



LIHF

Lifecourse Initiative
for Healthy Families

Racine

Breastfeeding Friendly Racine

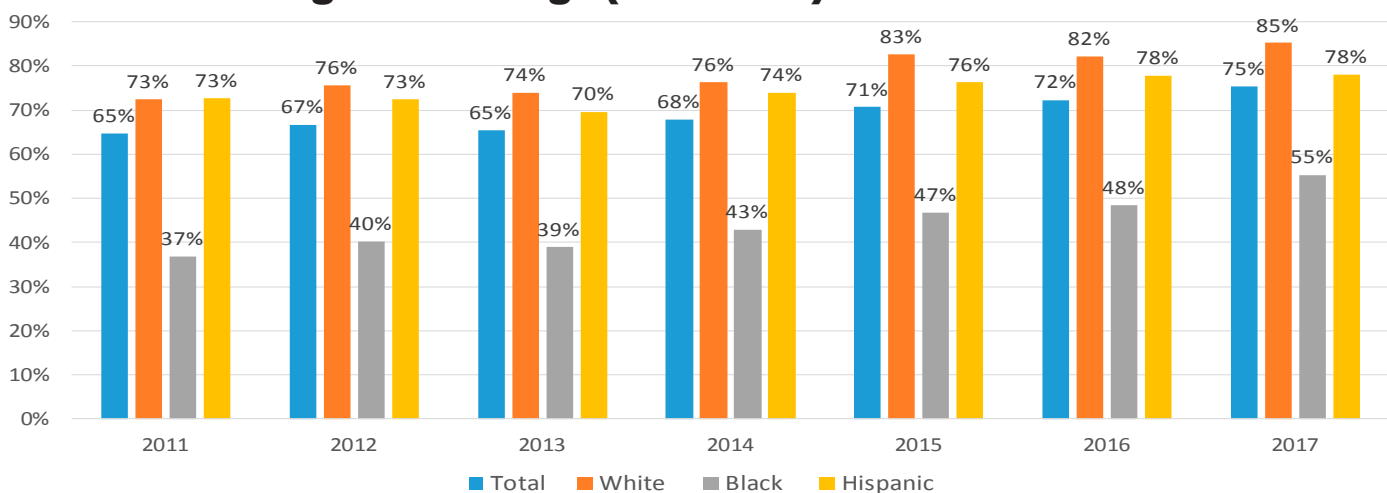
About the Collaborative

Racine Lifecourse Initiative for Healthy Families is a project of the Greater Racine Collaborative for Healthy Birth Outcomes convened by Racine Kenosha Community Action Agency, Inc. The Collaborative consists of organizations that have united to express one voice in eliminating racial disparity in African American birth outcomes. The goals of the Collaborative are:

- Reduce fetal and infant mortality 20% by 2019
- Reduce prematurity 20% by 2019

One of the main strategies of the Collaborative is to increase by 10% the number of black families attempting to breastfeed. Breastfeeding Friendly Racine is an initiative to ensure families are supported, by increasing the number of breastfeeding support staff and making sure families are aware of locations that support their right to breastfeed.

Breastfeeding at Discharge (2011-2017)



Source: PeriData.Net-Ascension-All Saints

Making A Difference



Breastfeeding Friendly Racine

A Community That Supports Breastfeeding

There are many elements that comprise a breastfeeding friendly community. Breastfeeding Friendly Racine will focus on increasing breastfeeding support services (including supporting people of color by hiring a Breastfeeding Advocate at RKCAA), partnering with workplaces that are willing to support breastfeeding mothers, and creating a model for churches to accommodate breastfeeding families.

Breastfeeding Peer Educator Purpose

- Gives basic breastfeeding information and support to new mothers, including teaching them about the benefits of breastfeeding, overcoming common barriers, and getting a good start with breastfeeding.
- Serves as a resource to moms to ensure they are connected to other breastfeeding experts when needed.
- Help moms prevent and handle common breastfeeding concerns.
- Provides help and information to mom's support team, such as fathers and other family members.

Breastfeeding Friendly Workplaces

- Research and identify breastfeeding friendly workplaces in Racine.
- Acknowledge businesses who are breastfeeding friendly.
- Support and provide technical assistance to workplaces who want to become breastfeeding friendly.

Breastfeeding Friendly Churches

- Research and identify churches that are already breastfeeding friendly.
- Recruit first ladies and/or church nurses to serve on a team to develop a model for churches to implement.
- Provide technical assistance to churches who want to become breastfeeding friendly.

For more information go to healthybabiesracine.org
Racine Kenosha Community Action Agency, Inc.
phone: (262) 637-8377



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