



Tennessee Breastfeeding Coalition

Breastfeeding Welcomed Here Campaign

Gibson County Infant Mortality PPI Team

June 23, 2015

Purpose



- ▶ To raise awareness in our local community about breastfeeding and infant mortality rates
- ▶ To educate local businesses and other public organizations about mothers' rights to breastfeed their child/children in public
- ▶ To provide resources to businesses and other public organizations on how to better promote and support breastfeeding and breastfeeding mothers

Team Members



- ▶ Amy Riggins- Director of Nutrition Services/Breastfeeding Coordinator
- ▶ Ann Elliott- Public Health Office Supervisor
- ▶ Cheryl Cole- Registered Nurse III
- ▶ Jennifer McCaig- Public Health Office Assistant
- ▶ Jessica Howell- Nursing Assistant II
- ▶ Mallory Pope- Nutritionist II
- ▶ Marilyn Bond- Social Worker
- ▶ Tiffany Gertsch- LPN II

Roles of Team Members



- ▶ **Every team member went out into the community and visited businesses and discussed:**
 - ▶ The purpose of our event
 - ▶ What being a Breastfeeding Welcomed Here business means
 - ▶ The benefits to the health of our community by supporting breastfeeding mothers
 - ▶ How to become a recognized Breastfeeding Welcomed Here business
 - ▶ Provided resources to provide to breastfeeding mothers when needed.
 - ▶ Breastfeeding Hotline cards and magnets
 - ▶ Phone numbers for local Health Departments

Breastfeeding Welcomed Here Flyer

Take the Pledge to Become a "Breastfeeding Welcomed Here" Business

The goal of this campaign is to encourage more women to breastfeed their babies for a longer duration by making our community more friendly to breastfeeding families.



The use of this symbol will be to both alert moms to public locations where they can breastfeed comfortably and to encourage the view that breastfeeding is normal, accepted and welcomed.

To take the pledge go to breastfeeding.tn.gov and click on Breastfeeding Welcomed Here. It only takes a minute! Your business will receive recognition on the website and a sticker for your business entrance and the continued patronage of appreciative customers.

Funding



- ▶ We were able to complete this PPI activity without any funding
 - ▶ Ordered Breastfeeding Hotline cards/magnets from Nashville
 - ▶ Made color copies of flyers at Jackson Regional Office
 - ▶ This project resulted in 40 business locations in Gibson County taking the online pledge, receiving a window cling and having their business name added to the online list of Breast Feeding Welcomed Here locations.

Breastfeeding Welcomed Here Businesses Trenton



Jessica Howell with Food Rite
Manager, Bubba Abbott



Ross Pope proudly displays
Breastfeeding Welcomed
Here Logo at Dynamix
Physical Therapy



Mallory Pope with Deaton's Market
Place Owner, Brandon Deaton

Breastfeeding Welcomed Here Humboldt

LIVING

By the Staff of Humboldt County, Wednesday, October 28, 2014

Kids costume contest set this Friday at Bailey Park

Parents are invited to Bailey Park on Friday, Oct. 31, to watch their kids strut their stuff in a costume contest. The contest will be held from 5 to 7 p.m. at Bailey Park, 1000 S. 1st St. in Humboldt. The contest is open to all children under the age of 12. Prizes will be awarded to the winners in each age group. The contest is free and open to the public. For more information, call 738-3333 or visit the Humboldt County website at www.humboldtcounty.org.



Children in costumes pose for a photo at Bailey Park. Photo by [Name].

Artful Evening II tickets available

The Artful Evening II tickets are now available. The event will be held on Friday, Nov. 7, at the Humboldt Community Center. The event features a variety of art performances and exhibits. Tickets are available for purchase at the Humboldt Community Center or online at www.artful-evening.com.

Chronic notes GOP to meet in December



The art of this project
The art of this project is to create a visual representation of the data. The project is a collaboration between artists and scientists. The goal is to create a visual representation of the data that is both aesthetically pleasing and informative.

Breastfeeding Welcomed Here
Humboldt County Health Department

Breastfeeding mothers encouraged by Gibson Co. Health Department

Several hundred mothers and babies are participating in a breastfeeding promotion project in Gibson County, Tenn. The project is a collaboration between the Gibson County Health Department and the Tennessee Department of Health. The project is aimed at increasing the number of mothers who breastfeed their babies. The project includes a variety of activities, including breastfeeding classes, breastfeeding support groups, and breastfeeding consultations. The project is free and open to the public.



Mothers and babies participate in a breastfeeding promotion project in Gibson County, Tenn. Photo by [Name].

