

Performance Measure 11: The percent of mothers who breastfeed their infants at 6 months of age.

Plan for the Coming Year

A. Be active participants in a state breastfeeding coalition.

1. Act as hosts for the state of Ohio for the bi-monthly CDC/USBC teleconferences.
2. Representative attends coalition meetings and updates coalition on work group activities
3. Representative gives monthly updates on coalition activities to workgroup.

B. Continue working to strengthen breastfeeding protection, promotion and support within the Ohio Infant Mortality Reduction Initiative (OIMRI) program. This program was chosen through 2007-8 strategy B.

1. Evaluate impact of breastfeeding training on OIMRI staff.
2. Continue to facilitate breastfeeding training for community health workers.
3. Explore cross program coordination in one county (e.g., coordination of OIMRI efforts with other programs such as WIC, CFHS and/or Help Me Grow)
4. Be available to review breastfeeding elements of proposed new OIMRI data system.
5. If a Public Health Prevention Specialist is secured, develop and implement breastfeeding programming for OIMRI.

C. Support the breastfeeding components of the ODH childhood obesity plan that is under development (strategy C in current activities section of the FFY 2009 application).

1. Identify objectives and activity steps from the plan that the workgroup can support.
2. Follow-up with appropriate activities.
3. If a Public Health Prevention Specialist is secured, implement a breastfeeding related activity step from the plan.

D. Review 2007 birth certificate breastfeeding data.

1. Compare to 2006.
2. Review rates among African-American mothers
3. Review rates among women residing in Appalachian counties

E. Become educated about breastfeeding in the Appalachian culture in order to make informed decisions when planning future strategies and activities.

1. Review the literature about breastfeeding and Appalachia.
2. Communicate with breastfeeding and other coalitions in Appalachian counties.
3. Explore primary data collection for new information.

F. Target breastfeeding improvement among African American's in Ohio. This group was found to have lower initiation rates in an analysis of Ohio PRAMS data.

1. Collaborate with ODH's OIMRI (see strategy B).
2. Actively seek African American health-professional organizations and/or advocacy groups to collaborate with in improving breastfeeding rates among African American's. Invite representatives from at least one of these organizations to be members of the workgroup.
3. Develop a relationship with the Office of Healthy Ohio Health Equity Coordinator.
4. Continue to assess if the breastfeeding messages used in ODH's programs are culturally appropriate for African American audiences.