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Breastfeeding-Family-Friendly City Assessment

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Breastfeeding Family Friendly City

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BOISE STATE UNIVERSITY

COLLEGE OF HEALTH SCIENCES

School of Nursing

Background

Objectives

Collaborated with community partners to explore breastfeeding support in Boise businesses/organizations helped our team achieve:

- Assessment of a population
- Recognition of health education and families' needs for support
- Practice using Anderson & McFarlane framework and BFF-CD
- Understand connections between breastfeeding and policy

Community Partners

Central District Breastfeeding Coalition Mission

"The Idaho Central District Breastfeeding Coalition is a community action group consisting of health care professionals, mothers, and community partners working together to promote, support and protect breastfeeding as the preferred and accepted method of infant feeding" (CDBC, n.d.).

Idaho Breastfeeding Coalition Mission

"The mission of the Idaho Breastfeeding Coalition is to facilitate a community and statewide landscape that protects, supports, and promotes breastfeeding as the biological norm for a healthier Idaho" (IBC, 2017).

Project Need/Purpose

Need – Little data exists about businesses and breastfeeding practices in the Boise area.

Purpose – Do a beginning assessment of selected Boise businesses/organizations using the Breastfeeding Family Friendly City Designation (BFF-CD) criteria (Labbok, n.d.) with the purpose of determining support for breastfeeding families in the Boise metro area.



Retrieved from: <http://www.fns.usda.gov/wic/women-infants-and-children-wic>

Methods

Using convenience sampling, participants were members of selected businesses/organizations of the Boise metro area who could speak to their organization's policies and practices for supporting breastfeeding employees and/or customers. Participants were any gender, age 18 and older, and potentially from a variety of ethnic backgrounds, and/or health statuses. A windshield survey was used to assess public spaces. This assessment was deemed exempt by Boise State University IRB.

Results

Evaluation

27 public spaces, businesses, and organizations in Boise metro area were selected for assessment using the BFF-CD framework to provide initial feedback to the Central District Breastfeeding Coalition.

- 16 businesses/organizations engaged in the interviews,
- 3 businesses/organizations declined participation,
- 7 public spaces were observed where no interviews were conducted.

Recommendations

- Education campaign for businesses
- Window Clings
- Distribution of U.S. Business Case for Breastfeeding



Picture Retrieved from:
<http://bloximages.newyork1.vip.townnews.com/aberdeennews.com/content/tncms/assets/v3/editorial/e/49/e49e1790-de8c-57fb-a495-4b62b861735f/580ca8299b15e.image.jpg>

Reflection

"This project provided insight on the overwhelming lack of support women experience while feeding their infants in public. Once I realized the impracticality of returning to "normal life" after having a baby, I could see that families need as much support during this time as any other. Furthermore, women account for a large percentage of the workforce and yet millions are being forced to cease breastfeeding efforts due to lack of social, community, and government support. Through objectively gathering facts this project helped me learn that public breastfeeding isn't a social issue, it's both a human rights and public health issue" (Tamara Hazen, 2017).

Discussion

Two Primary Limitations

1. Sample size was small and was generated the use of convenience sampling, which led to a limited subsystem representation within the framework.
2. Use of non-specific words in the interview guide led to confusion when conducting the interviews due to their non-descriptive nature.

Two Main Themes

1. Many local businesses included policies regarding workplace breastfeeding and had a room available for employees on an as-needed basis. Unless specifically required by law, there was limited interest in designating a room for employee or customer breastfeeding or pumping
2. The interview process demonstrated that local businesses are not likely to actively seek methods of promoting breastfeeding. However, when presented with the opportunity and provided with methods of promotion, many businesses were supportive and willing to promote breastfeeding among employees and customers.

References

- Labbok, M. H. (n.d.). Breastfeeding-family-friendly-city. Retrieved from https://sph.unc.edu/files/2015/08/labbok_breastfeeding-friendly-city-criteria.pdf
- Central District Breastfeeding Coalition. (n.d.). [Facebook]. Retrieved from <https://www.facebook.com/ICDbreastfeedingcoalition>
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BREASTFEEDING
COALITION



Idaho Central District
Breastfeeding Coalition