

Support Lactation Accommodation and Reduce Inequities in Infant Feeding in California

Author: Thy Tran, California State University of Long Beach intern

Purpose, Target, Goal

Purpose:

In 2020-2021, California's Children's Healthy Weight Collaborative Improvement and Innovation Network (CoIIN) project worked to build capacity to support lactation accommodation and reduce infant feeding inequities.

Target:

The CoIIN targeted individuals and organizations that provide lactation support, education and resources to communities with low breastfeeding duration.

Goal:

The goal is for all California parents who return to work or school after giving birth and choose to breastfeed/ human milk will be equitably supported and accommodated.

Process

- Identified the breastfeeding needs of low-wage workers.
- Strengthened existing collaborations and built new partnerships to promote lactation accommodation and infant feeding best practices.
- Identified how improvements could be achieved on multiple levels using the spectrum of prevention.
- Developing and executing an ongoing and successful multi-pronged educational and informational campaign aimed at diverse audiences.

The CoIIN was a stepping-stone for additional and ongoing multi-year efforts beyond the official project timeline.

Post CoIIN work in-progress

- Infant Feeding Photo Shoot
- Infant Feeding Infographic

CoIIN Partners

- California WIC Association (CWA)
- California Breastfeeding Coalition (CBC)
- California Department of Public Health (CDPH)
 - Maternal, Child, and Adolescent Health
 - WIC
 - Center for Healthy Communities
- University of California-San Francisco (UCSF)



CoIIN Outcomes

Project Name	Date	Data	Lesson Learned
"Collaborating on a CA Focused World Breastfeeding Week & National Breastfeeding Month Social Media Campaign" Webinar. "Breastfeeding Health Disparities" Webinar.	July-Aug 2019	CWA webinar promotion on Facebook: 180 views & 3 engagements. CBC on Facebook: 741 engagements & 227 Twitter engagements during WBW & NBM. Breastfeeding Health Disparities Webinar: 9 people in person & 40 online.	Expand World BF Week to CA BF Month and add Black Breastfeeding Week. Add new hashtag to track for CA. Need plan to monitor Office of Public Affairs (OPA). PSAs were available online for others to use.
"New Protections for Workplace Lactation Accommodation in CA" Webinar.	Dec 2019	155 registered attendees.	Need to make toolkits: CBC is working on that now. Followed up in June with training on Covid 19 & lactation accommodation. Need to reconvene Lactation Accommodation for Low Wage Workers Workgroup.
"Covid & Lactation Accommodation" Webinar.	June 2020	There was 383 registered attendees+164 views of recording.	Need toolkit for lactation accommodation.
"Supporting Responsive Feeding Using Baby Behavior" Webinar.	July 2020	426 total views, 24 total downloads.	Sharing via CBC, WIC (RBLs), CWA & MCAH meetings & newsletters was helpful.
"The Baby-Led Approach to Feeding: What Does the Research Say?" Webinar.	July 2020	Despite barriers such as a short time frame for marketing, there were 528 views.	The topic is high interest in the state of CA, need to address in the infant feeding infographic and future webinars.
Authoring & releasing the brief, "Lactation Support for Low-Wage Workers."	Jan. 2021	140 registered attendees.	Recommendation & the simplification of the Lactation Accommodation Law are useful for the community.
"Plenary: Teens and Young Adults Can Breastfeed! How We Can Support Them?" at the CA Breastfeeding Coalition Summit.	Jan. 2021	468 views.	Data on adolescents & youth breastfeeding duration was informative. The presentation was shared after the conference with CDPH, MCAH adolescents' programs.
"Plenary: Making Lactation Accommodation Real: Implementation of CA's Laws at the Community Level" at the California Breastfeeding Coalition Summit. Addressed lactation accommodation in jails, California State Universities & the workplace.	Jan. 2021	441 views.	Staff of Correction facilities & professors may need to be educated on CA Law addressing Lactation Accommodation.
Lactation for Low-Wage Workers Webinar.	March 2021	99 attendees.	Local coalition & community members were very interested and continue to be engaged. Jam board is useful tool to collect multiple people's input.