

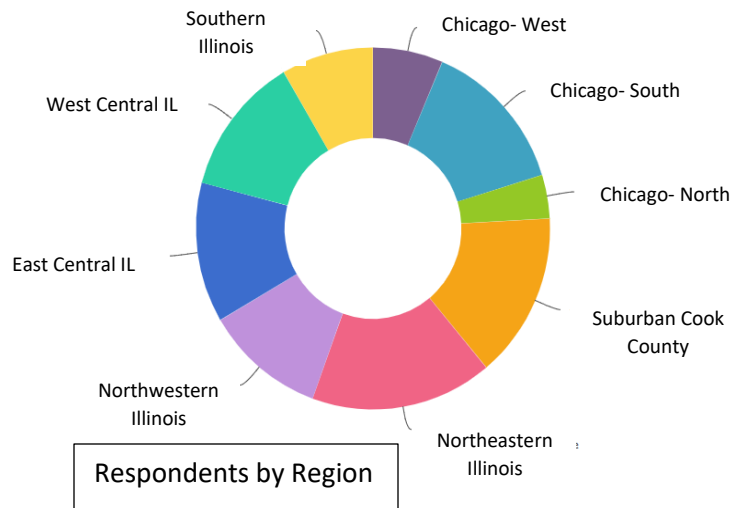
Illinois Breastfeeding Support and Home Visiting Survey Summary

As trusted support providers who see families prenatally and early in the post-partum period, home visitors can play a unique role in supporting families to breastfeed. The Illinois Public Health Institute, Governor's Office of Early Childhood Development, and Start Early (previously the Ounce of Prevention Fund) launched a survey in August 2020 to assess home visitors' experiences and needs for working with breastfeeding families. The findings suggest that home visitors would like to receive additional training and resources to support breastfeeding.



Who Took the Survey:

535 home visitors from across Illinois completed the survey. The respondents were very diverse, representing every region of the state (see right) and a variety of home visiting program models. The respondents self-identified as 32.3% Hispanic/Latinx/a, 57.9% White, 22.0% Black/African American, and 15% other/chose not to answer.



The Results:

- 89.3% of home visitors strongly agree/agree helping families achieve their breastfeeding goals is **part of their role** as a home visitor.
- 87.6% of home visitors strongly agree/agree they **feel comfortable talking to families** about breastfeeding.
- 58.7% have **not received training** related to breastfeeding in the past 3 years. 74.3% of home visitors would be **interested in free lactation support provider training** such as peer counselor, CLC, CLS or IBCLC (87.8% of Black/African American home visitors, 77.3% of Hispanic/Latinx/a home visitors, and 65.5% White home visitors) *

“Home visitors play an essential role in supporting mom's with breastfeeding by facilitating conversations during the prenatal period, and preparing with tools, and skills necessary for implementation after giving birth. Home visitors also serve as a valued post-partum support during the process.”

Top Training Topics Desired:

1. Benefits of breastfeeding for moms (76.3%) **(More Black/ African-American respondents preferred this)*
2. How to overcome common breastfeeding challenges (milk supply, etc.) (74.6%)
3. Benefits of breastfeeding for babies (74.6%)
4. Tips and tricks for moms/families to help make breastfeeding easier (scheduling, pumping, planning, peer support, weaning) (71.2%) **(More White respondents preferred this)*
5. Introduction to breastfeeding mechanics (latching, storage, feeding schedule) (64.9%)
6. How to help families access breastfeeding supplies (breast pumps etc.) (62.6%)

* *Statistically significant differences between respondents based on race/ ethnicity were found*



“I really feel that home visitors would be most helpful to breastfeeding moms because of the nature of the relationship. I would love to be trained...”

Top 9 Answers: What would help you better support breastfeeding families?

1. Print/online resources for home visitors (e.g. toolkits, questions/scripts to use with families, resource books/lists) (62.4%)
2. Online breastfeeding support training (61.5%)
3. Incentives and/or breastfeeding supplies for families (59.6%)
4. A list of local organizations that can support breastfeeding families (55.9%)
5. Print/online resources for families (brochures, flyers, social media content) (55.0%)
6. Breastfeeding support coaching or practices sessions (45.2%) **(More Black/ African American respondents preferred this)*
7. Someone for home visitors to contact with breastfeeding questions (this may be to report problems that arise and/or to seek additional breastfeeding support for families) (44.3%)
8. Classroom breastfeeding support training (40.4%)
9. Print/online resources for home visitors in languages other than English such as Spanish and Polish (38.5%) **

***(This was ranked number 4 among home visitors who spoke Spanish, which was a statistically significant difference from other respondents.)*



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