New London County Healthy Families Partnership (a coalition of agencies who work with mothers and children) conducted a Community Health Needs Assessment and identified a lack of access to healthy and affordable foods, a lack of support for breastfeeding, and perinatal mental health issues as the 3 top needs facing resource limited mothers and children in our county. Through a multi-sector coalition, we have been working to improve these two issues by:

- Increasing the number of new businesses that publicly promote/welcome breastfeeding
- Increasing the number of new businesses that develop and/or implement policies to support breastfeeding
- Increasing the number of participating agencies integrated into a strong referral network
- Increasing the number of agencies that receive training on WIC services/benefits, community chronic disease prevention and management services referrals, and breastfeeding

Paint the town: our CT Breastfeeding Coalition developed these stickers to post around town letting families know they are welcome to breastfeeding inside these places. Our staff reached out to local businesses and agencies asking to display these stickers to show support and work to normalize breastfeeding.

Nurturing Station: A semi-private space to feed your baby, change your baby, or take a break with your family at local community events. The tent is available to borrow for free and set up at local events.

Breastfeeding Friendly Worksites: we’re working with local businesses to support mothers pumping at work. Businesses with breastfeeding friendly policies enjoy a 94% retention rate after maternity leave, as opposed to businesses without who have a 59% retention rate.

Breastmilk Bank Depot: We’re working with our regional milk bank to open up a depot. Depots are local organizations that host a freezer and agree to ship milk donated by local moms.

One Key Question asks, “would you like to become pregnant in the next year?” We’re piloting this in our Early Head Start program. This conversation starter allows our staff to ensure clients are either preparing themselves for a healthy and successful pregnancy, or using a contraception method that works best for them, and then making the appropriate referral.

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