

OBA Proceedings from March 2011 Combined Meetings

Attendees enumerate Breastfeeding / Lactation related Issues in Ohio:

Breastfeeding in Workplace

Low BFHI accomplishment in Ohio

(In)Accurate info from Pediatric Care Providers - BF “blamed”, advised to stop often

Hospital practices

HCP see breastfeeding as “lifestyle” rather than health

Provider followup issues

Ohio AAP relationship?

Breastfeeding coordination in OH

AAFP, ACOG, other local societies / physician groups

BF community approach and offer honorary supporting membership

Residents / Medical students

Mom / Parent messages, beginning in family

Health Care Providers

Decrease in Mother-to-Mother and in-person support meeting attendance

Safe Sleep Messages

Parenting Messages

Return To Work – timing, LOA legislation, Business Case for Breastfeeding

Internet (increased WIC pop have internet access)

Moms – Survey of Satisfaction, Perinatal Experience (precedent: Mothers’ Voices)

Skepticism re: mPINC

Access to / Reimbursement for LC

Ban the Bags

AWHONN guidelines

BFHI

Evidence vs Anecdote - Reinforce Joint Commission Core Measure

ACOG statement?

Breastfeeding Education – New York K-12 Curriculum

Themes in Issues Reported

OBA =

Umbrella

Coordinating regions

Face of Breastfeeding in Ohio

Information Clearinghouse (measures for regions)

“Canned Presentations” (HCP, consumer)

Other stakeholders and organizations – including HCP, Industry

Breastfeeding / Lactation

Health Care Providers & Consumer Education –

Mom Messages, Environment, Family

Workplace Support

Access to Support Services (& Reimbursement)

Creating Partnerships

Infant Mortality Review Involvement (different names: IMTF, CFRB)

Breakout Groups- Brainstorming

Role of OBA

How OBA relates to other Breastfeeding groups

“holding all the pieces together”

2 way communication:

local reporting back to OBA

disseminate info from top down

Representatives to Regional Meetings (many different orgs)

OBA gives face to public

Eligibility for USBC

Everyone else aside from (in addition to) mothers needs messages; Moms get it.

Ban the Bags

Nursing – Curriculum based (Ohio Board of Nursing)

Publicity of Alliance – definition, awareness

Networking among regional, sharing of ideas

Umbrella

Information Clearinghouse

HCP education

Marketing (what benefit from membership?)

Clear vision for future

Track record

USBC – Partner w/other state coalitions

Outreach to non-LCs (small business, other organizations)

Develop partnerships

Look for support in non-traditional roles

Coordinator for local BF coalitions

Local coalitions send / appoint OBA rep

OBA provide list of possible goals

Voice for Ohio BF (advocacy)

Promote social change

Supporting EBP (?) models – based on USBC, AAP, HP2020, etc.

Network for regions - Provide links

Statewide Data Gathering / Sharing

Role of Regional

Educational resources for medical professionals

Other local coalitions

Statewide newsletter (to medical professionals)

Contributions from membership

Regional input to maintain list of doctors, etc.

Subcommittee from Rural Area (specific challenges)

Social media

Momentum - Local reps; Results – identify targets (OBA regional reps, taskforces)

Act as coordinator for local BF coalitions

Local coalitions send / appoint OBA rep

OBA provide list of possible goals

Let OBA know what needed to achieve goal

Interface w/HCPs

Assess regional problems

Collaborations of services w/in region

Promote consistency w/in region (hospital to hospital, etc.)

Role of Individual

Become involved; Recruit new members (moms, WIC, family/child care/birth centers)

Communicate to OBA what need / want

Speak w/ unified, clear voice

Mentoring from regional representative

Push during BAM (signs, PSAs), Ohio: "BF - Takin' it to the streets"

Join local infant mortality review boards – brave LCs and/or parents?

Use of technology for meetings

Participation - make small commitment; encourage others to participate