Background

- Exclusive breastfeeding for the first six months of life is positively associated with optimal health outcomes for mother and child, yet exclusive breastfeeding rates are well below the United States Department of Health and Human Services Healthy People 2020 objectives.
- Multiple barriers effect breastfeeding initiation and early breastfeeding cessation.
- In 2011 the US Surgeon General announced a Call to Action to Support Breastfeeding. To overcome these barriers

Purpose

- Engage community leaders to support, promote and protect breastfeeding within Hillsborough County.
- Develop innovative strategies to respond to the Surgeon General’s Call to Action through community organizing and coalition building.
- Improve breastfeeding rates in Hillsborough County.

Methods

Grass Roots in Community Organizing

- On June 9, 2010 community members from local birthing hospitals, the department of health, healthy start & other organizations with a vested interested in improving breastfeeding outcomes came together to discuss possible solutions.
- The committee voted to become the Hillsborough County Breastfeeding Taskforce.
- After defining barriers a 2 year action plan was identified to address these concerns.
- Next, the task force leadership, vision, mission statement and action items were identified.
- January 26th, 2012 the Hillsborough County Breastfeeding Task Force became an incorporated non-profit organization and elected its first Board of Directors.
- Bylaws of incorporation were drafted.

Governance

Board of Directors/Executive Board

Chair                    Education Chair              Advocacy Chair
Chair-Elect             Annual Event Chair         Fundraising Chair
Treasurer            Community Outreach Chair
Secretary            Social Media      Breastfeeding Research Chair
                                  Meetings & Communication
Quarterly Task Force Meeting with an Annual Meeting
Per diem committee meetings
Bi-monthly executive board meetings
Email, Newsletter, FB & Website hcbreastfeeding.org

Responding to the Call to Action

2010

- Hosted a community Lunch-and-Learn awareness event
- Development of a community resource guide for professionals and parents to identify Hillsborough County resources for breastfeeding education, support and promotion
- Surveyed local hospital to capture local breastfeeding rates
- Facilitated a community wide breastfeeding enhancement project that included supporting a community “Anytime, Anywhere” marketing campaign and community peer support groups

2011

- Launched a 20 hour Breastfeeding Seminar Course

2012

- Hosted the first community Latch-on Event
- Mayor proclaimed August “National Breastfeeding Month”

2013

- Hosted the first Tampa Bay Mother Baby Summit

2014

- Initiated Poppin’ Bottles Workplace Campaign
- Elected new executive board

Measurable Outcomes

- Trained over 40 Home visitors, nurses and lactation counselors in Hillsborough
- Posted the Breastfeeding logo in 50 local businesses in support of the Anytime, Anywhere campaign
- Increased awareness of breastfeeding in the community through social media and newspaper features
- WIC breastfeeding initiation rates increased from 75.6% June 2010 to 77.7% in Dec 2013.