

**UNITED STATES DEPARTMENT OF AGRICULTURE  
FOOD AND NUTRITION SERVICES**

**USING LOVING SUPPORT TO BUILD A  
BREASTFEEDING-FRIENDLY COMMUNITY:  
EXTENSION GRANT**

**SITE**

**Special Supplemental Nutrition Program for  
Women, Infants and Children (WIC), Department of Family Health,  
Rhode Island Department of Health, RI**

**Erin E. Dugan, MPH, CLC, RI WIC Breastfeeding Coordinator**

**FINAL REPORT  
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**USING LOVING SUPPORT TO BUILD A BREASTFEEDING-FRIENDLY  
COMMUNITY IN RI: EXTENSION GRANT PROGRESS REPORT**

**SUMMARY OF INITIATIVES**

(Sorted by lead agency)

**PHYSICIANS' COMMITTEE FOR BREASTFEEDING IN RI**

**Developing Community Partnerships**

**Employers**

**Health Provider Outreach**

**Physician Education & Resources**

**Pharmacist Networking & Education**

**RI BREASTFEEDING COALITION**

**Developing Community Partnerships**

**Health Insurers (with PCBRI)**

**Mobilizing Staff**

**Provider Education (with WIC)**

**Client & Family Education**

**Breastfeeding Resources**

**Health Provider Outreach**

**RI Breastfeeding Resource Directory**

**Breastfeeding Resources**

**Baby-Friendly Hospital Initiative**

**Lactation Specialist Networking**

**Coalition Membership Growth**

**Public Awareness**

**Public Forums**

**World Breastfeeding Week**

**Potential Parent Outreach**

**RI DEPARTMENT OF HEALTH**

**Developing Community Partnerships**

**Child Care Providers**

**Client & Family Education**

**Breastfeeding Brochures I**

**Breastfeeding Brochures II**

**Loving Support Branding**

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**RI DEPARTMENT OF HEALTH (CONT.)**

**Public Awareness**

**Working Families**

**RI STATE WIC AGENCY**

**Mobilizing Staff**

**WIC Staff Education (with RIBC)**

**WIC Policies**

**Client & Family Education**

**WIC Breast Pump Program**

**Health Provider Outreach**

**Breastfeeding Resources**

**VISITING NURSE AGENCIES**

**Health Provider Outreach**

**VNA Training & Referrals**

**KEY**

**BFHI** = Baby-Friendly Hospital Initiative

**HEALTH** = Rhode Island Department of Health

**PCBRI** = Physicians' Committee for Breastfeeding in Rhode Island

**RIBC** = Rhode Island Breastfeeding Coalition

**SBC** = State Breastfeeding Coordinator

**VNA** = Visiting Nurse Agency

**WIHRI** = Women & Infants Hospital of Rhode Island

**WIC** = Women, Infants and Children Supplemental Food Program

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**PHYSICIANS' COMMITTEE FOR BREASTFEEDING IN RHODE ISLAND**

<b>Developing Community Partnerships: Employers</b>	
<b>Strategy</b>	Supporting and promoting breastfeeding through employers
<b>Activities</b>	<p><u>Background Research</u></p> <ul style="list-style-type: none"> <li>▪ Research community-based intervention programs for employer outreach to support breastfeeding mothers in the workplace</li> <li>▪ Interview large RI employers to identify the best approach to encourage employers to support breastfeeding in the workplace</li> </ul> <p><u>Breastfeeding-Friendly Workplace Recognition</u></p> <ul style="list-style-type: none"> <li>▪ Develop mechanism and materials to recognize and promote breastfeeding-friendly worksites</li> <li>▪ Produce and distribute materials, post on HEALTH website</li> <li>▪ Partner with Governor's Wellness Initiative to promote award</li> <li>▪ Sustain breastfeeding recognition program in subsequent years</li> </ul> <p><u>Promoting Breastfeeding Support in the Workplace</u></p> <ul style="list-style-type: none"> <li>▪ <i>Develop materials for intervention program (e.g. sample policies and procedures, promotional and instrumental materials for breastfeeding rooms, funding information, training module)</i></li> <li>▪ <i>Test materials with community partners, employers and COCs</i></li> <li>▪ <i>Adapt materials for Rhode Island employers based on feedback</i></li> <li>▪ <i>Develop and implement plan to deliver intervention program to community partners and employers</i></li> <li>▪ <i>Produce and distribute materials, post on HEALTH website</i></li> </ul> <p><u>Community Partnerships</u></p> <ul style="list-style-type: none"> <li>▪ Partner with COCs to provide info to small businesses</li> <li>▪ Provide breastfeeding education and access to relevant community resources to employers and their employees</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Spring 2004 (completed)</li> <li>▪ Spring 2004 (completed)</li> <li>▪ Winter-Summer 2006 (completed)</li> <li>▪ Winter-Summer 2006 (completed)</li> <li>▪ Spring/Summer 2007</li> <li>▪ Ongoing</li> <li>▪ <i> Holding for DHHS employer kits</i></li> <li>▪ <i> Holding for DHHS employer kits</i></li> <li>▪ <i> Holding for DHHS employer kits</i></li> <li>▪ <i> Holding for DHHS employer kits</i></li> <li>▪ <i> Holding for DHHS employer kits</i></li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> </ul>

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<b>Leaders</b>	PCBRI, HEALTH Communications Team
<b>Community Partners</b>	RIBC, local businesses, Chambers of Commerce, Worksite Wellness Committee
<b>Evaluation</b>	<p>Completed&gt; Compiled interview results; Breastfeeding-Friendly Workplace award completed event and media coverage; employer website at <a href="http://www.health.ri.gov/family/breastfeeding/workplaces.php">www.health.ri.gov/family/breastfeeding/workplaces.php</a> that includes the following state-developed employer materials:</p> <ul style="list-style-type: none"> <li>▪ Breastfeeding Laws in Rhode Island</li> <li>▪ Breastfeeding-Friendly Workplaces in Rhode Island</li> <li>▪ Why Breastfeeding is Good Business</li> <li>▪ Tips for Supporting Breastfeeding Employees</li> <li>▪ Breastfeeding-Friendly Workplace Award Questionnaire</li> <li>▪ Breastfeeding-Friendly Workplace Award Criteria</li> </ul> <p>Pending&gt; Completed employer packet; distribution information</p>

### Outcomes

(2007) In 2006, the Physicians' Committee for Breastfeeding in Rhode Island researched and developed a comprehensive employer recognition program for breastfeeding support in Rhode Island. As part of this process, they posted an employer questionnaire and other supportive materials for employers on the web at [www.health.ri.gov/family/breastfeeding/workplaces.php](http://www.health.ri.gov/family/breastfeeding/workplaces.php). A lactation consultant specializing in workplace accommodation conducted site visits with employers that completed and submitted the questionnaire and evaluated their level of breastfeeding support.

During World Breastfeeding Week, PCBRI partnered with the Worksite Wellness Council of Rhode Island and the Rhode Island Department of Health to hold a first annual ceremony to recognize Breastfeeding-Friendly Workplaces in Rhode Island. Six local businesses received awards for effectively accommodating employees who continue to breastfeed their infants when they return to work. The Director of the Department of Health spoke at the event and the media widely covered the story. PCBRI plans to repeat the evaluation and event cycle in subsequent years.

The Maternal and Child Health Bureau has yet to release their employer breastfeeding support materials for distribution, so the activities noted in italics are currently on hold. When the packet is released, PCBRI will review and test the materials with the Rhode Island population and create a distribution plan. The group anticipates targeting several large, statewide employers each year.

PCBRI attempted to partner with the Chambers of Commerce to distribute the workplace survey and elicit feedback from members businesses, but the Chambers declined participation in the distribution process and event. PCBRI will renew attempts to partner with the Chambers in future award cycles.

The Department of Health currently responds to reports of poor workplace accommodation on an individual basis by sending a letter to the employer mentioned in the complaint and referencing the relevant law. The "Nursing Working Mothers Law" currently does not stipulate enforcement of the law, but PCBRI hopes to return to the legislature in 2008 to strengthen the language and

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institute protocols for failure to comply. Oregon is currently attempting to strengthen a similar law. PCBRI will monitor Oregon’s efforts and mirror their successes.

The Department of Health has also developed a new WIC brochure entitled “Breastfeeding and Returning to Work or School” that includes a tear-off card for employers that describes how to best support breastfeeding employees. The English version of the card is also available as a stand-alone piece for community distribution (both enclosed).

<b>Health Provider Outreach: Physician Education and Resources</b>	
<b>Strategy</b>	Provide breastfeeding education and outreach to pediatricians, obstetricians and family practitioners
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Provide copies of Thomas Hale’s “Medications and Mother’s Milk” and training to key MDs at Community Health Centers</li> <li>▪ Integrate breastfeeding information into HEALTH pre-natal materials packet (includes lead screening, immunizations, etc.) for distribution to patients through their perinatal providers</li> <li>▪ Reward identified physicians and practices that support breastfeeding with letter and certificate of recognition</li> <li>▪ Provide feedback and support to clinicians who provide inaccurate breastfeeding guidance</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Fall 2005 (completed)</li> <li>▪ In process</li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> </ul>
<b>Leaders</b>	PCBRI
<b>Community Partners</b>	RIBC, HEALTH Communications Team
<b>Evaluation</b>	<ul style="list-style-type: none"> <li>▪ Completed&gt; Books received March 2005; completed letter to CHCs; created training guidelines; record of completed presentations and book distribution (Table 1 below)</li> <li>▪ Pending&gt; Completed sample packet</li> <li>▪ Completed&gt; Letters and certificates of acknowledgement sent to several providers in August in conjunction with WBW 2004; no feedback reported Pending&gt; Ongoing acknowledgement of supportive providers</li> <li>▪ Pending&gt; Record of identified MDs and feedback sent</li> </ul>

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**Table 1: THOMAS HALE GUIDE DISTRIBUTION LOG**

Date	Time	Name	Organization	Location	Distribution	√
6/3/05	9:10 a.m.	Laura Viehmann	Thundermist HC		4 copies	<b>4</b>
6/30/05 (reschd) 7/28/05	2:00 p.m. (15 minutes)	Wendy Warburton	PCHC	PCHC Central Offices Annex 375 Allens Avenue, Providence	18 copies for 3 depts (Ob/Gyn, Ped & IM) in each of 5 sites, 1 for dentist & 2 for school-based health ctrs, 1 for ped nurse (June Carrera)	<b>18</b>
6/9/05		Julie Taylor	MHRI		3 Family Med Clinics/ 1 Ob	<b>4</b>
7/14/05		Sandy Musial	Bayside	Bayside Family Healthcare 308 Callahan Road, North Kingstown	1 copy	<b>1</b>
8/4/05	12:00 p.m.	Sandy Musial	Wood River	Wood River Health Services 823 Main Street, Hope Valley, 02832	1 copy	<b>1</b>
7/20/05	12:30 p.m.	Laura Viehmann	NW Health Center	Contact: Andrea Marcot 568-7661 Northwest Health Center 36 Bridgeway, Pascoag	2 copies (Laura might bring one back)	<b>2</b>
8/1/05		Julie Taylor	Block Island Health Services	Telephone Conference w/ Dr. Janice Miller	1 copy	<b>1</b>
9/9/05	8:30 a.m.	Sandy Musial	Thundermist South & West Warwick		2 copies	<b>2</b>
9/26/05	12:00 p.m.	Julie Taylor	Chad Brown	Chad Brown Health Center Contact: Fadya El Reyess	1 copy? PCBRI?	<b>1</b>
10/3/05	12:30 p.m.	Laura Viehmann	WIHRI NPs	Dr. Sweeney, Medical Director WPCC via Christine LaPierre <a href="mailto:clapierr@wihri.org">clapierr@wihri.org</a> or x 2721	5 copies (Dr. Sweeney, E unit, W unit, 2 NP units)	<b>5</b>
10/28/05	9:30 a.m. (30 minutes)	Laura Viehmann	Tri-Town	Karen Chiello, Office Manager 351-2750 x1144, M-F 8-4 pm <a href="mailto:kchiello@tri-town.org">kchiello@tri-town.org</a> (Thomas Guttmacher, Med Dir) Monthly staff meeting end of month	3 MDs, 1 CNM, 1 nurse = 1 copy	<b>1</b>
11/23/05	6:30 a.m. (50 mins)	Laura Viehmann	WIHRI OB residents	Bill Metheny, Resident Education via Linda Guccione <a href="mailto:lguccione@wihri.org">lguccione@wihri.org</a> or x 1845 in WIHRI Auditorium B	3 copies (resident room, library, resident library)	<b>3</b>
12/7/05	8:30 a.m. (5 mins)	Kathy Moren	CCAP	Tracey Cohen, Medical Director <a href="mailto:tcohen@comcap.org">tcohen@comcap.org</a> 943-1981 x105	5 copies (one for each of three sites + 2 dental clinics)	<b>5</b>

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<b>Date</b>	<b>Time</b>	<b>Name</b>	<b>Organization</b>	<b>Details</b>	<b>Distribution</b>	<b>√</b>
		Alexandra Kazura	Providence Center Newport CMHC			<b>5</b>
		Rachel Cramton	Hasbro Children's Hospital			<b>4</b>
2/06		Julie Taylor	AAFP			<b>2</b>
2/8/06		Laura Viehmann	Memorial Hospital ED	Marcia Robataille, MD + Dept. Chair 6 prescribers and nurse manager; essay to be distributed to absentees	1 copy for each fast track and main ED	<b>2</b>
		Laura Viehmann	BVCHC	Marcia will contact		<b>4</b>
		Erin Dugan	VNA CNE	Kristine Campagna		<b>1</b>
		Erin Dugan	VNA Newport Bristol	Candy Powell		<b>1</b>
		Laura Viehmann	Landmark Med Center	Laurie Curry, Chief Ob/Gyn to train pharmacy and floor MDs	Pharmacy, L&D floor	<b>2</b>
<b>Total w/ "Others"</b>						<b>75</b>

**Other copies distributed:**

Sandy Musial/Erin Dugan for URI Pharmacy School promotion (5); Laura Viehmann for RI AAP Chapter Breastfeeding Coordinator (1)

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<b>Health Provider Outreach: Pharmacist Networking and Education</b>	
<b>Strategy</b>	Network with pharmacists to educate them about breastfeeding
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Procure and provide URI with copy of January 2004 Thomas Hale Grand Rounds video, Hale’s “Medications and Mothers’ Milk” guide and online breastfeeding pharmacology resources</li> <li>▪ Work with URI to take on breastfeeding pharmacology as a clinical project and to integrate use of Hale into curriculum</li> <li>▪ Develop connections with pharmacy professionals through professional organizations, hospitals and retail pharmacies</li> <li>▪ Seek funding from CVS Headquarters to provide and distribute “Medication and Mother’s Milk” books to all CVS pharmacies</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ 2005-2006 (completed)</li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> <li>▪ In process</li> </ul>
<b>Leaders</b>	PCBRI
<b>Community Partners</b>	HEALTH, URI Pharmacy School, CVS, Brooks, Walgreens
<b>Evaluation</b>	Ongoing> Record of progress on URI and pharmacy collaborations Pending> Completed distribution of Hale books to CVS pharmacies; RIBC members to follow-up with local branches to confirm receipt and verbally evaluate pharmacist use

### Outcomes

**URI:** (2005) A PCBRI physician, the SBC and a pharmacist from Newport Hospital met with two key URI Pharmacy School staff members on December 7, 2005 to discuss integrating breastfeeding pharmacology into the URI Pharmacy School curriculum. The staff members were familiar with Thomas Hale’s “Medications and Mothers’ Milk” and already utilize it as a resource in lectures and labs. The group brainstormed on ideas to further promote the use of Hale and an awareness about breastfeeding issues, including training students to ask about lactation when prescribing medications, expanding on the topic during clinical Grand Rounds or Continuing Education lectures, using State breastfeeding grant monies to enable the school to purchase the online version of Hale for student and faculty use, and collaborating with students in rotation to survey commercial pharmacies about their knowledge about and use of breastfeeding pharmacology resources. The SBC and the Newport Hospital pharmacist will follow up with the school on these ideas. The SBC provided the school with three additional copies of Hale for student use.

(2007) PCBRI purchased a two-year subscription to the online version of Hale using Loving Support money for the URI School of Pharmacy early in 2006. URI has since integrated use of Hale resources and education about breastfeeding into their curriculum in the following ways:

- Second-year professional students are introduced to breastfeeding and oriented to available breastfeeding resources during a 2-hour lecture on pregnancy and lactation
- Third-year professional students practice using and evaluating available breastfeeding resources (including Hale online and in hard copy) during a 3-hour Pharmacy Practice lab

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- Students in their final year on experiential rotations have access to Hale online and utilize the resource to answer relevant questions for patients and their medical teams
- Students in the drug information rotation must answer breastfeeding questions and “teach” the instructor how to use the resource as though the instructor has never seen it before

The URI contact concluded her report with the comment, “In summary, the provision of the subscription to Hale online has been extremely helpful in teaching pharmacy students about how to help their patients and other healthcare providers about the use of medications while breastfeeding. We are very appreciative that you thought to include us as part of your grant.”

**Newport Hospital:** (2005) A Newport Hospital lactation consultant (LC) has collaborated with her hospital pharmacy to promote the use of “Medication and Mothers’ Milk” as a clinical resource and to increase the staff’s awareness of breastfeeding pharmacology issues. The hospital pharmacists are now consistently utilizing Hale and will purchase and promote the online resource for hospital-wide use, especially in the ER and X-ray units. The hospital Medical Executive Committee has reviewed and approved a new protocol that requires pregnancy and lactation screening for all admitted patients and automatic referrals for breastfeeding patients to an LC for a consultation and medication review. The pharmacy staff also now requires rotating URI pharmacy students to spend several hours with an LC as part of their program.

(2007) The hospital has not yet purchased the online Hale resource for hospital-wide use in part because the lead pharmacist is attempting to make it available throughout the Lifespan system, not just at Newport Hospital. The hospital has successfully implemented the new protocol that requires pregnancy and lactation screening for all admitted patients and automatic referrals for breastfeeding patients to an LC for a consultation and medication review. A pamphlet based on Hale addressing post-operative medication and anesthesia use has been developed and is in print. The pharmacy staff continues to require rotating URI pharmacy students to spend several hours with an LC as part of their program.

**Other Hospitals:** (2005) WIHRI utilizes Hale in their pharmacy and a medical resident has introduced it to the ER. A PCBRI physician introduced Hale to the South County Hospital pharmacy and ER. The SBC has requested other PCBRI members to volunteer to bring the information to the remaining hospitals in RI.

**Commercial Pharmacies:** (2005) The Newport Hospital RIBC representative contacted the pharmaceutical manager of Brooks to assess the chain’s receptiveness to Hale. The RIBC contact sent the manager a copy of Hale and additional information about Hale’s services. Brooks does not currently have Internet access (although their Eckhard chain does), but the manager plans to call Hale’s publisher to acquire Hale books for local stores. The manager also expressed an interest in arranging a breastfeeding pharmacology presentation for affiliated pharmacists to fulfill 15 hours of required CEUs per year. The RIBC contact provided her with some resources and will follow up in January.

(2007) No follow-up reported on efforts described above. A PCBRI representative successfully contacted CVS Headquarters in Rhode Island to request that they distribute hard copies of Hale to all CVS branches statewide. PCBRI adapted the Hale overview and introductory letter created for CHCs for pharmacists (both attached) and is in the process of distributing the books. RIBC used Loving Support funds to purchase these copies of the books and to print display cards for pharmacy countertops that encourage clients to ask questions about breastfeeding.

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**RHODE ISLAND BREASTFEEDING COALITION &  
PHYSICIANS' COMMITTEE FOR BREASTFEEDING IN RHODE ISLAND**

<b>Developing Community Partnerships: Health Insurers</b>	
<b>Strategy</b>	Conduct outreach with health insurers to identify and enhance health insurance benefits for breastfeeding services and equipment
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Further develop existing relationships with partner insurers</li> <li>▪ Encourage and provide support for insurers to provide additional breastfeeding benefits</li> <li>▪ Identify and enhance ways that insurers notify consumers and providers about benefits (e.g. subscriber education packets, subscriber newsletters, magazines, MD bulletins)</li> <li>▪ Promote RIBC and PCBRI as experts for consultation on breastfeeding issues</li> <li>▪ Post benefit information on DOH breastfeeding web pages</li> <li>▪ Update benefit criteria biannually</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Ongoing</li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> <li>▪ Winter 2006 (completed)</li> <li>▪ Ongoing</li> </ul>
<b>Leaders</b>	RIBC, PCBRI, SBC
<b>Community Partners</b>	BCBSRI, NHPRI, UHC
<b>Evaluation</b>	<p>Completed&gt; Routinely updated insurance grid for each major Rhode Island insurer; evidence of benefit and policy changes by insurers; evidence of breastfeeding information distribution to subscribers (BCBSRI magazine article); insurance information posted at <a href="http://www.health.ri.gov/family/breastfeeding/insurancebenefits.php">www.health.ri.gov/family/breastfeeding/insurancebenefits.php</a></p> <p>Pending&gt; Ongoing evidence of benefit and policy changes by insurers; ongoing evidence of breastfeeding information distribution to subscribers; ongoing coverage grid and website updates</p>

**Outcomes**

**UHC:** (2005) The State Breastfeeding Coordinator contacted and met with a representative of UHC in Fall 2005 to advocate for coverage of breastfeeding benefits. UHC, which recently took over the State health insurance contract from BCBSRI, agreed to mirror BCBSRI's breastfeeding benefits for RI State employees. UHC is currently entering the benefits into their system and has provided an interim contact for health care providers who need to request coverage before that process has been completed. UHC is working to identify a representative to RIBC and has asked preliminary questions about priority populations for expanded benefits.

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(2007) UHC enacted the above-described level of breastfeeding benefits for RI State employees and appointed a highly effective liaison to RIBC. This liaison was instrumental in advocating for increasing UHC breastfeeding benefits to cover electric breast pumps for Medicaid participants with children under a year old with a medical prescription, including those returning to work or school.

**BCBSRI:** (2005) BCBSRI has continued to actively participate with RIBC through meetings and the RIBC Listserv. A BCBSRI Outreach Nurse for Medicaid recipients attended the 40-hour State-sponsored Certified Lactation Counselor Training in December 2005. BCBSRI also worked in collaboration with RIBC to publish an article promoting breastfeeding in their Summer 2005 subscriber magazine, "Choices."

(2007) See Expanded Benefits below.

**NHPRI:** (2005) NHPRI recently identified a new RIBC representative who actively attends monthly meetings. The State Breastfeeding Coordinator also identified a new benefits contact for NHPRI. This contact confirmed that the NHPRI proposal to expand breastfeeding benefits to cover private lactation consultants is scheduled for inclusion in the January 2006 budget.

(2007) See Expanded Benefits below.

**Expanded Benefits:** (2005) The RI AAP Chapter is taking the lead in looking at opportunities to expand coverage for breastfeeding throughout RI, particularly for electric breast pumps. The RI AAP Chapter Breastfeeding Coordinator has submitted a competitive national grant to spend 50 percent of her time for one year advocating for pump coverage. She and the Chapter's Executive Director will also meet with the State Insurance Commissioner in December 2005 to advocate for expanded coverage. At the same time, the Director of HEALTH is moving toward meeting with and encouraging local insurers to expand coverage for preventative health to advance the Governor's pledge to make RI the first "Healthy State" in the nation. The State Breastfeeding Coordinator will assist in coordinating and informing these efforts.

(2007) PCBRI representatives met with the State Insurance Commissioner who advised them to advocate for enhanced coverage with the individual insurers. PCBRI members then developed an insurance advocacy packet to present the evidence to insurers (attached). At the same time that they completed the packet, UHC enhanced their electric breast pump benefits to include RIte Care mothers with medical necessity and those returning to work or school with a prescription. The State Breastfeeding Coordinator followed up with BCBSRI and NHPRI to ask if they had similar plans to increase their benefits. Both insurers subsequently modified their benefits to cover electric breast pumps for RIte Care mothers with medical necessity and a provider prescription. RIBC and PCBRI members are currently educating community partners and colleagues on accessing and utilizing the online insurance benefit grids to enhance coverage.

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**RHODE ISLAND BREASTFEEDING COALITION**

<b>Mobilizing Staff: Provider Education (with RI State WIC Agency)</b>	
<b>Strategy</b>	Train RI health care providers as Certified Lactation Counselors
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Coordinate training date, location and administrative details</li> <li>▪ Produce training materials and promote event to VNA nurses, birthing hospital nurses, Early Head Start nurses, CHC nurses and other health care providers</li> <li>▪ Track and confirm trainee registrations</li> <li>▪ Conduct training</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Summer 2005 &amp; Summer 2006 (completed)</li> <li>▪ Summer 2005 &amp; Summer 2006 (completed)</li> <li>▪ Summer/Fall 2005 &amp; Summer/Fall 2006 (completed)</li> <li>▪ November 28 to December 2, 2005 (completed)</li> <li>▪ December 4 to December 8, 2006 (completed)</li> </ul>
<b>Leaders</b>	State WIC Program, SBC, RIBC
<b>Community Partners</b>	PCBRI, birthing hospitals, VNAs, CHCs, Early Head Start Programs
<b>Evaluation</b>	Completed> Completed program brochures (2006 enclosed); completed registration logs; completed evaluations (2006 enclosed); 110 trained and certified RI health care providers (see <b>WIC</b> section for WIC trainee information)

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<b>Client and Family Education: Breastfeeding Resources</b>	
<b>Strategy</b>	Provide moms with prenatal and postpartum breastfeeding resources
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Coordinate ongoing distribution of following RI Loving Support breastfeeding promotion materials with community partners               <ul style="list-style-type: none"> <li>– Tips &amp; Resource for Breastfeeding Moms (Eng &amp; Sp)</li> <li>– Breastfeeding Record for Baby’s First Week (Eng)</li> <li>– Breastfeeding law Wallet Cards (Eng &amp; Sp)</li> </ul> </li> <li>▪ Update and reproduce materials as needed</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Ongoing</li> <li>▪ Ongoing</li> </ul>
<b>Leaders</b>	RIBC, SBC, HEALTH Communications Team
<b>Community Partners</b>	PCBRI, birthing hospitals, VNAs, WIC agencies, Community Health Centers, clinicians practices, other perinatal service providers
<b>Evaluation</b>	<p>Ongoing&gt; Materials produced and given to community partners for client distribution through HEALTH Distribution Center and SBC (by request and at public and provider forums); HEALTH tracks distribution; follow-up phone and in-person contacts and ongoing fulfillment requests indicate that agencies distribute materials and find them useful; HEALTH will continue to track distribution and informally evaluate materials</p> <p>Updates&gt; Loving Support funding used to produce second run of English &amp; Spanish Breastfeeding Law Wallet Cards; WIC English and Spanish feeding log adapted to reflect new AAP guidelines and distributed to all listed community partners; “Tips &amp; Resources for Breastfeeding Moms” brochure will be phased out and replaced by new, comprehensive WIC brochure “Breastfeeding Your Baby” (enclosed); WIC will cover future production and community distribution costs through WIC outreach funding</p>

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<b>Health Provider Outreach: RI Breastfeeding Resource Directory</b>	
<b>Strategy</b>	Update and distribute RI Breastfeeding Resource Directory (BRD)
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Survey BRD distribution list members to evaluate directory effectiveness and format preferences</li> <li>▪ Compile and enter survey data</li> <li>▪ Update information contained in directory</li> <li>▪ Reformat and print new version of directory</li> <li>▪ Distribute and promote use of directory among health care providers and community partners</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Spring 2004 (completed)</li> <li>▪ Summer 2004 (completed)</li> <li>▪ Summer/Fall 2004 &amp; Fall 2006/Winter 2007 (completed)</li> <li>▪ Fall -Spring 2004 (completed) &amp; Winter 2007 (in progress)</li> <li>▪ May 2005 (completed) &amp; Winter/Spring 2007 (in progress)</li> </ul>
<b>Leaders</b>	RIBC, SBC, HEALTH Communications Team
<b>Community Partners</b>	Rhode Island breastfeeding resource providers
<b>Evaluation</b>	Completed> (2005) Completed 2005 BRD edition; initial distribution information ( <i>ongoing distribution addressed in following initiative</i> ); online availability at <a href="http://www.health.ri.gov/topics/breastfeeding.pdf">www.health.ri.gov/topics/breastfeeding.pdf</a> Pending> (2007) Completed 2007 BRD edition; initial distribution information ( <i>ongoing distribution addressed in following initiative</i> ); updated website posting

<b>Health Provider Outreach: Breastfeeding Resources</b>	
<b>Strategy</b>	Provide professional breastfeeding resources to health care providers
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Coordinate ongoing distribution of following RI Loving Support breastfeeding resources for providers with community partners               <ul style="list-style-type: none"> <li>– Breastfeeding Pocket Guide for Providers (Eng only)</li> <li>– 2005-2006 RI Breastfeeding Resource Directory (Eng only)</li> </ul> </li> <li>▪ Update and reproduce materials as needed</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Ongoing</li> <li>▪ Ongoing</li> </ul>
<b>Leaders</b>	RIBC, SBC, HEALTH Communications Team
<b>Community Partners</b>	PCBRI, birthing hospitals, VNAs, WIC agencies, Community Health Centers, clinicians practices, other perinatal service providers
<b>Evaluation</b>	Ongoing> Materials produced and distributed to community partners through HEALTH Distribution Center and SBC (by request and at provider forums); HEALTH tracks distribution; follow-up phone and in-person contacts indicate that agencies find materials useful; HEALTH will continue to track distribution and evaluate materials through verbal provider feedback; Breastfeeding Pocket Guide updated in 2006 (enclosed); Resource Directory update in progress

**USING LOVING SUPPORT TO BUILD A BREASTFEEDING-FRIENDLY COMMUNITY IN RI: EXTENSION GRANT PROGRESS REPORT**

<b>Health Provider Outreach: Baby-Friendly Hospital Initiative</b>	
<b>Strategies</b>	Promote the evidence and the steps of the Baby-Friendly Hospital Initiative (BFHI) to hospitals and affiliated providers in RI
<b>Activities/Timeline</b>	<ul style="list-style-type: none"> <li>▪ Send a cover letter endorsed by the RI Department of Health and RIBC with HEALTH Director’s signature encouraging all birthing hospitals not yet certified to adopt BFHI</li> <li>▪ Send a follow-up letter to designated birthing hospitals</li> <li>▪ Monitor hospital responses regarding adoption of BFHI</li> <li>▪ Provide technical support to interested hospitals in initiating the BFHI certification process and providing 18-hour course for staff</li> <li>▪ Involve hospital administrators as needed for approval and support, utilizing administrators from Baby-Friendly certified South County Hospital, Newport Hospital and Boston Medical Center (Dr. Bobbie Phillips)</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ June 2005 (completed)</li> <li>▪ 2 weeks later (completed)</li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> <li>▪ Ongoing</li> </ul>
<b>Leaders</b>	RIBC; Denise Fenick, RN, IBCLC, Westerly Hospital (formerly of South County Hospital); Sandi Gabriel, RN, IBCLC, Newport Hospital; Laura Viehmann, MD, Mill River Pediatrics; Susanna Magee, MD, Memorial Hospital; Denise LaPrade, RN, CLC, Landmark Medical Center; Maureen Pearlman, RN, WIHRI
<b>Community Partners</b>	HEALTH (Erin Dugan), Newport Hospital, South County Hospital, other RI birthing hospitals
<b>Evaluation</b>	<p>Completed&gt; Certificate of Intent filed by Westerly Hospital</p> <p>Ongoing&gt; Record of communication of intent by hospital administrators</p> <p>Pending&gt; verification of Certificates of Intent filed with Baby-Friendly USA; confirmation of BFHI certification with Baby-Friendly USA</p>

**Outcomes**

**WIHRI:** (2005) After receiving the HEALTH mailing encouraging hospitals to adopt BFHI, a key WIHRI administrator contacted HEALTH with a verbal commitment to pursue the initiative. The administrator designated an initiative leader, who contacted and met with the State Breastfeeding Coordinator to elicit strategic support. The leader then met with hospital administrators to discuss their approach. Key players are currently collaborating to complete the BFHI readiness questionnaire. The leader is updating RIBC on initiative progress at monthly meetings.

# **USING LOVING SUPPORT TO BUILD A BREASTFEEDING-FRIENDLY COMMUNITY IN RI: EXTENSION GRANT PROGRESS REPORT**

**WIHRI:** (2007)

## January 2006

Initiation of the breastfeeding clinic, a workshop that meets daily for two hours and assists mothers with latch and other common breastfeeding issues.

## February 2006

The Breastfeeding Improvement Committee agreed to create a new policy regarding formula supplementation.

## March 2006

The above policy was presented and approved at the Policy & Procedure meeting and was implemented on April 1st. The parents also receive an information sheet detailing the reasons supplementation is not recommended for breastfeeding infants unless medically indicated.

## April 2006

The 2005 CLC training graduates began working as breastfeeding resource nurses on the mother-baby units. HEALTH provided \$5,000 in matching funds (through CDC-funded statewide obesity prevention program Initiative for a Healthy Weight) to initiate a breastfeeding bag program.

## June 2006

The Committee posted rooming-in signage (English and Spanish) in all mother-baby rooms.

## July 2006

Mother-baby nurse managers and lactation consultants form a team to improve communication and join forces to support breastfeeding. This team meets monthly and is proactively addressing issues. Two subcommittees are currently working on better promotion of rooming-in and development of a breastfeeding care plan that will provide consistent management for breastfeeding patients.

## August 2006

The hospital began distribution of breastfeeding bags to commemorate World Breastfeeding Week. Breastfeeding mothers no longer receive formula diaper bags.

## October 2006

Maureen Pearlman and Geri Tamborelli presented the Baby-Friendly Hospital Initiative overview to the hospital's senior leadership group. The presentation included our current strengths and weaknesses. The group voted to support the initiative.

## November 2006

The hospital administration supported our ongoing efforts to limit formula company visits and distribution of marketing items to the units / nursing staff.

## **USING LOVING SUPPORT TO BUILD A BREASTFEEDING-FRIENDLY COMMUNITY IN RI: EXTENSION GRANT PROGRESS REPORT**

### December 2006

26 Women & Infants' staff members attended the CLC training program co-sponsored by the Health Education Department and the State WIC Program. The graduates returned from the training enthusiastic and ready to apply their new skills and knowledge.

The prenatal breastfeeding education subcommittee met and agreed to develop simple consistent breastfeeding education materials that will be reviewed with all prenatal patients at 28 weeks gestation at the hospital-affiliated prenatal clinic. Once this initiative has been successfully piloted, we plan to distribute the materials to all affiliated OB offices.

### **Westerly Hospital:** (2007)

### October 2005

Meeting with CEO, Nursing Director, OB Nurse Manger, and lactation consultants. Initiative brought to pediatricians by CEO. Rejected.

### December 2005

Letter stating benefits and ethics of BFHI drafted by lactation consultants and sent to head of Board of Ethics, Board of Directors and CEO.

### March 2006

HEALTH sends follow-up letter congratulating Westerly on currently practicing 9 of the 10 steps and offers to support process by paying for Certificate of Intent. CEO supports BFHI and moves to have another meeting with OB, pediatric and FP.

### June 7, 2006

Joint meeting with all physicians and presentation on BFHI by lactation consultant. Many misconceptions cleared up.

### August 3, 2006

Physicians vote on BFHI (9 yes, 1 no, 4 let's wait and see what WIHRI does). Motion passed.

### October 3, 2006

First team meeting on BFHI. Co-chairs elected. Committees formed.

### November 6, 2006

Letter of Intent drafted and signed by CEO. Meeting with all hospital managers informing them of intent to become Baby-Friendly and impact on their units.

### November 16, 2006

Letter of Intent sent to Baby Friendly USA

### January 2007

Working on developing training for nurses and clinic support staff and removing formula marketing materials from the hospital.

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**Others:** (2007) The RI Breastfeeding Coalition will partner with the Department of Health to contact the remaining birthing hospitals in Rhode Island and update them on the Baby-Friendly efforts of other hospitals in the state. The letter that the Massachusetts Breastfeeding Coalition recently sent to all Massachusetts birthing hospitals asking them to stop distributing infant formula gift bags will be reviewed and endorsed by the RI Breastfeeding Coalition, the Department of Health, the RI Chapter of the AAP, and the RI Chapter of the AAFP and integrated into this update.

<b>Health Provider Outreach: Lactation Specialist Networking</b>	
<b>Strategy</b>	Provide an opportunity for local lactation specialists to network and celebrate accomplishments
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Identify event date and location</li> <li>▪ Plan networking event agenda</li> <li>▪ Identify and invite participants</li> <li>▪ Conduct networking event</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Fall 2005 (completed)</li> <li>▪ Fall 2005 (completed)</li> <li>▪ Winter 2006 (completed)</li> <li>▪ March 2, 2006 (completed)</li> </ul>
<b>Team members</b>	RIBC
<b>Community Partners</b>	Community and hospital-based IBCLCs and lactation specialists
<b>Evaluation</b>	Completed> List of attendees; event program (attached); completed evaluations (summary attached)

<b>Health Provider Outreach: Coalition Membership Growth</b>	
<b>Strategy</b>	Expand and diversify membership in the Rhode Island Breastfeeding Coalition
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Identify and contact potential organizations/professional groups</li> <li>▪ Identify and invite representatives to attend RIBC meetings</li> <li>▪ Encourage and sustain active partnerships with organizations</li> <li>▪ Define and develop group identity to enhance outreach efforts</li> </ul>
<b>Timeframe</b>	Ongoing
<b>Team members</b>	RIBC
<b>Community Partners</b>	Health care agencies and related organizations
<b>Evaluation</b>	Completed> RIBC vision, mission statement and goal (attached); RIBC logo and letterhead (attached) Ongoing> Increased numbers and diversity of membership Pending> RIBC history; RIBC outreach brochure / invitation

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### Outcomes

(2005) In addition to progress in representing all major Rhode Island health insurers (see RIBC: Developing Community Partnerships: Health Insurers), the Rhode Island Breastfeeding Coalition has successfully recruited representatives from all local birthing hospitals, including participants from WIHRI. This full participation has been critical in making decisions that affect the entire hospital community. The regional Medela product representative will begin attending RIBC meetings in January 2006. A representative from a second WIC site, Providence Community Health Centers, has also started regularly attending meetings.

(2007) Monthly RIBC meeting attendance averages around 20 participants and the Listserv includes over 180 people. Informal feedback on the Listserv content and meeting discussions is consistently positive. An increasing number of members are actively involved in RIBC planning and advocating for change in their own agencies. Through the Loving Support grant, the group has developed a new logo to integrate into outreach and event promotion materials. Additional RIBC identity development efforts include drafting and approving a vision, mission statement, and goal and compiling a group history. RIBC will reach out to other community agencies and populations identified as prospective members by invitation in the spring.

<b>Public Awareness: Public Forums</b>	
<b>Strategy</b>	Provide breastfeeding information at public forums
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Identify all relevant public forums in RI (LS partners / RIBC members notify State Breastfeeding Coordinator)</li> <li>▪ Link w/ HEALTH to receive information about upcoming events</li> <li>▪ Identify available personnel, resources and education materials</li> <li>▪ Distribute breastfeeding information at public forums in RI</li> <li>▪ Staff booths at cultural festivals with reps of those cultures</li> </ul>
<b>Timeframe</b>	Ongoing
<b>Leaders</b>	RIBC, SBC
<b>Community Partners</b>	All community partners
<b>Evaluation</b>	Ongoing> Track events and participation (Table 2 below)

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**Table 2: RI Breastfeeding Outreach Activity Tracking Log**

<b>Date</b>	<b>Name</b>	<b>Organization</b>	<b>Description</b>	<b>Evaluation</b>	√
4/30/05	Sandi Gabriel	EBCAP Early Head Start	Health-oriented clinical and commercial “Baby Shower” event for pregnant moms: Newport Hospital table display with prenatal and early postpartum breastfeeding education and resource handouts	Good reception among pregnant mom population	√
10/6/05	Erin Dugan	University of RI	Family and community health undergraduate class: lecture on politics of breastfeeding and infant formula	Inconsistent response by group	√
11/5/05	Cindi Zembo & Liz Bitgood	Hasbro Children’s & Bradley Hospitals	Speaking of Kids Conference = half-day educational conference for parents and teachers: RIBC table display with consumer materials	Low interest in this target population	√
11/10/05	Erin Dugan & Denise Fenick	VNA Care New England	Community resource fair for VNA CNE nurses: RIBC table display with Loving Support provider and patient materials distribution and 15-min resource presentation	Excellent feedback on materials & high distribution and use	√
11/28/05-12/2/05	Erin Dugan	RI Department of Health	CLC Training for 75 WIC nutritionists, PCs and nurses statewide: RIBC display with Loving Support provider and patient materials, reference tools & ad campaign info	High receptivity & distribution	√
5/3/06	Erin Dugan	School Nurse Teachers Conference	Display board and distributed law cards, pocket guides, BRD link to secondary school nurse teachers	High interest and distribution	√
5/5/06	Denise Fenick	Healthy Mothers Healthy Babies	May Breakfast: bumper sticker and license plate frame sales	Few sales; aroused interest of Mrs. Carcieri	√
5/12/06	Michelle Palmer	RI Birth Network	Celebrate Motherhood event: display board and distributed parent resources	Good feedback	√
6/22/06	Erin Dugan & Laura Viehmann	American Academy of Pediatrics	Community Advocacy 101 for Pediatricians: table with PCBRI summary, key MD resources, etc.	Very low response	√
Spring 06	Mary Lovegreen	EBCAP EHS	Health-oriented clinical and commercial “Baby Shower” event for pregnant moms: RIBC table display with prenatal and early postpartum breastfeeding resource handouts	Good attendance	√

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<b>Public Awareness: World Breastfeeding Week</b>	
<b>Strategy</b>	Promote World Breastfeeding Week 2005 through branch libraries
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Coordinate with local branch libraries to display breastfeeding promotion and education materials during WBW 2005</li> <li>▪ Distribute display materials to participating RIBC members</li> <li>▪ Set-up and take down local branch library displays</li> <li>▪ Donate children’s book “We Like to Nurse” in English and Spanish to participating libraries</li> </ul>
<b>Timeframe</b>	Summer 2005
<b>Leaders</b>	RIBC, SBC
<b>Community Partners</b>	La Leche League Rhode Island; local branch libraries
<b>Evaluation</b>	Completed> Track displays and donated books (Table 3 below); photographs of displays

**Table 3: 2005 WBW Library Displays**

<b>Name/Organization</b>	<b>Location</b>	<b>English</b>	<b>Spanish</b>	<b>Received</b>
Denise Fenick	Cross Mills Post Rd. Charlestown	X		X
Jennifer Medeiros	N. Smithfield	X		X
LLLI member via Jen Medeiros	Louttit Library W. Greenwich	X		X
LLLI member Wendi Bosland	Providence Rochambeau Branch	X	X	X
Marie Woodard	Peacedale	X	X	X
Marie Woodard	Kingston Free Library	X	X	X
Denise LaPrade	Woonsocket	X	X	X
Elaine DeSisto	Johnston	X		X
Elaine DeSisto	Norwood, Warwick	X		X
Elaine DeSisto	Pascoag, Burrville	X		X
Elaine DeSisto	Harmony, Glocester	X (no book)		X
Elaine DeSisto	Greenville, Smithfield	X (no book)		X
Susan Andrews (via Denise Fenick)	Westerly	X		X
Sandi Gabriel’s friend	North Kingstown	X		X
Sandi Gabriel’s friend	Bristol	X		X
Sandi Gabriel’s friend	Newport	X		X

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<b>Public Awareness: Potential Parent Outreach</b>	
<b>Strategy</b>	Potential Parent Outreach
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Purchase ads in movie theaters for display during WBW</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Spring/Summer 2006 (completed)</li> </ul>
<b>Leaders</b>	RIBC
<b>Community Partners</b>	HEALTH
<b>Evaluation</b>	Completed> Completed contracts; three movie theatre ads (one each for Caucasian, Spanish and African-American audiences) rotated into pre-movie slide show on 75 screens in RI and MA daily from August 4 to September 1, 2006

**RHODE ISLAND DEPARTMENT OF HEALTH**

<b>Developing Community Partnerships: Child Care Providers</b>	
<b>Strategy</b>	Increase breastfeeding awareness among child care providers and administrators through education and program development
<b>Activities/Timeline</b>	<p><u>Ongoing</u></p> <ul style="list-style-type: none"> <li>▪ Send breastmilk handling and storage information to all child care providers and provide additional breastfeeding information on an ongoing basis</li> <li>▪ Conduct breastfeeding support and promotion training for child care providers</li> </ul> <p><u>2006/2007 (in progress)</u></p> <ul style="list-style-type: none"> <li>▪ Incorporate breastfeeding guidelines into new child care licensing regulations</li> </ul> <p><u>2007/2008</u></p> <ul style="list-style-type: none"> <li>▪ Integrate best practice around breastfeeding into child care Quality Rating System</li> </ul>
<b>Leaders</b>	HEALTH Child Care Liaison
<b>Community Partners</b>	<ul style="list-style-type: none"> <li>▪ Healthy Child Care Rhode Island</li> <li>▪ Child Care Support Network</li> <li>▪ CHILDSPAN (Infant/Toddler Academy and Work Group)</li> <li>▪ Successful Start (Early Care and Education Work Group)</li> <li>▪ Child Care Directors' Association</li> <li>▪ Family Child Care Homes of RI</li> <li>▪ Department of Children, Youth, and Families (licensing)</li> <li>▪ Initiative for a Healthy Weight Early Childhood Workgroup</li> </ul>
<b>Evaluation</b>	List of community partners; training attendance sheets; training pre- and post- tests using Infant Toddler Environment Rating Scale; post-training evaluation; revised child care licensing regulations; final Quality Rating System

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### **Outcomes**

(2005) No report provided

(2007) Breastfeeding support and promotion trainings for child care providers have been integrated into routine trainings. Twelve Child Care Health Consultants were trained with a component on supporting breastfeeding in child care in the fall of 2005. Feedback via survey and open comments were very positive. Breastfeeding was integrated into a workshop on engaging families through health promotion at the Early Childhood Conference in March 2006.

The “Preparing and Storing Breastmilk” and “Supporting Breastfeeding Mothers” posters developed by HEALTH are disseminated at every child care training. They were reprinted in October 2005 using Loving Support funds and are available on the HEALTH website at <http://www.health.ri.gov/family/breastfeeding/professionals-guidelines.php>.

An MD attended a public hearing on the revised family child care regulations on January 31, 2007 on behalf of RIBC and PCBRI to testify on integrating breastmilk handling and storage guidelines and supporting the continuation of breastfeeding in the regulations. HEALTH sent a letter to DCYF advocating for incorporating these additional breastfeeding standards into child care licensing regulations. The family child care regulations adopted by DCYF will dictate future revisions to center-based regulations. Approved regulation changes will also be incorporated into a Quality Rating System (QRS) for child care providers that is currently in the pilot phase. QRS staff have agreed to include breastfeeding as a topic in the QRS health and safety training list.

<b>Client and Family Education: Breastfeeding Brochures I</b>	
<b>Strategy</b>	Develop culturally relevant breastfeeding brochures for WIC and community distribution
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Develop culturally relevant brochures addressing breastfeeding benefits, initiation and returning to work/school</li> <li>▪ Develop Spanish brochures</li> <li>▪ Collect and integrate community group and WIC staff feedback</li> <li>▪ Finalize, produce and distribute brochures</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Winter/Spring 2006 (completed)</li> <li>▪ Spring/Summer 2006 (completed)</li> <li>▪ Summer/Fall 2006 (completed)</li> <li>▪ Winter 2007 (completed)</li> </ul>
<b>Leaders</b>	SBC, State WIC Staff, HEALTH Communications Team
<b>Community Partners</b>	RIBC
<b>Evaluation</b>	Completed> Completed brochures (enclosed); distribution records

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<b>Client and Family Education: Breastfeeding Brochures II</b>	
<b>Strategy</b>	Distribute Loving Support breastfeeding brochures to clinicians
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Purchase and restock supply of Loving Support brochures</li> <li>▪ Distribute brochure order forms to clinicians with BRD</li> <li>▪ Distribute brochures upon request</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Winter 2004 (completed)</li> <li>▪ Spring 2005 (completed)</li> <li>▪ Ongoing</li> </ul>
<b>Leaders</b>	SBC, HEALTH Communications Team
<b>Community Partners</b>	RIBC
<b>Evaluation</b>	<p>Completed&gt; Purchase and restock of Loving Support brochures; distribution record</p> <p>Ongoing&gt; Distribution of remaining brochures</p>

### **Outcomes**

(2007) Distribution of the Best Start Social Marketing Loving Support brochures continues with the limited supply of remaining brochures. An online order form for providers is posted at [http://kidsnet.health.ri.gov/forms/divisions/family\\_health/form\\_breastfeeding.html](http://kidsnet.health.ri.gov/forms/divisions/family_health/form_breastfeeding.html) and includes access to other breastfeeding promotion materials developed through the Loving Support campaign.

<b>Client and Family Education: Loving Support Branding</b>	
<b>Strategy</b>	Incorporate “Loving Support” brand into BF education materials
<b>Activities</b>	Incorporate “Loving Support” brand into state-produced breastfeeding education materials
<b>Timeframe</b>	Ongoing
<b>Leaders</b>	SBC, HEALTH Communications Team
<b>Community Partners</b>	All community partners
<b>Evaluation</b>	Completed> Integrated logo into newly developed breastfeeding promotion and education materials until logo use was suspended with the copyright transfer from Best Start to USDA. The logo was not incorporated into new WIC breastfeeding brochures because of uncertainty about future use during brochure development.

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<b>Public Awareness: Working Families</b>	
<b>Strategy</b>	Outreach to working families on breastfeeding laws
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Develop brochure for distribution to working families through employers, local health care organizations and providers</li> <li>▪ Develop poster on laws for provider/employer distribution</li> <li>▪ Develop card on laws for provider/employer distribution</li> <li>▪ Develop distribution plan for breastfeeding law materials</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Hold for WIC brochure development; two PCBRI-affiliated medical student interns have compiled text</li> <li>▪ Hold for distribution of employer promotion materials</li> <li>▪ Winter 2005 (completed Spanish and English cards)</li> <li>▪ Provider card distribution ongoing; employer distribution on hold</li> </ul>
<b>Leaders</b>	SBC, HEALTH Communications Team
<b>Community Partners</b>	RIBC, PCBRI
<b>Evaluation</b>	<p>Completed&gt; Draft brochures; completed English &amp; Spanish cards; distribution record</p> <p>Suspended&gt; Completed brochure; completed posters; brochure and poster distribution record; employer card distribution record</p>

**Outcomes**

(2007) This strategy was not pursued beyond the development and distribution of the breastfeeding law cards, described above under Client and Family Education: Breastfeeding Resources. The new WIC brochure on Breastfeeding and Going to Back to Work or School is intended for distribution in conjunction with breastfeeding support services and is not appropriate for general distribution for broader outreach and education. The MCH employer breastfeeding promotion materials may contain a more appropriate tool for public promotion of breastfeeding in the workplace or may provide a better model for such a tool.

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**RHODE ISLAND STATE WIC AGENCY**

<b>Mobilizing Staff: Provider Education</b>	
<b>Strategy</b>	Train all WIC nutritionists and Breastfeeding Peer Counselors as Certified Lactation Counselors (CLCs)
<b>Activities</b>	See corresponding initiative under <b>RI Breastfeeding Coalition</b>
<b>Timeframe</b>	See corresponding initiative under <b>RI Breastfeeding Coalition</b>
<b>Leaders</b>	State WIC Program (Erin Dugan)
<b>Community Partners</b>	Local WIC agencies
<b>Evaluation</b>	Completed> Completed program brochure (2006 enclosed); completed registration log; completed training evaluations; 40 newly trained and certified WIC nutritionists and breastfeeding peer counselors  Pending> Train remaining WIC nutritionist and breastfeeding peer counselors in upcoming local CLC trainings

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<b>Mobilizing Staff: WIC Policies</b>	
<p><b>Strategy</b></p> <p><b>Activities</b></p> <p><b>Timeframe</b></p> <p><b>Leaders</b></p> <p><b>Community Partners</b></p> <p><b>Evaluation</b></p>	<p>Develop WIC breastfeeding infrastructure</p> <ul style="list-style-type: none"> <li>▪ Research state WIC breastfeeding policy in other states</li> <li>▪ Develop state WIC breastfeeding policy in Rhode Island</li> <li>▪ Guide local agencies in developing peer counselor policies</li> <li>▪ Provide WIC staff with information on becoming IBCLCs</li> <li>▪ Provide WIC staff with technical support and training opportunities to pursue IBCLC certification</li> <li>▪ Encourage establishment of breastfeeding-friendly clinic environments including space for mothers to breastfeed</li> </ul> <p>▪ Summer 2005 (completed)</p> <p>▪ Summer/Fall 2005 (completed)</p> <p>▪ 2005/2006 (completed)</p> <p>▪ Winter/Spring 2005 (completed)</p> <p>▪ Ongoing</p> <p>▪ Ongoing</p> <p>SBC, State WIC</p> <p>Local WIC agencies</p> <p>Completed&gt; Completed IBCLC informational memos (distributed to WIC staff) and discussed at WIC Agency Coordinator and Nutrition Education meetings; discussed IBCLC process at March 10, 2005 PC meeting; State WIC breastfeeding policy submitted to Regional WIC Office with State WIC Plan; presented and reviewed State policy with local agency coordinators at November 16, 2005 meeting; completed PC Program policies for participating local agencies</p> <p>Ongoing&gt; Monitoring and evaluation of local agency PC Program; support of pursuit of IBCLC certification by WIC staff members; support establishment of breastfeeding-friendly clinics</p>

### **Outcomes**

(2007) A breastfeeding peer counselor who has worked with WIC for the past 8 years took and passed the IBCLC exam in 2006. This opportunity was made possible through the support of the State WIC Program. She is the first Latina and bilingual lactation consultant working in Rhode Island. The State Breastfeeding Coordinator worked closely with her after passing the exam to inform her about different professional opportunities and to accommodate her new skills in her current position. She opted to continue her employment as a peer counselor but shifted seven of her 37 weekly hours to work as a lactation consultant. She serves as the on-call lactation consultant for all five sites for her health center and complements health center services provided within and beyond WIC. A second senior peer counselor plans to take the IBCLC exam in 2007.

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<b>Client and Family Education: WIC Breast Pump Program</b>	
<b>Strategy</b>	Implement WIC breast pump loan program in Rhode Island
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Research WIC breast pump rental programs in other states</li> <li>▪ Develop draft breast pump program policies, protocols and training materials for WIC staff and pumping clients</li> <li>▪ Review/edit draft policies with WIC Client Services Team</li> <li>▪ Identify potential funding streams with WIC Chief</li> <li>▪ Create RFP and bid on contracts with pump providers</li> <li>▪ Provide local agencies with equipment required for program</li> <li>▪ Train local WIC agency staff on pump distribution and education</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Summer 2004 (completed)</li> <li>▪ Summer 2005 (completed)</li> <li>▪ Fall 2005 (completed) &amp; Spring 2007</li> <li>▪ Fall 2006 (completed)</li> <li>▪ Winter/Spring 2007 (in progress)</li> <li>▪ Fall 2007</li> <li>▪ Fall 2007</li> </ul>
<b>Leaders</b>	State WIC agency (Erin Dugan and Client Services Team)
<b>Community Partners</b>	Local WIC agencies, HEALTH
<b>Evaluation</b>	<p>Completed&gt; Collection of program policies from other states; draft policies and guidelines for pump program</p> <p>Pending&gt; contractual agreement with pump provider; finalized program policies and protocols; completed training of WIC staff; ongoing client pump use logs</p>

**Outcomes**

(2007) The State WIC Program identified numerous potential barriers to housing the breast pump distribution program in local agencies and has adopted a different approach to providing services. WIC is developing a distribution mechanism that closely mirrors that adopted by Vermont WIC. An independent vendor who wins the bidding process will distribute the pumps statewide from a central location and provide clients with an introduction to using the pump. The vendor will train WIC nutritionist and breastfeeding peer counselors to provide follow-up instruction to mothers with pump use questions after initial distribution and will work with the agencies to collect the pumps from clients. These changes will necessitate a broad revision of the policy developed in 2005. The RFP is in the final stages of development and will soon go out to bid. The state anticipates piloting the program at several sites beginning in fiscal year 2007.

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<b>Health Provider Outreach: Provider Resources</b>	
<b>Strategy</b>	Provide breastfeeding pharmacology resources to WIC staff
<b>Activities</b>	Purchase and deliver copies of Thomas Hale’s “A Medication Guide for Breastfeeding Moms” to all WIC sites for use as a reference
<b>Timeframe</b>	January 2006 (completed)
<b>Leaders</b>	State WIC Program (Erin Dugan)
<b>Community Partners</b>	Local WIC agencies
<b>Evaluation</b>	Completed> Distribution to WIC sites; verbal reports of use with WIC clients

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**VISITING NURSE AGENCIES**

<b>Health Provider Outreach: VNA Training and Referrals</b>	
<b>Strategy</b>	Implement a system that will enable breastfeeding mothers to receive in-home lactation consultations with IBCLCs
<b>Activities</b>	<ul style="list-style-type: none"> <li>▪ Collaborate with HEALTH Family Outreach Program (FOP) VNAs to institute home IBCLC visits</li> <li>▪ Elicit feedback on plan from RIBC</li> <li>▪ Partner with local birthing hospitals to institute plan</li> <li>▪ Train VNA nurses as Certified Lactation Counselors (CLCs)</li> <li>▪ Provide funding for VNA nurses to take the IBCLC exam</li> <li>▪ Institute referral protocol for IBCLC home visits through VNAs</li> </ul>
<b>Timeframe</b>	<ul style="list-style-type: none"> <li>▪ Ongoing</li> <li>▪ August 19, 2005 RIBC meeting (completed)</li> <li>▪ Fall 2005 (turned over to VNAs)</li> <li>▪ November 28-December 2, 2005 (completed)</li> <li>▪ December 4-December 8, 2006 (completed)</li> <li>▪ Spring 2005 (approval memo distributed Fall 2005)</li> <li>▪ Fall 2006 to Spring 2007 (in progress)</li> </ul>
<b>Leaders</b>	VNA Care New England, VNS Home Health Services, VNS Newport & Bristol
<b>Community Partners</b>	HEALTH Division of Family Health (Erin Dugan, Teresa Hancock, Deb Garneau), RI birthing hospitals, RIBC
<b>Evaluation</b>	<p>Completed&gt; IBCLC registration payment approval letter for VNAs; CLC training attendance confirmation; completed IBCLC exam registrations from participating RNs; confirmation of IBCLC certification of participating RNs; draft VNA program plans</p> <p>Pending&gt; VNA evidence of implementation of program plans and staff IBCLC home visits</p>

**Outcomes**

(2007) The State Breastfeeding Coordinator initially collaborated with Visiting Nurse Agency MCH managers at Family Outreach Program meetings on August 18 and September 29, 2005. The SBC continued to closely collaborate with the managers throughout the process, including providing technical support on developing VNA IBCLC home visit referral protocols (sample draft attached).

Eight VNA nurses attended the 2005 CLC training and seven attended in 2006. The Department of Health sponsored five of the nurses who completed the 2005 CLC training to take the IBCLC exam in July 2006. Four of these nurses passed the exam and received their IBCLC certification. Certification details for each agency are included in the summaries below.

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**VNS Home Health Services:** VNS HHS sent 2 nurses to the 2005 Certified Lactation Counselor training and 1 nurse to the 2006 training but was unable to participate in the IBCLC certification and policy development process.

### **VNS Newport & Bristol Counties**

#### Training (4 of 5 staff nurses)

- July 2006 – 2 RN's sat for the IBCLC exam (both had completed the 2005 CLC training). One passed, one failed by 2 points and expects to retake the exam in 2007.
- December 2006 – 1 RN completed the CLC training and expects to take the IBCLC exam in 2007
- Another RN on staff was already an IBCLC when hired.

#### Coordination of care

- 1 nurse (already an IBCLC) also works at the Birthing Center, Newport Hospital and facilitates coordination of care and continuity of breastfeeding support and guidance of moms delivering at the hospital. She also brings a special expertise as an inpatient RN by assisting in a positive transition to home for all moms she visits.
- All staff trained as CLCs or IBCLCs verbalize expanded utilization of their knowledge regarding breastfeeding and lactation and use their knowledge to effectively support nursing moms. Breastfeeding instruction and support is provided as part of Family Outreach Program therapeutic or early maternity discharge visits.
- The agency will supply nipple shields for nursing moms as needed and may also provide manual breast pumps.
- Staff is aware of resources for nursing moms to obtain a breast pump for purchase or rental

#### Insurance reimbursement

- The agency is in the process of obtaining approval from insurance companies to offer reimbursable IBCLC home visits. Recent and ongoing computer conversion process has delayed this pursuit, but some capability for reimbursement is anticipated before March 1.

#### Policy support

- The agency has developed a policy regarding the utilization of IBCLC services and this policy will be in place at the time that reimbursement approval is finalized.

#### Agency commitment

- The agency has proven its commitment to developing lactation expertise among the MCH staff by supporting staff attendance at and preparation for classes and exams. The agency has been a long-time member of the RI Healthy Mothers, Healthy Babies Coalition, which is a close partner to the RI Breastfeeding Coalition.

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### **VNA of Care New England**

- 4 nurses attended the December 2005 CLC training
- 3 nurses sat for and passed the July 2006 IBLC exam
- 5 nurses attended the December 2006 CLC training
- Provide Loving Support educational materials (Tips & Resources for Breastfeeding Moms in RI, Breastfeeding Law Wallet Cards, Breastfeeding Record for Baby's First Week) to all Early Maternity Discharge and Family Outreach Home visits (>700 visits a month)
- Awaiting response for reimbursement application to Blue Cross Blue Shield of RI
- Met with Neighborhood Health Plan of RI to begin reimbursement application January 2007
- Created IBCLC home visit referral protocol and will develop visit documentation

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## **Implications**

From the early stages of training and planning to increasingly sophisticated techniques and levels of implementation, the Using Loving Support to Build a Breastfeeding-Friendly Community grant has permanently altered the course of breastfeeding advocacy in Rhode Island. It has continued to bring together professionals working in different disciplines, to enhance the visibility of breastfeeding among health care providers and their organizations, and to further develop the infrastructure to sustain grant activities and future breastfeeding promotion efforts. Participation in this process continues to include representatives of the Rhode Island Department of Health, the state WIC agency, local WIC agencies, birthing hospitals, visiting nurse agencies, health insurers, Early Head Start programs, private physician practices, professional clinician groups, Community Health Centers, parent groups, and other community agencies. The final report from this grant extension process illustrates the growth that has taken place among partners and in the community through this highly successful collaborative endeavor.

Two key breastfeeding advocacy groups in Rhode Island continue to play an instrumental role in implementing the Loving Support initiatives: The Rhode Island Breastfeeding Coalition (RIBC) and the Physicians' Committee for Breastfeeding in Rhode Island (PCBRI), two groups of health care professionals representing a broad range of local community agencies. Both groups served as advisory boards for the grant, and the monthly RIBC meetings provided the key forum for Loving Support initiative planning. Decision-making around grant spending continued to be extremely collaborative at all stages of the process. The State Breastfeeding Coordinator (SBC), who is also Project Coordinator, has actively maintained a strong link between RIBC and PCBRI activities and Loving Support initiatives throughout the process by attending monthly meetings, regularly communicating with group members via listserv and integrating group feedback into the evolving state plan. These groups and individual members have, in turn, provided tremendous instrumental support on Loving Support activities and to the SBC.

The Rhode Island Breastfeeding Coalition, which includes PCBRI representation, continues to be instrumental in executing the state plan and in creating and sustaining momentum to influence change in the breastfeeding community. Attendance at RIBC meetings, which doubled after the initial planning session and increased again after the technical visit, typically averages around twenty and participants continue to represent a diversity of groups. Individual members have gradually assumed a larger share of responsibility for group projects and the new group Chair for 2006 to 2007 has emerged as a strong, motivated leader. Discussion during meetings is animated, congenial, and productive and representatives respectfully share and debate many viewpoints on a wide range of topics. Participants routinely wrap up meetings by commenting on what a great meeting it was and on how much was accomplished. The increasing diversification of partners has brought in new perspectives and new resources for achieving group objectives. There is a strong sense of ownership and confidence in shared accomplishments that group members have carried into their own organizations to successfully advocate for institutional change. RIBC also increasingly functions independently from the instrumental and financial support of the Rhode Island Department of Health.

Participation in the Loving Support grant has facilitated RIBC's adoption of a highly effective Strategic Planning process. The efforts of bringing together a steering committee and developing a state plan after the initial community-building training laid the foundation for this strategy and ongoing grant reporting requirements reinforced its use. The state plan provided a roadmap for

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initial RIBC advocacy efforts and annual Strategic Planning sessions have allowed the group to move in new directions in response to evolving resources and needs. Strategic Planning is a fully interactive process that is facilitated by the RIBC Chair and the SBC during one or two consecutive group meetings. The leaders use large sheets of papers posted around the room to record comments and engage participants in discussion. The group reviews projects from the previous year to distinguish those that have been completed from those that are ongoing, in progress, or have yet to be pursued. This exercise allows the group to identify and celebrate accomplishments while sorting out ongoing priorities based on past successes and misses. The leaders then use that information to facilitate a discussion of future initiatives and directions in response to local and national needs and subsequently integrate these new approaches into the state plan. Discussion of relevant public health concepts such as coalition building, swimming upstream, the ecological model, and sustainability have been integrated into Strategic Planning sessions to provide participants with additional tools to implement change. PCBRI utilizes a similar Strategic Planning approach.

As part of its growth, RIBC has focused on redefining and promoting its identity. The group has developed and approved a new vision, mission statement, and goal in collaboration with PCBRI and is in the process of compiling an historic timelines of group activities and milestones. The group has also developed a new logo to integrate into promotional materials. RIBC will utilize these resources to reach out to other community agencies and target populations identified as prospective members and to apply for future grants from potential funding sources. RIBC also plans to implement these tools in promoting and celebrating its accomplishments and its 15-year anniversary during World Breastfeeding Week 2007.

Membership in RIBC engages partners in the planning process, stimulates the leadership of their organizations to become more invested in local breastfeeding promotion activities, and provides a forum for the exchange of information and support. The excitement that participants expressed about connecting with advocates from other disciplines and regions after the 2004 community building training has continued to drive many productive and mutually beneficial relationships throughout the state:

- Efforts of hospitals that have adopted the Baby-Friendly Hospital Initiative (BFHI) have informed the progress of those that are currently moving toward becoming Baby-Friendly.
- Two Lactation Consultant sharing events brought together a cross-section of RIBC members and other community providers to learn from each other about implementing BFHI, clinical care standards, frenulectomies, and palette abnormalities.
- United Healthcare's active participation in RIBC spurred their enhancement of electric breast pump benefits for RIte Care subscribers. HEALTH conveyed this information to the other major insurers to successfully advocate for additional reform.
- The ongoing participation of the major insurers in RIBC has allowed the group to address glitches in coverage and has provided a valuable perspective for reimbursement discussions.
- RIBC members actively participate in the Healthy Eating and Active Living (HEAL) Collaborative workgroups to inform HEAL's efforts with respect to breastfeeding and convey details to RIBC.
- RIBC members frequently contact each other to collaborate on projects or share information between agencies.

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The Rhode Island Department of Health (HEALTH), through the State WIC Program, has been particularly active in establishing and sustaining relationships with community organizations through frequent communication, instrumental support, and funding opportunities. Loving Support funding enabled HEALTH to sponsor health care providers from Visiting Nurse Agencies to become certified as IBCLCs in exchange for the establishment and institution of referral protocols for designated home visits by IBCLCs. HEALTH identified the availability of CDC-sponsored Initiative for a Healthy Weight funding to support the purchase of breastfeeding bags to replace formula discharge bags for breastfeeding mothers at Women & Infants Hospital (WIHRI) and to reprint the 2007-2008 edition of the Rhode Island Breastfeeding Resource Directory. HEALTH's sponsorship of community provider attendance in the Center for Breastfeeding's Lactation Counselor Certificate Training Program for the past three years inspired WIHRI to contribute \$5,000 to co-sponsor the 2006 training. HEALTH has also provided strong leadership and support for RIBC and PCBRI efforts to promote statewide adoption of BFHI, breastfeeding in the workplace, and enhanced insurance coverage for breastfeeding services and equipment.

These examples serve well to illustrate the increasing level of intervention that RIBC has achieved throughout the Loving Support grant cycles. RIBC has moved from developing tools and resources for families and providers to effecting large-scale institutional and infrastructure change. Breastfeeding is no longer a fringe health care issue in Rhode Island but has instead moved into the public consciousness through many collective, incremental improvements in breastfeeding protection, support, and promotion. These improvements are bringing advocates closer to the vision that breastfeeding will eventually be accepted as the norm for infant feeding in Rhode Island.

This grant report will be disseminated to community partners via email through the RIBC and PCBRI Listservs and will be posted on the index of the HEALTH Breastfeeding Web Pages.

### **Feedback**

Although the USDA allotted a significantly smaller pot of money for Phase II of the Loving Support grant than for Phase I, the Phase II funding of \$25,000 seemed to sustain the needs of RIBC through the two-year period covering 2005 to 2006. Several variables made this possible:

- The State WIC Program received supplemental funding from the USDA "Using Loving Support to Implement Best Practices in Peer Counseling" grant to cover the cost of hosting statewide CLC trainings in 2005 and 2006 and from the DHHS "National Breastfeeding Awareness Campaign" grant to cover 2004 CLC training participation and to redesign and reproduce the 2005-2006 edition of the Rhode Island Breastfeeding Resource Directory.
- The \$75,000 available in Phase I of the grant covered the purchase of enough of some materials to sustain the group through Phase II.
- Complementary State WIC Program funding covered the entire Project Coordinator salary during Phase II, precluding the use of Loving Support funding for this purpose.
- Many Phase II projects focused on infrastructure building rather than material resources.

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For these reasons, group members used their creativity to determine how to spend a chunk of the \$25,000 prior to the end of Phase II. RIBC was able to purchase reprints of several state-produced materials including the Child Care Guidelines, the breastfeeding law wallet cards (in English and Spanish), and the Breastfeeding Pocket Guides for Health Care Providers. RIBC was also able to distribute additional copies of breastfeeding pharmacology resources to community partners.

The simultaneous cessation of this and other grant funding will hamper the continuity of Rhode Island's current infrastructure-building projects. A limited, continuous stream of funding would be particularly useful to sustain commitments to community partners made in previous years. Funding to cover the Certificate of Intent for hospitals committing to becoming Baby-Friendly, to pay for additional VNA nurses to become IBCLCs, to host future CLC trainings in Rhode Island, and to promote Hale's resources to other community pharmacies would build on existing Loving Support efforts to enhance local breastfeeding promotion and support. In previous years, Rhode Island has allocated \$25,000 of the Title V Maternal and Child Health block grant annually for breastfeeding initiatives, but Title V funding has not been available for these projects in the past two years.

The support provided by Ursuline Singleton at the USDA has continued to be instrumental in guiding Rhode Island through the Loving Support grant process. Ursuline consistently responded to grant reporting and funding allocation questions and addressed numerous fiscal concerns for which Lisa Johnson was unavailable to provide a response. Ursuline once again went above and beyond the call of duty in performing the responsibilities of these dual roles.

The near collapse of Best Start Social Marketing posed a major challenge in fulfilling the expectations of the Loving Support grant. The grant was built on establishing an identifiable breastfeeding "brand" in the WIC community, but access to the logo and accompanying tools was cut off for an extended period of time. The logo was unavailable for use during the development of Rhode Island WIC's new breastfeeding education materials and was therefore not integrated into these brochures. In addition, Best Start's social marketing materials are no longer available for community distribution, removing an important, recognizable Loving Support product that the State WIC Program had distributed for many years. Limited access to information about the transition of Loving Support resources to the USDA exacerbated uncertainty around use of the Loving Support brand.

The lack of availability of the long-awaited DHHS Maternal and Child Health (MCH) Bureau employer packets created similar frustrations in pursuing state plan initiatives. PCBRI members counted on receiving these materials several years ago to promote breastfeeding in the workplace to local employers and subsequently lost momentum following a community needs assessment by waiting for these materials to be produced. PCBRI's decision not to create workplace promotion materials specific to Rhode Island employers has hinged on this unmet expectation for several years. Despite the good intentions of the MCH Bureau, its cycle of promoting and stalling production of these materials has been an ongoing barrier to promoting effective workplace support.

In closing, participation in both phases of the Loving Support "Using Loving Support to Build a Breastfeeding-Friendly Community" grant has been a tremendous opportunity for Rhode Island's breastfeeding community and has provided this state with countless tools and resources to continue effectively advocating for breastfeeding protection, support, and promotion for years to come. Rhode Island greatly appreciates the generous support and contributions of the USDA.