



Story Behind the Curve

Limiting/Negative Factors (Factors pushing the trend down)

- **Lack of knowledge**
- Misconceptions/lack of confidence in ability & self-doubt
- Word of mouth that WIC offers a formula
- Physicians giving out samples
- Lack of support from family and friends
- Formula companies and advertising (80 billion dollars spent in advertising in 2021)
- Free samples from formula companies
- Lack of formal breastfeeding training in the medical field
- Workplace support, allowing time and space for pumping
- Lack of awareness of breastfeeding policies in the workforce
- Not enough lactation consultants available in the hospital
- The stigma of breastfeeding among young moms
- **Breastfeeding not taught in school**
- Generationally breastfeeding is not taught in the home anymore
- Lack of education on breastfeeding during OBGYN visits
- Pain or perceived pain
- Lack of maternity leave or not enough maternity leave

- Issues with lactation and latching.
- Concerns about infant nutrition and weight.
- Mother's concern about taking medications while breastfeeding.
- Unsupportive work policies and lack of parental leave.
- Cultural norms and lack of family support.
- Unsupportive hospital practices and policies.

(<https://www.cdc.gov/breastfeeding/data/facts.html#indicators>)

Positive Factors (Factors pushing the trend up)

- Free
- Factors influencing women's breastfeeding decisions are breastfeeding intention, capacity to execute breastfeeding behaviors, and **social support**.
- Formula Recall/fear
- Almost every single mom has the ability to breastfeed
- WIC provides support and knowledge about breastfeeding
- Good latch and position
- Health benefits
- Mothers want to give the best for their baby
- Pumps are available so other family members can help with feeding and women are able to return to work

Factors creating disparities

- A critical cause of racial/ethnic disparities in breastfeeding is *social determinants of health* (SDH), defined as the "conditions in the environments where people are born, live, learn, work, play, worship, and age that affect a wide range of health, functioning and quality-of-life outcomes and risks," according to the US Department of Health and Human Services Health People 2030 strategic goals.
- 20% of children live in poverty in Marion County, and low-income and food insecurity has been associated with early cessation of breastfeeding.
- Work environment
- Ohio has a much higher breastfeeding initiation rate (80%) compared to Marion County WIC families.

Priority Factors

- Lack of Knowledge
- Breastfeeding is not taught in school.

- Social Support (no support groups)
- **Align rates with our strategic plan and help prevent obesity rates in Marion County by reaching 60% by 2025 and 80% by 2030.**

Partners

Partners who have a role to play to address the priority factors

- **Highschools: River Valley, Pleasant, Harding, Ridgedale, Elgin, Tri-Rivers, Mary Ellen Withrow, Tomorrow Center, Buckeye School**
- **Doctors: Dr. Foulk, Moodley, Campbell, Ohio Health, Ohio Health-Delaware, Avita**
- **Help Me Grow, Voice of Hope, Love Inc., Salvation Army**
- **Breastfeeding Women: Whitney Wilson, WIC participants**
- **Goodwill Homelessness-Tricia**
- **National WIC Association, Ohio Chapter of Pediatrics, Ohio Lactation Consultant Association**
- **Lori Nester (OLCA chair)-Breastfeeding in the Workplace**

What Works

- Education
- Seeing Breastfeeding Peer Helper
- Family Support/Spouse or significant others support
- Intention to breastfeed

Strategy

Potential Strategies/Actions to address the priority factors (evidence-based, promising practices, low cost/no cost, and off the wall)

- Provide breastfeeding education in all the schools in Marion County in 2023. Ashley James (Breastfeeding Peer) and Jamie Radcliff (Breastfeeding Coordinator) will contact River Valley, Pleasant, Harding, Buckeye Community College, and Tri-Rivers to offer basic breastfeeding education.
- Increase the number of breastfeeding professionals in Marion County. Jessica Woods, WIC

Director will continue to find funding to support CLC training for nurses in the hospital and pediatrician offices.

- Provide breastfeeding education opportunities to those that work with women who are pregnant. Jessica Woods, WIC Director will reach out to social service programs such as Help Me Grow, Voice of Hope, Love Inc., and Salvation Army to see if they would be interested in basic breastfeeding education.
- Create support groups for those women who choose to breastfeed. Ashley James (breastfeeding peer), Jessica Woods (WIC Director), Nicole Fitzpatrick (IBLCLC at MGH), and Charity Coffman (Women's Health Director, MGH) will work to organize a Marion County Breastfeeding Support Group that is free to the public.

Actions

Name	Assigned To	Status	Due Date	Progress
A Provide breastfeeding education in the high schools in 2023	Jessica Woods	On Track	9/30/2024	<div><div></div></div> 0%
A Provide Breastfeeding Education Online Classes		On Track	10/31/2023	<div><div></div></div> 0%
A Breastfeeding Support Groups		On Track	1/31/2024	<div><div></div></div> 0%