

Title V/Maternal and Child Health Success Story: October 1, 2018 – September 30, 2019

MCH Grantee (check box):

- Bismarck-Burleigh Public Health
- Fargo Cass Public Health
- Grand Forks Public Health Department
- North Dakota State University
- South East Education Cooperative

North Dakota Maternal and Child Health Priority Area (check box):

- Increase the rate of breastfeeding at 6 months
- Reduce overweight and obesity in children

In a sentence or two, describe the problem you were trying to solve or the reason why your intervention is needed.

Nearly 82% of moms in North Dakota initiate breastfeeding with only 46% of moms exclusively breastfeeding at 3 months. Going back to work after having a baby is a common barrier for moms to meet their breastfeeding goals. With a large percentage of North Dakota moms returning to work, an opportunity is available to support moms' transitions back to work and continue breastfeeding in our community. No current program exists locally to do just that.

In a brief paragraph, please share what you implemented and how it made a difference.

Due to the lack of specific support for moms returning to work after having a baby and continuing to breastfeed, Fargo Cass Public Health developed the Back to Work Mom (B2Wmom) program, which includes an in-person class. To best deliver the content and reach moms, Fargo Cass Public Health collaborated with Essentia Health. Since February, the B2Wmom Class (called "Breastfeeding and Back to Work") has been implemented monthly. While there has been attendance at every class, attendance numbers have been low. Facilitators of the class have received positive feedback on the course content, and have been mindful to implement strategies to increase exposure of the class to more families.

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Are there any specific NUMBERS or OUTCOMES you can share as a result of your work?

To date, eight classes have been held with a total of 14 attendees (not including babies).

Were there any “AHA” or “lightbulb” moments you can share?

Establishing partnerships takes time.

It is important to try several strategies to market new programs and to obtain feedback from attending moms on how they learned about the class and ways they would suggest getting the word out to increase attendance.

Are there any “quotes” from anyone benefitting from this that you can share?

Several moms who attended the class (mostly first time moms) stated verbally that they were very pleased with the class and that they definitely learned new information. Many also indicated that after the class they felt more confident returning to work and continuing to breastfeed.

Is there anything else you want to share?