



National WIC
Association

Breastfeeding Friendly Workplace is Welcome at Local Businesses in Dunklin County

Branching Out For A Healthier Community! | Dunklin County Health Department, Kennett, MO | Presented by: Kim Gurley, Project Coordinator



INTRODUCTION

Dunklin County has a population of 37,778 and a staggering 26.71% of families have incomes that are below the poverty level. The amount of women that receive prenatal care is descending and the average number of births annually at Twin Rivers Regional Hospital is around 400.

Currently, there is only one OB/GYN in all of Dunklin County. Many pregnant women seek medical care through a primary care physician and delay their OB/GYN visits until their last trimester. Additionally, 47% of pregnant women in Dunklin County being served by WIC had limited knowledge of breastfeeding. Only 3.89% fully breastfed, 6.11% partially breastfed and 42.78% postpartum. Based upon these low numbers, we wanted to increase awareness of the nutritional benefits of breastfeeding for the child and the mother's health.



Photo by Cody Tucker, staff. Pictured left to right: Breastfeeding/Nutrition Coordinator Gabrielle Hicks, Breastfeeding Peer Counselor Ashley Paridore, owner of Reflections Mental Health Care Tiffany Lecker and Project Coordinator Kim Gurley.

PROJECT OVERVIEW

When first starting this grant we had only one person currently as a Certified Lactation Counselor (CLC). However, we now have 4 and will be sending 2 more nurses from the hospital to become certified. Assisting the nurses to become CLC's helps with the encouragement of the women that deliver and possibly become a WIC participant as a breastfeeding mother. While we are encouraging and making mothers more aware of breastfeeding, we also wanted to make them feel more comfortable in the community while breastfeeding. We worked with many businesses and currently have 6 businesses in Dunklin County that are now a Breastfeeding Friendly Workplace!

Increasing the number of new businesses that publicly promote/welcome breastfeeding in the target community. We had initially set out to do 1 mental health business and 2 Walmart businesses. However, we were able to exceed our initial goals and reach other local businesses by word of mouth, making in-person visits, and placing the successes in the newspaper to create awareness of our project in the local community.

As an additional incentive, local business could receive a grant up to \$500 through the Missouri Department of Health and Senior Services to help create or improve lactation support policies and programs at their worksite.

ACTIVITIES

Key activities involved:

- Providing assistance with paperwork to become Breastfeeding Friendly Certified.
- Placing signs, pop-up banners, and posters in businesses that welcome breastfeeding or are a Breastfeeding Friendly Workplace
- Handouts provided to the hospital and WIC staff that will visually help breastfeeding moms.
- Broadcasting radio ads that support breastfeeding.
- Designed prescription pads for a referral system that works collaboratively with providers, the hospital, schools, mental health, and the health department to help increase better assistance with nutrition education for pregnant women, breastfeeding mothers, and health insurance assistance.



Pop up banners are placed in the hospital to let patients know that they support breastfeeding.



Swivel stands with breastfeeding education to encourage women while in the hospital.

OUTCOMES

There are currently 5 Breastfeeding Friendly Workplaces in Dunklin County, but more businesses are interested in becoming Breastfeeding Friendly and working on their paperwork or lactation room. We highlight the business in the newspaper after getting certified so that the community is aware of this when walking into their business!

Rx for Healthy Families of Dunklin County Health Department	
Patient Name: _____ Phone: _____ Text: Yes or No	
Date of Birth: _____ Age: _____ Height: _____ Weight: _____	
Reason for Referral to WIC: <input type="checkbox"/> Pregnant <input type="checkbox"/> Breastfeeding <input type="checkbox"/> Postpartum/Non-Lactating <input type="checkbox"/> Infant <input type="checkbox"/> Child age 1-5	Health Insurance Assistance <input type="checkbox"/> Healthy Missouri/Medicaid
Nutrition Education <input type="checkbox"/> Prenatal <input type="checkbox"/> Breastfeeding <input type="checkbox"/> Infant Feeding <input type="checkbox"/> Child Nutrition	Nutrition Counseling with Registered Dietitian <input type="checkbox"/> Gestational Diabetes <input type="checkbox"/> Diabetes (please circle) Type 1 or 2 <input type="checkbox"/> High Blood Pressure <input type="checkbox"/> Prematurity <input type="checkbox"/> Overweight <input type="checkbox"/> Other (please list) _____
Signature: _____	
Name of Physicians Office: _____	
Dunklin County WIC-Kennett Phone: 573-888-9441 Fax: 573-888-1629	Dunklin County WIC-Malden Phone: 573-276-3646 Fax: 573-276-2650

LESSONS LEARNED

- The opportunities for WIC to partner with other organizations to promote community health.
- Community involvement allows WIC staff to provide better resources to participants resulting in healthier outcomes.
- Challenges will be met along the way such as scheduling conflicts and time constraints, but progress can still be made towards achieving your goals and objectives.



Left: Breastfeeding room in progress
Right: Breastfeeding Friendly Workplace room complete



BEST PRACTICES

- Stay in contact with your coalition to help build a strong team.
- Use all the resources within the community to aide in getting more assistance with achieving your goals.
- Use social media to share updates, questions, and ideas about your project.
- Get involved with other committees that share your ideas.

NEXT STEPS

The Dunklin County WIC office will continue to work on getting other businesses Breastfeeding Friendly and work closely with the Twin Rivers Regional Medical Center on the breastfeeding policy. Also, include and encourage the Breastfeeding Task Force to continue to help with the need of getting more Breastfeeding Friendly Businesses Workplaces and education to the community.