

## ABSTRACT

The inadequate availability of Maternal Child Health education and support in Ontario and its neighboring counties has detrimentally affected infant and maternal mortality rates, as well as breastfeeding outcomes. The rural nature of Ontario County compounds this issue coupled with an increase in population has left many new parents without access to accurate, up to date information. Especially, concerning birth, breastfeeding, doula, and lactation education. Through a comprehensive S.W.O.T (Strength, Weakness, Opportunities, and Threats) analysis of regional breastfeeding initiation and duration rates, it became evident that the lack of educational classes and support was at the core of the problem. This necessitated the development of a universal breastfeeding curriculum tailored to the community's needs.

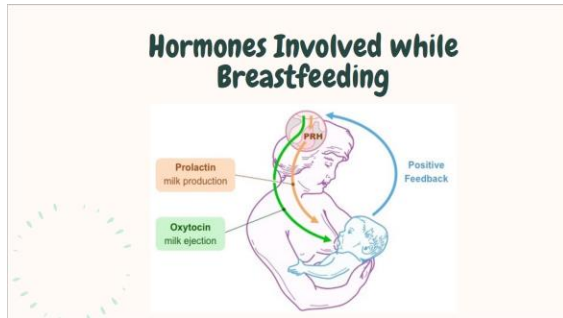
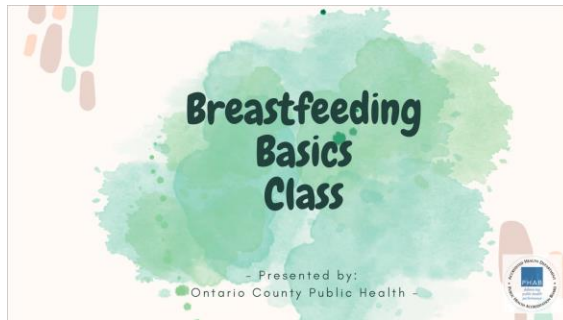
The goal for the eight local health departments within the Breastfeeding Coalition is to adopt this curriculum, enabling lactation counselors to offer fundamental breastfeeding classes in their respective counties. Research has shown that children breastfed for at least twelve months have a significantly lower risk of child and adolescent obesity, thereby leaving a positive impact on future generations.



## OBJECTIVES

Our objective is to illuminate the importance of breastfeeding by creating a universal curriculum rooted in evidence-based information. Through this curriculum, we aim to empower students to recall and exhibit successful breastfeeding behaviors. Furthermore, we will equip them with knowledge about local breastfeeding resources using a comprehensive guide. To measure our impact, pre- and post-class surveys will provide valuable data, and we seek consent to survey mothers at 6 weeks, 6 months, and 12 months postpartum to assess the long-term benefits of our program.

## METHODS & MATERIALS



### Topics Include:

- Introduction, What is Breastfeeding
- Importance of Breastfeeding
- Breastfeeding Friendly Hospitals
- How Milk is Made
- First 72 Hours
- Feeding Baby
- Breast/Nipple Challenges
- Feeding Challenges
- Alternative Feeding Devices & Methods
- Pumping Basics
- Support Person/s
- First Three Months
- First Six Months
- Introducing Complementary Foods
- Keep in Touch & Local Resources



## RESULTS

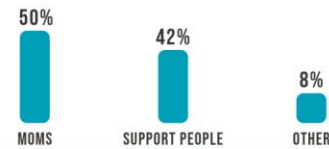
# Breast Feeding Basics

## PILOT PROGRAM

### BACKGROUND RESEARCH

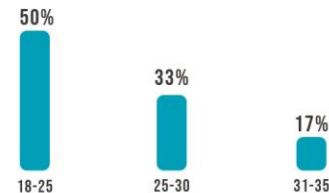
Breastfeeding classes offer essential knowledge and guidance, promoting healthier infants, mothers, and long-lasting benefits for families.

### DEMOGRAPHICS



### AGE BREAKDOWN

### DEMOGRAPHICS CONT..



Moms need support, this is seen throughout all age groups. Birthing data will shed light on future target populations and trends.

## CONCLUSION

In summary, the lack of Maternal Child Health education and support in our region has negatively affected maternal and infant well-being. Our SWOT analysis pinpointed the lack of educational classes and support as a key issue. To address this, we have developed a comprehensive breastfeeding curriculum, targeting expecting mothers and support persons in our rural communities. Our surveys will generate valuable data, and with the support of local health departments, we aim to empower Clinical Lactation Counselors to teach basic breastfeeding classes, ultimately impacting future generations by reducing child and adolescent obesity rates. Ultimately, breastfeeding is working upstream to combat the obesity epidemic in the underserved populations within our communities.

## REFERENCES

Center of Breastfeeding. Healthy Children Project, Inc. (2023, June 20). <https://centerforbreastfeeding.org/>

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