



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



AMCHP NPM-4 –

Breastfeeding Resource Sheet

A) Percent of infants who are ever breastfed and B) Percent of infants breastfed exclusively through 6 months

SUMMARY OF STRATEGIES FROM STATE ACTION PLANS

49 jurisdictions selected NPM-4

Common themes → **multi-faceted strategies are golden**

- Increasing hospital support: Baby-Friendly Designation, Advancing Ten Steps
- Peer/professional support and education
- Workplace accommodation support, recognition, Business Case for Breastfeeding Promotion
- Partnership with WIC, MIECHV Home Visiting and other community agencies to promote and support breastfeeding
- Raising public awareness on benefits of breastfeeding
- Father/family support initiatives

BEST PRACTICES

Below are highlights of related cutting-edge, emerging, promising and best practices located in Innovation Station.

- **The HealthConnect One Community-Based Doula Program:**
<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/HealthConnect.pdf>
- **Communities Supporting Breastfeeding:**
<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/CSB.pdf>

TOOLS / RESOURCES SPECIFIC TO THIS MEASURE

Arizona's "Baby Steps to Breastfeeding Success":

<http://www.azdhs.gov/phs/bnp/gobreastmilk/BFAzBabySteps.htm>

State Opportunities and Strategies for Breastfeeding Promotion through the Affordable Care Act (2013): [http://www.amchp.org/Policy-Advocacy/health-](http://www.amchp.org/Policy-Advocacy/health-reform/Documents/AMCHP%20Dec%202013%20Breastfeeding%20Issue%20Brief%20FINAL.pdf)

[reform/Documents/AMCHP%20Dec%202013%20Breastfeeding%20Issue%20Brief%20FINAL.pdf](http://www.amchp.org/Policy-Advocacy/health-reform/Documents/AMCHP%20Dec%202013%20Breastfeeding%20Issue%20Brief%20FINAL.pdf)