

IOWA CoIN

Breastfeeding Workstream

GOAL:

Drive collaborative efforts for policy and practice that improve breastfeeding support, with most activities being implemented statewide.



Iowa ranks third in the nation for the highest percentage of women returning to work after having a baby. The Iowa CoIN team developed a four-pronged strategy aimed at helping breastfeeding WIC and Title V maternal health clients successfully return to work. Efforts included information on workplace breastfeeding rights, breastfeeding education for childcare providers, Certified Lactation Counselor/Specialist Training for minority women, and a breastfeeding-friendly, statewide WIC breast pump issuance policy.

PARTICIPANTS

- 24 Maternal Health Agencies
- 99 Counties
- 20 WIC Agencies

PARTNERS

- WIC
- Title V
- Primary Healthcare
- Healthy Child Care Iowa
- Breastfeeding Coalition in Iowa
- Young Women's Resource Center in Des Moines

TITLE V PROGRAM CONNECTION

- Two Title V staff including the Title V Director and the CoIN Team Lead
- 48 Title V staff were engaged in project
- 30 Title V nurse consultants were trained
- Spearheaded the breastfeeding education train-the-trainer program for childcare providers
- Provided guidance on CoIN activities and logistics

METHODOLOGY

- Created breastfeeding support education to train childcare and regional nurse consultants as trainers within childcare settings
- Created, printed and distributed an infographic on workplace breastfeeding rights to 50 statewide agencies
- Conducted training calls to nearly 150 WIC staff on workplace breastfeeding rights
- Trained 3 women of color as Certified Lactation Counselors in urban areas to provide culturally appropriate support
- Implemented a statewide breast pump issuance policy in WIC clinics that expanded access to electric breast pumps for WIC participants

RESULTS

- Strengthened the partnership between Title V and WIC
- Raised legislative awareness and creation of a bill, if passed, requiring Medicaid to pay for breast pumps
- Created new partnerships with Primary Healthcare and Young Women's Resource Center

“Making healthy choices, easy choices.”

