org/breastfeedingfriendlychildcarecenters.aspx

ACTION TEAM PROGRESS

	Plan	Implement	Communicate
	Actions		Timeline
Plan	Convene stakeholders, map assets and gaps		
	Identify resources and potential strategies		
	Analyze, discuss & prioritize strategies		
	Collectively decide on priorities		
Implement	Develop action plan (objectives, milestones, accountability, how progress will be measured)		
	Implement action plan and monitor progress		
Communicate	Monitor and evaluate progress		
	Communicate and promote results		

SUPPORT THE ACTION TEAM – ACTION OPPORTUNITIES

- Become a WBC member (individual, breastfeeding organization, associate, and corporate membership levels)
- Participate in a WBC committee (Communications, Guidance & Resources, Finance)

ACTION TEAM POINT OF CONTACT

- Amber France afrance@co.wood.wi.us or wibreastfeeding@gmail.com

ALIGNMENT WITH CDC CHRONIC DISEASE PREVENTION STRATEGIES AND MEASURES (1305)

Implement practices supportive of breastfeeding in birthing facilities

- Number of birthing facilities with ideal practice on those specific practices that facilities are addressing
- Total composite quality score from CDC's Maternity Practices in Infant Nutrition and Care Survey (mPINC) (biennial)
- Number of facilities designated as Baby-Friendly

Ensure workplace compliance with federal lactation accommodation law

- Number of employers that provide space and time for nursing mothers to express breast milk
- Proportion of infants ever breastfed
- Proportion of infants breastfed at 6 months
- Proportion of infants exclusively breastfed at 6 months
- Proportion of children who are overweight or obese