



Grant Summary

Initiative:	Healthier Beginnings
Project Name:	Promoting Breastfeeding: Community Outreach Program
Funding Period:	June 1, 2014 – May 31, 2015
Date of Funding:	June 1, 2014
Project Coordinator:	Marcella Snow, Coordinator/Area Leader
Project Administration:	La Leche League of Ruston
Total Funding Approved:	\$ 4,922.49

Program Summary

The goal of the Promoting Breastfeeding: Community Outreach Program is to provide education to Lincoln Parish mothers about the benefits and acceptance of breastfeeding. La Leche League of Ruston will provide breastfeeding education to approximately 500 mothers and newborns leaving the hospital within one year. Based on 2002 local birth statistics, Lincoln Parish had a birth rate of 556. In 2006, the birth rate per 1,000 mothers was 13.1. The Centers for Disease Control and Prevention (CDC) Breastfeeding Report Card establishes the need for supporting breastfeeding. This report card indicates that the Louisiana state average for children being breastfed in 2013 was 60.6%, which places Louisiana among the last five states nationally.

According to 2007 Louisiana Pregnancy Risk Assessment and Monitoring System data, only 53 percent of women breastfed their babies in Louisiana, compared to 74 percent nationally (Funke 23). Marci Brewer Asling, BSC, MPH the Louisiana Department of Health and Hospital's coordinator of Guided Infant Feeding Techniques (GIFT) insists many women do not breastfeed because they lack community support (23). Asling argues that implementation of community support efforts would help women incorporate breastfeeding into daily life. Members of the community such as physicians, healthcare providers, and employers can help in welcoming breastfeeding.

Grant Objectives

Grant funds will be used to increase the percentage of breastfeeding mothers in Lincoln Parish by:

1. Providing mothers, upon discharge from the hospital, a breast-feeding friendly shopping bag containing basic instructions for learning breastfeeding strategies.
2. Equipping the breastfeeding bags with a refrigerator magnet containing the contact information for La Leche League of Ruston and a DVD by Pam Wiggins titled "Breastfeeding: You Can Do It!"
3. Distributing breastfeeding bags to local doctor's waiting rooms and pregnancy crises centers.