



# Breastfeeding Community Grant Team



**Public Health**  
MADISON & DANE COUNTY

*Healthy people. Healthy places.*



## Breastfeeding Overview



## Lactation Rooms



## Policies



## Collaboration Ideas

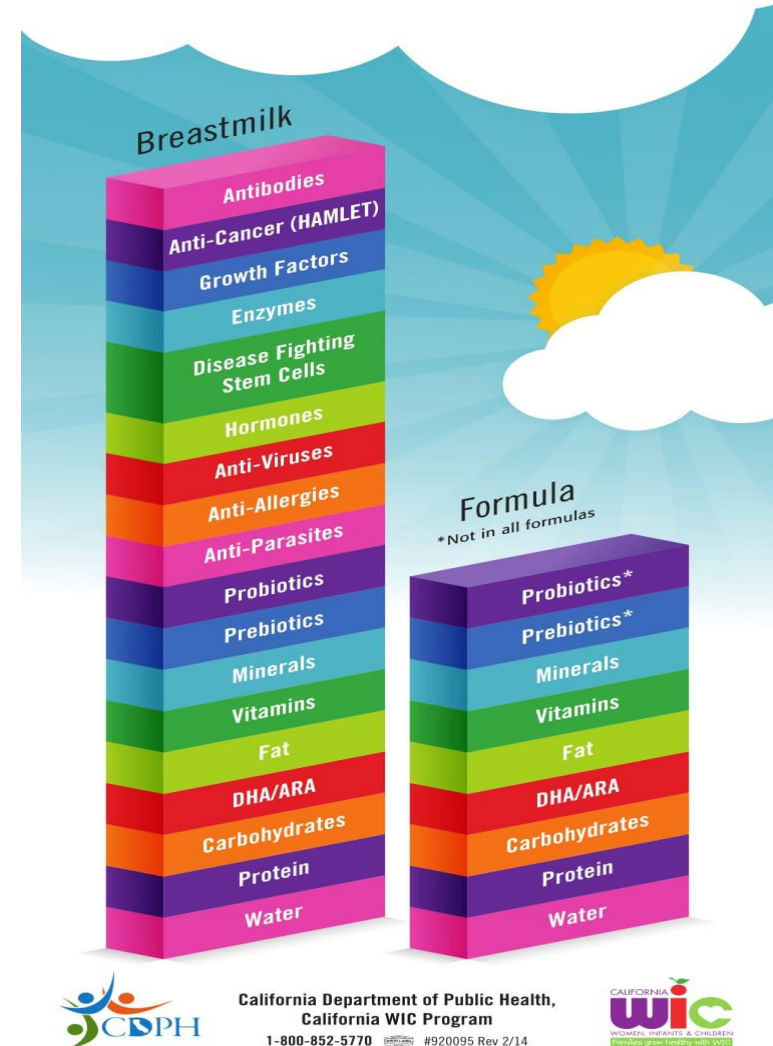
# Grant Work Overview

- Support workplaces to become breastfeeding friendly
- Support community groups to become breastfeeding friendly by promoting consistent messaging
- Work to advance health equity in both objectives



# Breast Milk=Food

- Breastmilk is the perfect food for baby and toddlers
- The composition of fat, protein and carbohydrates change as baby grows
- It contains several strains of healthy bacteria
  - This helps line an infant's gut and helps protect the baby's microbiome.



# Benefits of Breastfeeding

## Breastfed babies have...

- fewer ear infections, asthma and pneumonia
- less tummy troubles (gas, constipation and diarrhea)
- less risk of sudden infant death syndrome (SIDS)
- less risk of diabetes and obesity in childhood and as an adult
- many opportunities to bond with mom!

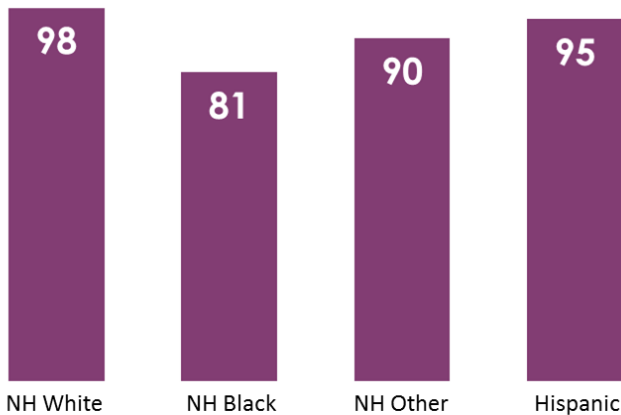
## Moms who breastfeed have...

- less risk of breast, ovarian and uterine cancer
- less risk of diabetes and heart disease
- less risk of postpartum depression
- less bleeding after childbirth and can lose weight quicker

# Initiation and Duration at 8 Weeks Based on Race and Ethnicity

**More than 9 in 10 Dane County mothers reported ever breastfeeding or feeding pumped breast milk to their babies (breastfeeding initiation).**

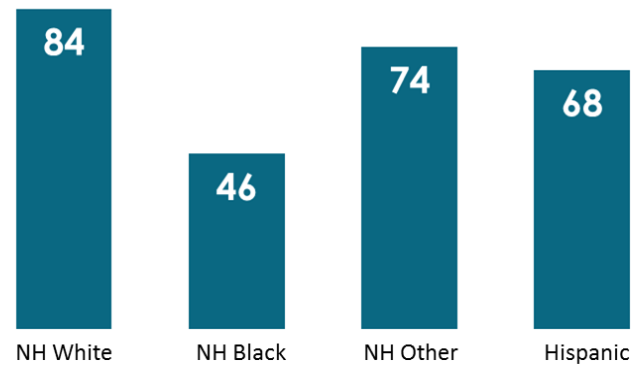
Non-Hispanic Black mothers had the lowest rates of breastfeeding initiation after baby's birth.



Data source: WI PRAMS, 2012-2016

**8 in 10 Dane County mothers reported breastfeeding or feeding pumped breast milk to their babies 8 weeks after baby's birth.**

Non-White mothers had lower rates of breastfeeding 8 weeks after baby's birth compared to Non-Hispanic White mothers.



Data source: WI PRAMS, 2012-2016



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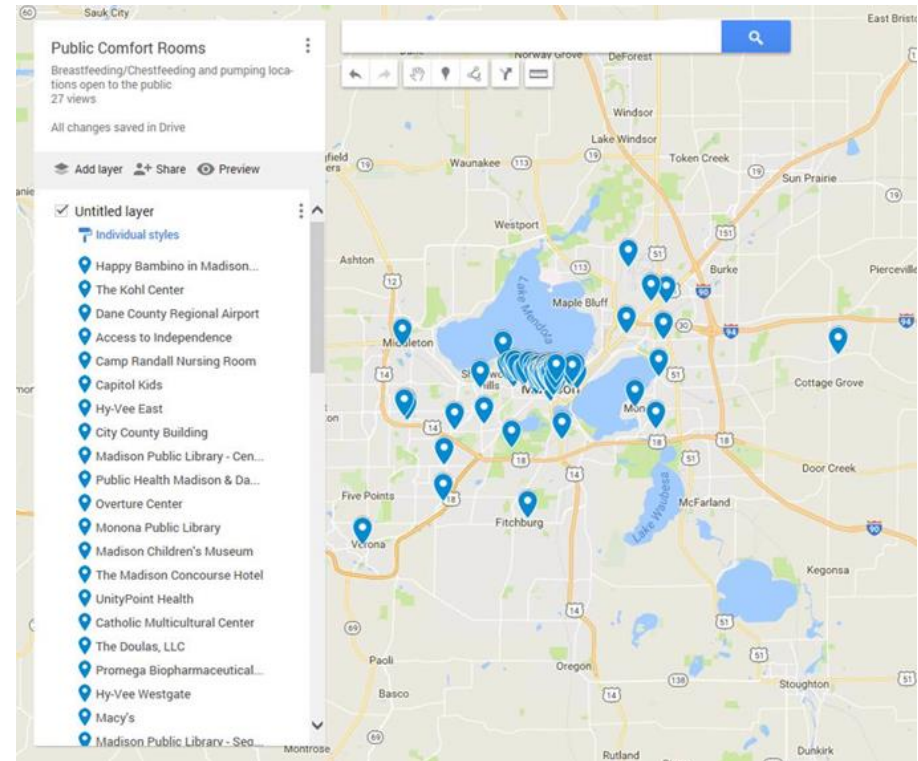
# First Food Deserts

- Surveyed 30 local businesses/organizations
- Collected stories from employees
  - Inconsistent access to private rooms
  - Scheduling conflicts using shared spaces
  - Guests requesting places to pump
  - Lack of places to pump for bus drivers
- Identified a need for additional public lactation rooms in our area



# Lactation Spaces

- Establish and enhance lactation spaces
- Add current lactation spaces to map
- Mamava lactation pod
- Micro-funding opportunity





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# Internal Lactation Policies

- **New Internal Policy** and training embedded in new employee orientation and annual employee training
- Support other sites to create lactation policies



# Wisconsin Law

- Breastfeeding is allowed anywhere that a parent is legally allowed to be, including:
  - At a child care center or in a business
  - In a park
  - At a restaurant
  - On a bus or plane
  - In a private breastfeeding room
- Parents do not need to cover the child or breast when feeding



# MOMMIES Act

- Proposed senate bill
- Aims to improve health outcomes, access to care and health equity for women and infants
- Extend Medicaid coverage from 60 days to 1 year
- Increase access to doula care
- Board of Health Resolution supporting MOMMIES Act



# Paid Parental Leave

- Parental leave laws encourage breastfeeding
  - Babies are more likely to be exclusively breastfed at six months in states that have paid family leave policies [Pacific Standard](#)
- Going beyond FMLA
  - Up to 12 weeks of unpaid leave each year
- New policy for city of Madison employees as of 2019
  - 6 weeks paid parental leave
  - County employees also have a similar policy



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# Collaboration ideas

- Support the creation of lactation rooms
  - Encourage building codes to include lactation rooms
  - Support city buildings in creating lactation rooms
  - Connect businesses, partners and city departments to Public Health for support
- Support parental leave policies for more than city and county employees
- Support bills such as the MOMMIES Act
- Encourage your worksite and other businesses/partners to provide time and space for pumping



# Questions?



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