

Vermont Breastfeeding Strategic Plan: 2020 to 2022



Breastfeeding is an optimal source of nutrition through the first year of life. It is the goal of the Vermont Department of Health and its partners to **support Vermont families in meeting their breastfeeding goals**. The following plan represents the strategic priorities we plan to undertake at a statewide and community level over the next years. It is based on the Centers for Disease Control and Prevention (CDC) best practice strategies and informed by partners in all sectors across Vermont. *Thank you for your participation in supporting children and families across Vermont!*

Strategy 1: Maternity Care Practices

ACTION STEPS	LOCUS	PARTNERS
Promote the Baby-Friendly Hospital Initiative	Statewide	Health Department, health care organizations, Vermont Child Health Improvement Program
Promote the Ten Steps to Successful Breastfeeding in all hospitals with a birthing center	Community	Local Health Offices, health care organizations, IBCLCs, community coalitions, Vermont Child Health Improvement Program

Strategy 2: Professional Education

ACTION STEPS	LOCUS	PARTNERS
Conduct quality improvement training and targeted learning collaboratives for health care providers/ practices, IBCLCs, and others	Statewide	Vermont Child Health Improvement Program, Health Department, health care organizations
Invite and train community partners using the WIC Breastfeeding Essentials training	Community	Local Health Offices
Conduct regular breastfeeding trainings in communities statewide	Community	Local Health Offices, health care organizations, IBCLCs, community coalitions, home visiting professionals

ACTION STEPS	LOCUS	PARTNERS
Conduct public health detailing visits in pediatrics, obstetrics, and community health teams to educate providers on best practice and available resources and supports	Community	Local Health Offices, IBCLCs

Strategy 3: Access to Professional Support

ACTION STEPS	LOCUS	PARTNERS
Grow the number of IBCLCs by exploring licensure and reimbursement requirements with payors	Statewide	Vermont Medicaid, private payors, Health Department, healthcare organizations
Explore innovative technology to provide education and just-in-time support to families	Statewide	Health Department, Accountable Care Organizations, private business
Using a statewide unified approach to further clinical-community linkages, develop local-level flow-maps for health care, early care and education providers, community partners, and families	Community	Local Health Offices, health care organizations, community coalitions, community organizations, home visiting professionals

Strategy 4: Peer Support Programs

ACTION STEPS	LOCUS	PARTNERS
Ensure sustainability for WIC Peer Counselor program	Statewide	Health Department
Promote parenting and breastfeeding support groups, and other informal support networks	Community	Local Health Offices, health care organizations, community coalitions, community organizations, home visiting professionals
Offer WIC Breastfeeding Essentials training for the broad-spectrum peer support workforce – recovery counselors, doulas, etc.	Community	Local Health Offices, community organizations

Strategy 5: Support for Breastfeeding in the Workplace

ACTION STEPS	LOCUS	PARTNERS
Promote breastfeeding-friendly workplace policies and facilities through worksite wellness conference	Statewide	Health Department. Building Bright Futures
Promote breastfeeding-friendly workplace policies and facilities through 3-4-50 and RiseVT	Community	Local Health Offices, RiseVT

Strategy 6: Support for Breastfeeding in Early Care and Education (ECE)

ACTION STEPS	LOCUS	PARTNERS
Explore opportunities to incorporate breastfeeding into Vermont’s quality recognition system (STARS) across all areas including staff qualifications, families and communities, program practices, and administration	Statewide	Health Department, Department for Children and Families/Child Development Division, Building Bright Futures, Let’s Grow Kids, ECE providers
Develop breastfeeding professional development content and offer training opportunities for ECE educators, including consideration for an online training module	Statewide	Health Department, Department for Children and Families/Child Development Division, Building Bright Futures, Let’s Grow Kids, ECE providers
Respond to requests from child care providers regarding breastfeeding topics and concerns and connect them to community resources.	Community	Health Department, ECE providers

Strategy 7 & 8: Access to Breastfeeding Info & Information and Social Marketing

ACTION STEPS	LOCUS	PARTNERS
<p>In partnership with families, communities, and payors, secure funding for and develop and implement a multi-pronged marketing campaign that raises awareness and provides education targeted at:</p> <ul style="list-style-type: none"> • Pregnant Vermonters • Partners and circles of support (grandparents, friends, etc.) • Early care and education providers • Workplaces • Health care providers 	Statewide	Health Department; campaign to be informed by entities at all levels, including health care organizations, community organizations, and families
Explore financing strategies for free or low-cost breastfeeding education for pregnant Vermonters and families	Statewide	Vermont Medicaid, private payors, Health Department
Explore opportunities and replicate successful strategies to dovetail breastfeeding education with childbirth education	Community	Community coalitions, health care organizations, community organizations