

BCW Website: Coalition Projects and Inspiration

The Breastfeeding Coalition of Washington and local coalitions around the state have developed creative, educational, and engaging activities to promote breastfeeding in the community. Projects and activities range from small local outreach efforts to state-wide advocacy programs. Below is a sample of these projects to give your coalition ideas for your own community. It's important to choose something manageable for your coalition or group, and to remember that you can reach out to other local coalitions and the BCW for advice and support as needed.

1. Bus Signs and Billboards

In 2010 and 2011, the BCW purchased billboard and bus sign space in counties around the state with the lowest breastfeeding rates. The sign design was based on a billboard originally designed by the Kansas Breastfeeding Coalition to provide women with information about continuing breastfeeding upon their return to work, and the billboards were initially funded by a Business Case for Breastfeeding grant.



2. Farmer's Market/Fair/Cultural Event Nursing Mother's Booth

Several local coalitions host a booth for nursing mothers at their local farmer's market, fair or gathering. Sometimes this is tied into World Breastfeeding Week activities or other cultural events. This picture is of Camie Goldhammer, Founder and Chair of the Native American Breastfeeding Coalition of Washington at the SeaFair PowWow in 2013. The set up can be simple, with a banner, a rocking chair or other seat to provide mothers with a peaceful spot to nurse, change their baby's diaper and have access to some educational materials. This can also be a good tool to connect with other people in your community who may want to get involved with your coalition and to provide breastfeeding awareness to other community members.




3. Breastfeeding Welcome Here Campaign

The South Sound Breastfeeding Network launched a Breastfeeding Welcome Here campaign to encourage more women to breastfeed their babies and for a longer duration by making their community more friendly to breastfeeding families.

By working with local businesses to post the International Breastfeeding Symbol, they are alerting moms about public locations where they can breastfeed comfortably, and encouraging the view that breastfeeding is normal, accepted, and welcomed. To learn more about the Breastfeeding Welcome Here campaign, please visit <http://www.southsoundbreastfeeding.org/bwh.html>.

4. Create a Local Resource Guide

Local breastfeeding support resource guides, like these from the [King County Breastfeeding Coalition](#) and Whatcom County, are a good way to educate community members about the breastfeeding support resources in your area. These guides can be distributed at local physician's offices or hospitals, shared at tables or booths at events, and be available online for moms who searching for assistance.

 Whatcom County Breastfeeding Resources	
<p>Public Breastfeeding Information:</p> <p>Within Reach (Breastfeeding Coalition of WA) www.withinreachwa.org/bcw (800) 322-2588</p> <p>Washington State WIC website: http://www.doh.wa.gov/YouandYourFamily/WIC/BreastfeedingSupport.aspx</p> <p>La Leche League International www.llli.org (800) 525-3243</p> <p>National BFing Helpline (BF Peer Counselors available) (free BFing magazines) (800) 994-9662 www.womenshealth.gov/Breastfeeding</p> <p>Kelly Mom Breastfeeding Information/Support www.kellymom.com</p> <p>Professional Web Addresses:</p> <p>The Academy of Breastfeeding Medicine www.bfmed.org</p> <p>LactMed Toxicology Data Network (free App available): http://toxnet.nlm.nih.gov/ Choose: LactMed</p> <p>Dr. Hale breastfeeding and medications http://www.infantrisk.com</p> <p>United States Breastfeeding Committee www.usbreastfeeding.org</p> <p>Lactation Educational Resources (Client handouts and professional training): http://www.lactationtraining.com/resources/handouts</p>	<p>Local Breastfeeding Support:</p> <p>Classes: Childbirth and Breastfeeding:</p> <p>Bellingham Technical College (360) 752-8350 Whatcom County Health Dept. (360) 676-6762 PeaceHealth St. Joseph MC (360) 738-6361</p> <p>Maternity Support Services:</p> <p>Sea Mar CHC (360) 788-7150 Answers Counseling (877) 275-2246 WCHD (Nurse Family Partnership) (360) 676-6762</p> <p>WIC nutrition services:</p> <p>Whatcom County Health Dept (360) 676-6762 (provides breastfeeding peer support) Sea Mar CHC (360) 788-7150 (provides breastfeeding peer support) Lummi Tribal Health Center (360) 384-0464 Nooksack Tribal Clinic (360) 966-2106</p> <p>Agencies who provide home visits (check for agency requirements to receive home visits):</p>

5. Hosting a Speaker or Conference

This is a larger endeavor, but is a great activity for a strong coalition to take on. There are many ways to do this, including partnering with other non-profits and/or a local hospital. The Spokane Breastfeeding Coalition partnered with other organizations to host a three day conference in June 2013 [link to <http://events.r20.constantcontact.com/register/event?oeidk=a07e70g622d402ed490&llr=prgu51ab> here], featuring three speakers and offering continuing education credits for a variety of fields.

6. Mother's Day Tea

This is a nice occasion to reach out to mothers in the community by hosting an informational community gathering. Here is a description of a recent event organized as a collaboration between the Snohomish Health District and the Snohomish Breastfeeding Coalition, in partnership with other local organizations:

<http://www.tulalipnews.com/wp/2013/05/06/snohomish-health-district-hosts-mothers-day-tea-may-10/>]

7. Conduct a Community Survey about Worksite Lactation Support

There are many ways to work with local businesses to help them create or improve lactation support programs for their employees. One way to start is to send an informational letter and survey to local businesses. An example of this, developed by the Clark County Breastfeeding Coalition can be seen [here](#). Information gathered from survey responses can help to determine which businesses are interested in developing a program for their employees, and how your coalition might assist them.

For more ideas and resources, see the Oregon Breastfeeding Coalition's list of 10 Promotional Activities: <http://www.breastfeedingor.org/communities/10-promotion-activities/#Anchor8>