Establishing, Maintaining, Marketing and Evaluating a University Breastfeeding Support Program: A Collaborative and Inclusive Approach

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Abstract

Breast milk is the recommended form of infant nutrition throughout the first year of life and beyond. A common reason why parents cease breastfeeding/chestfeeding is because of returning to work or school (HMS 2011, AAP 2012, Academy 2015) and relationships were formed with Human Resources, Dean of Students, and other campus organizations Marketing efforts included flyers around campus (e.g., bathroom stalls), Facebook page, newsletter, emails to campus community and community partners First Lactation Station was established in 2012.

Introduction

- Breast milk is the recommended form of infant nutrition throughout the first year of life and beyond (HMS 2011, AAP 2012, Academy 2015)
- A common reason why parents cease breastfeeding/chestfeeding is because of returning to work or school (HMS 2011, AAP 2012, Academy 2015)
- Relationships were formed with Human Resources, Dean of Students, and other campus organizations
- Marketing efforts included flyers around campus (e.g., bathroom stalls), Facebook page, newsletter, emails to campus community and community partners
- First Lactation Station was established in 2012

Lactation Station Usage (1,613 Visits!)

<table>
<thead>
<tr>
<th>Year</th>
<th>Combed</th>
<th>R of Visitors</th>
<th>Staff</th>
<th>Students</th>
<th>Faculty</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>421</td>
<td>14</td>
<td>8</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>2013</td>
<td>670</td>
<td>23</td>
<td>9</td>
<td>7</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>2014</td>
<td>99</td>
<td>17</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>2015</td>
<td>199</td>
<td>17</td>
<td>2</td>
<td>2</td>
<td>5</td>
<td>0</td>
</tr>
<tr>
<td>2016</td>
<td>156</td>
<td>16</td>
<td>2</td>
<td>5</td>
<td>0</td>
<td>10</td>
</tr>
<tr>
<td>2017</td>
<td>74</td>
<td>12</td>
<td>1</td>
<td>4</td>
<td>2</td>
<td>6</td>
</tr>
</tbody>
</table>

Evaluation of Lactation Stations (n=42)

- A questionnaire on the effectiveness and usage of the Lactation Stations was developed and continues to be administered (IRB approved)
- First Time Breastfeeding 71% (30)
- Concerns with Breastfeeding 47% (20)
- Latch, supply, dignity 25% (10)
- Consulted a Lactation Consultant 90% (20)
- Supplemented with Formula 21% (9)
- More Lactation Stations Help to Achieve Breastfeeding Goals 67% (28)

UNC’s Lactation Policy

The University of Northern Colorado recognizes the importance and benefits of breastfeeding for individuals and their children, and in promoting a family-friendly work and study environment. Therefore, in accordance with applicable Colorado statutes, the University of Northern Colorado acknowledges that an individual may breastfeed their child in any place they have a right to be on campus, and shall provide a clean and private space, other than a toilet stall, in close proximity to the work or study area for employees or students who are nursing to be used as a lactation room for their nursing children for up to two years after the child’s birth.

Toolkit for Establishing Breastfeeding Support on University & College Campuses

- Developed in 2016 to support other university and college campuses in their development of lactation support programs
- Includes a how-to for establishing lactation support programs, policy development, lactation accommodation request forms and recommendations for a collaborative approach

Lactation Stations on Campus

- Four Designated Spaces on Campus
  - Women’s Resource Center: Semi-Private, Gender Inclusive
  - University Center: Semi Private
  - Carter Hall: Private, Gender Inclusive
  - Michener Library: Semi-Private, Gender Inclusive
- Two more spaces will be established in 2018/2019
- Available on a first-come, first-serve basis
- Nutrition & Dietetics students assist in the maintenance of the spaces
- Women’s Resource Center work study students assist in marketing of the spaces

Breastfeeding/Chestfeeding & Feminism

- An intersectional feminist approach was taken in the development of the Lactation Stations as well as the ongoing education to support normalizing the diverse narratives that exist with lactating bodies
- Access and inclusion are central in determining what spaces would be optimal for creating a space
- Through our all gender Lactation Stations, we understand that the identities that lactating individuals have are layered and expand beyond a cis-woman identity
- UNC’s “Because lactating looks like this...” campaign showcases lactating bodies with identity representation that spans across race, ethnicity, gender, and class as well as lactation experiences that include breastfeeding, chestfeeding, and pumping

Other Lactation Support Items

- Breastfeeding Friendly Business Designation in 2014
- Breastfeeding & Chestfeeding Support Website
- Independent Study Course Available for Students
  - PHD 355 – Breastfeeding: Benefits, Support and Promotion
- Privacy Screen Rental
- Lactation Support Request Form
- Breastfeeding Support Groups
- Referrals to Outside Resources
  - WIC
  - Local Hospitals
  - Local Breastfeeding Coalitions