

CALIFORNIA CoIN

Breastfeeding Workstream

GOAL:

Build capacity to support workplace and school lactation accommodation and reduce related infant feeding disparities.



California's CoIN team had the desired outcome that all parents in the state who return to work or school after giving birth, and who choose to breastfeed or provide human milk, be equally and adequately supported and accommodated. Working collaboratively, the team focused its efforts on training and educating individuals and organizations providing lactation accommodation education and resources to communities with low breastfeeding duration.

PARTICIPANTS & REACH

- **Webinar participants:**
 - 450-500 active members of the California Breastfeeding Coalition
 - 3,300 total webinar participants for all webinars live, and those that viewed archived; attendees reached via WIC, California WIC Association (CWA), California Breastfeeding Coalition (CBC), Maternal, Child and Adolescent Health (MCAH) communications and members
- **Business case for breastfeeding displays reached:**
 - 850 attendees at the California WIC Association Conference
 - 400 attendees at the California Breastfeeding Coalition Summit
 - 40 attendees at the WIC Conference workshop
- **World Breastfeeding Week social media campaign created:**
 - 741 engagements on Facebook
 - 27 engagements on Twitter

PARTNERS

- California Breastfeeding Coalition
- California WIC Association
- California Department of Public Health
 - Maternal, Child and Adolescent Division
 - Special Supplemental Nutrition Program for Women, Infants & Children (WIC)
 - Nutrition Education Obesity Prevention Branch
- University of California, Davis
- University of California, San Francisco
- US Breastfeeding Committee
- Legal Aid at Work

TITLE V PROGRAM CONNECTION

- Six Title V Project staff were engaged

METHODOLOGY

- Identified the breastfeeding needs of low wage workers
- Strengthened existing collaborations and built new partnerships to advance lactation accommodation and infant feeding best practices
- Identified how improvements could be accomplished on multiple levels using the spectrum of prevention
- Developing and executing an ongoing and successful multi-pronged educational and informational campaign aimed at different audiences
- The CoIN was a stepping stone for additional and ongoing multi-year efforts past the official CoIN timeline

RESULTS

- Conducted statewide webinars on lactating employees' workplace rights
- Developed and launched a social media campaign on Facebook and Twitter during World Breastfeeding Week
- Utilized the US Office of Womens' Health displays on the business case for breastfeeding at meetings and statewide conferences
- Created a mini training on lactation accommodation for the comprehensive perinatal services program (Medicaid)
- Conducted presentations at the lactation accommodation workshop at the California WIC Association Conference
- Created and distributed an infographic to help providers understand how to support the breastfeeding needs of low wage workers
- Helped inform employers and employees of new California lactation accommodation legislation. California workplaces are now required to provide a written policy on lactation accommodation and lactation room requirements are specified.

“Nutrition is a right, not a privilege.”

