

# ISPAN Breastfeeding Framework: Years Three – Five

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## *Our goal:*

Improve the continuity of care and support for breastfeeding in communities, improving links between hospitals, primary care providers, WIC clinics/services, early childhood education centers, worksites, and social and community programs and services to support low-income, rural, African-American and/or Latina moms meet their breastfeeding goals.

## *Our vision:*

Families, especially those in low-income, rural and communities of color, will have equitable access to adequate and accurate, culturally appropriate lactation support from peers, professionals, and communities.

## *Our objectives:*

1. Increase the number of **places** that are supportive of breastfeeding where low-income, rural, and/or people of color frequent in Illinois by September 2023.
2. By September 2023, low-income moms, rural moms, and moms of color in Cook, Peoria/Tri-County and Jackson Counties will have increased access to **lactation support professionals** (IBCLC, CLC, CLS, peer counselor, etc.) with similar lived experiences as those in the ISPAN priority populations.
  1. Increase by at least 50 the number of low-income, rural, Black/African American and/or Latinx people who are trained as breastfeeding peer counselors and/or CLS/CLCs or IBCLCs.
  2. Increase by at least 50 the number of clinical sites/organizations that have a process in place to refer to professional lactation support providers [ideally those with a similar lived experience to the person who is receiving the referral].
3. By September 2023, low-income, rural and families of color in Illinois will have increased access to the accurate, and culturally relevant **information** they need to support breastfeeding.

Objective	Community-Wide Support	Access to Professional Lactation Support	Access to Accurate and Culturally Relevant Information
<b>Focus Group Results Alignment</b>	<ol style="list-style-type: none"> <li>1. Need for cultural/societal support</li> <li>4. Challenges with breastfeeding logistics</li> <li>5. Work as a barrier</li> </ol>	<ol style="list-style-type: none"> <li>2. Problems with breastfeeding mechanics</li> <li>6. Breastfeeding support supplies</li> </ol>	<ol style="list-style-type: none"> <li>3. Unhelpful and/or insufficient information</li> <li>7. Need for accessible, culturally appropriate information and support</li> </ol>
<b>Barriers Identified by Regional Taskforces</b>	<ul style="list-style-type: none"> <li>• Building workplace and community support</li> </ul>	<ul style="list-style-type: none"> <li>• Maximizing impact with limited staff capacity and funding</li> <li>• Creating new capacity and investment</li> </ul>	<ul style="list-style-type: none"> <li>• Partnering with providers on messaging and referrals</li> </ul>
<b>Statewide Strategies (listed by agreed upon priority)</b>	<ol style="list-style-type: none"> <li>1. Support early care and education (ECE) providers to become breastfeeding-friendly</li> <li>2. Training and/or materials for employers about breastfeeding laws, and how to support breastfeeding</li> <li>3. Host a learning collaborative for sites making institutional changes to support breastfeeding</li> </ol>	<ol style="list-style-type: none"> <li>1. Train people of color in networks (WIC, ECE, nurses etc.) to become support professionals; workforce development</li> <li>2. Advocate for insurance coverage for professional lactation support</li> <li>3. Mentorship program for people of color to complete IBCLC clinical hours</li> <li>4. Landscape assessment of lactation support professionals of color</li> <li>5. Strengthen home-visiting policies</li> </ol>	<ol style="list-style-type: none"> <li>1. Training for networks (ECE, home-visiting, WIC, health care etc.) on breastfeeding, including implicit bias and diversity components</li> <li>2. Utilize medical providers (nurses, MDs, midwives etc.) to provide accurate and relevant information</li> <li>3. Communications campaign (standard messages/materials including posters, signs, brochures for health care offices, social media etc.) with images of people of color, engage fathers, grandparents etc.</li> <li>4. Training for breastfeeding support professionals on implicit bias</li> </ol>
	Create a website to house statewide and regional information (breastfeeding-friendly places, local lactation support providers etc.)		
<b>Local Strategy Examples</b>	<ul style="list-style-type: none"> <li>• Space in schools to breastfeeding</li> <li>• Breastfeeding-friendly meetings</li> <li>• Breastfeeding laws education</li> </ul>	<ul style="list-style-type: none"> <li>• Prenatal classes</li> </ul>	<ul style="list-style-type: none"> <li>• Medical provider education</li> <li>• School district wellness policies</li> <li>• Peer support groups</li> <li>• Texting education programs</li> </ul>
Additional local strategy examples are in the ISPAN Breastfeeding Continuity of Care and Community Support Strategies document			

## Existing ISPAN Years One and Two Activities - Alignment with Objectives

Objective	Community-Wide Support	Access to Professional Lactation Support	Access to Accurate and Culturally Relevant Information
<p style="text-align: center;"><b>Strategy</b></p>	<ul style="list-style-type: none"> <li>• Breastfeeding-friendly recognition program in southern Illinois</li> <li>• Hospital and medical clinic policy changes</li> </ul>	<ul style="list-style-type: none"> <li>• IBCLC preparatory course</li> <li>• Peer counselor training</li> <li>• Connecting interested people to opportunities to become support professionals</li> <li>• CenteringPregnancy</li> </ul>	<ul style="list-style-type: none"> <li>• Ready, Set, BABY adoption</li> <li>• Medical resident training in Peoria</li> <li>• Continuing medical education</li> </ul>
	<ul style="list-style-type: none"> <li>• Statewide and Cook County breastfeeding support learning collaboratives</li> </ul>		