Environmental Change to Support Breastfeeding in Montana

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Montana
What is going on in Montana?

Maternity Care Practices

- Targeted surveys 2005
- 63% response rate
- 78% do not currently track breastfeeding duration rates
- 80% expressed interest in tracking breastfeeding initiation and duration rates in the future

CDC Evidence Based Interventions

- Maternity Care Practices
- Peer Support
- Educating Mothers
- Professional Support
- Media and Social Marketing
- Support for Breastfeeding in the Workplace

Peer Support

- State Breastfeeding Coalition/Network
  - Eat Right Montana
- Local Coalitions
- WIC-Supported Peer Counseling Programs
- La Leche League Volunteer Groups

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Professional Support

- CLC training
- Mtbreastfeedinglistserv@montana.edu
- Monthly conference calls
- CDC/USBC teleconferences 6 times per year

Media and Social Marketing

CDC/Loving Support November 2005

Breastfeeding in the Worksite Initiative

- Written policies
- Private area for breastfeeding or expressing milk
- Flexibility of unpaid breaks

Montana’s Labor Force

The fastest growing segment is women with children under the age of 3

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MDA Public Policy

- 1999 Montana law to breastfeed in public
- Loving Support 2005
- Calendar of events or the next 18 months

How to Foster Community Involvement?

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Breastfeeding Mini-Grants

- Ravalli County Community and WIC
- La Leache League of Bozeman
- The Community of Anaconda/Community Hospital

Static Window Cling

The Cost-Effectiveness of Breastfeeding in Montana

- Insurers Pay
- Families Pay
- Employers Pay
- Taxpayers and Federal Government Pay
- We All Pay
Public Policy and Environmental Change

Develop pros and cons to balance consideration for feasibility and sustainability

Social Ecological Model

- Individual
- Interpersonal
- Institutional/organizational
- Community
- Public Policy

Next Steps in Montana

- Strategic planning with Eat Right Montana
- Strategic planning with partners

Next steps for MT NAPA

- Develop prototype system to track breastfeeding initiation and duration rates from birth to 12 months of age
- Seek funding to support breastfeeding activities across Montana

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