



## Community Grant Outcome Report

**Name:** Increasing Breastfeeding Rates in Milwaukee County

**Grantee:** Milwaukee County Breastfeeding Coalition

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**Academic Partner:** Kristen Reynolds, MD, Assistant Professor (CHS), Department of Family Medicine, UW SMPH

**Program:** Development

**Grant Duration:** 05/01/2007 to 09/30/2008 (17 months)

**Expenditures:** \$46,730 of \$49,454 (94% expended)

**Use of Funds:** Build knowledge base; implementation plan

► **Description:** The Milwaukee County Breastfeeding Coalition, in partnership with UW-Milwaukee College of Nursing, conducted planning activities to develop a program to increase initiation and duration of breastfeeding in Milwaukee County.

► **Results:** The project team conducted focus groups with low-income, primarily African-American mothers to determine how women make feeding decisions for their infants. The team also surveyed health care providers, lactation consultants, and WIC (Women, Infants, and Children) lactation support staff to assess available and needed services for breastfeeding mothers in the community. WIC participants were surveyed to assess resources, assets, and barriers to initiating and continuing breastfeeding.

Identified barriers to breastfeeding include lack of education about the importance of breastfeeding, misinformation, lack of support upon return to work/school, and lack of breastfeeding role models. Of those who did initially breastfeed, concern about milk supply was the primary reason reported for stopping. The project team created an asset map of breastfeeding resources in Milwaukee County based on findings.

The project team also reviewed best practices for breastfeeding and developed an implementation

plan utilizing evidence-based programming to promote an increase in breastfeeding with differing populations in Milwaukee County.

► **Met Objectives:** Project completed

► **Baseline Progress on State Health Plan Objectives:** Not measured

► **Academic Partner Role:** The named academic partner served in a consultative role, but her participation was limited by time constraints. Dr. Teresa Johnson, Associate Professor of Nursing at UW-Milwaukee, also served as a de-facto academic partner and provided guidance to the project team.

► **Matched Dollars (cash or in-kind):** \$4,659

► **Dissemination:**

- 4 poster presentations at local conferences
- Oral presentation at May 2008 "Building Bridges" Conference

► **Sustained:** Seeking funding to support the education of women, support individuals, and employers about the importance and benefits of breastfeeding and implement research-based strategies aimed at supporting families to increase initiation and duration of breastfeeding.