

NEVADA CoIIN

Breastfeeding Workstream

GOAL:

Normalize breastfeeding by establishing breastfeeding-friendly communities through family support and advocacy.



Shifting from a statewide campaign to a specific intervention for WIC participants at the clinic level, the Nevada CoIIN team developed education for WIC clinic partners on how to promote and support breastfeeding. Education efforts focused on areas such as how to help in the home and how to advocate for their partners with respect to their decision to breastfeed. This type of support can lead to increases in breastfeeding initiation and duration among breastfeeding women in the WIC program.

PARTICIPANTS

- 46 WIC Clinic settings across Nevada
- 17,000 pregnant or breastfeeding mothers served
- 25 key staff members trained

PARTNERS

- Local WIC Agencies
- Las Vegas Urban League
- Southern Nevada Breastfeeding Coalition
- Nevada Health Centers in Las Vegas
- Nevada WIC Program

OPPORTUNITIES CREATED

- Staff now have knowledge on how to engage partners to support breastfeeding.

METHODOLOGY

- Studied other state plans in order to build on their success and innovate
- Focused efforts on engaging partners within WIC clinic settings
- Created targeted education aimed at partners to learn how to support breastfeeding
- Addressed the common challenges faced by breastfeeding mothers within the education module

RESULTS

- Worked on making WIC clinics more father-friendly
- Created a father-specific breastfeeding lesson plan
- Provided partner support education to 15 WIC agencies statewide
- Strengthened father involvement to support breastfeeding



“Making healthy choices, easy choices.”

