

Pennsylvania Department of Health
Bureau of Family Health
Breastfeeding Awareness and Support Program
Breastfeeding Small No-Bid Grant Program Awardees 2011-2012

This initiative aims to support and enhance existing breastfeeding activities within Pennsylvania based birthing hospitals and birthing centers with the overarching goal of continuing to develop baby friendly hospitals and centers and increasing Pennsylvania's overall breastfeeding initiation and duration rates. Eleven hospitals were awarded funding for the following:

- JC Blair Memorial Hospital will add a component on breastfeeding to prenatal classes; provide education for maternity staff; and add IBCLC services in house and after discharge.
- Jameson Hospital will train medical staff in breastfeeding best practices; expand current prenatal breastfeeding classes; sponsor a billboard highlighting benefits of breastfeeding; and add breastfeeding education to their current radio program.
- York Hospital will focus on policy and practice changes with the purchasing of portable weight scales to allow mothers and babies to remain in the same room instead of taking the baby out of the room to the nursery for weighing.
- Hershey Medical will increase access to hospital grade electric breast pumps for un-insured or underinsured mothers of NICU infants by providing a free month rental of a breast pump.
- Thomas Jefferson University Hospital will establish a program targeting target teen mothers in the Teen Clinic by providing breastfeeding education and use of a BFF (BreastFeeding Friend) to provide support and information pre and post partum.
- Clarion Hospital will educate Birth Center staff on best practices and evidence based strategies; purchase promotional materials; and distribute breastfeeding bags at discharge to replace formula gift bags.
- St. Vincent Health Center will implement "Health Promotion for Families through Breastfeeding"; providing consultations for mothers who are having problems with breastfeeding beyond the first two weeks postpartum.
- Lancaster General Hospital will focus on increasing access to information by translating available breastfeeding materials into three primary use languages: Nepalese, Burmese and Arabic; posting these materials on website for others to use; and conducting follow up with mothers using these materials.
- Magee-Womens Hospital will pilot on site breastfeeding classes taught by an IBCLC at the clinic site of Magee which serves low income mothers; conduct a campaign by clinic staff to encourage attendance at breastfeeding classes; provide a role model of breastfeeding promotion by an African American Doula; and provide on-going support through visits, telephone support and

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referrals to WIC.

- Moses Taylor Health Care System will pilot on site breastfeeding classes targeting low income mothers to be in two clinics that serve the population.
- Temple University Hospital will purchase supplies (posters, brochures, patient education booklet, etc.) to be utilized at the point of care, for training of health care professionals, and for posting within the maternity care unit.