

Western Wisconsin Breastfeeding Coalition (WWBC) Community Assessment

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WHY WE COMPLETED THE COMMUNITY ASSESSMENT



HOW WE COMPLETED THE ASSESSMENT



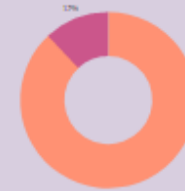
WHAT WE FOUND

Western Wisconsin Breastfeeding Coalition Community Breastfeeding Survey

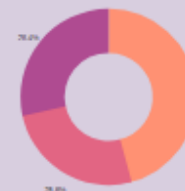


The Western Wisconsin Breastfeeding Coalition completed a community breastfeeding assessment survey in the Spring of 2019.
>900 Western Wisconsin area moms completed the survey and provided information on breastfeeding support.

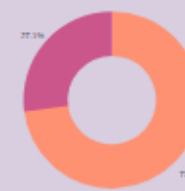
Who Responded?



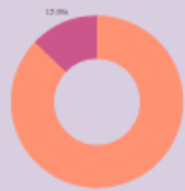
Race/Ethnicity
88% White



Employment Status
46% Full-Time
26% Parent at Home



Education
73% at least some college



Relationship Status
87% Married/In a relationship

Key Findings



Moms feel supported at daycare

45% agreed with the statement "My daycare provider supported my choice to continue breastfeeding while my child was under their care."



Moms want more support in the workplace

When asked "Where do you feel there is a lack of services and support surrounding breastfeeding?" 35% answered workplace.



Breastfeeding support falls at 8 months

Moms feel the most supported "right after birth." They feel the least supported "6 months after birth."



Moms are receiving prenatal education

83% strongly agreed or agreed with the statement "I was provided with breastfeeding education when I needed it."



Moms experience challenges

The biggest breastfeeding challenges reported by local moms is "difficulty latching", "milk production", and "lack of support."



Moms receive inconsistent messages

20% disagreed with the statement "I received the same breastfeeding information from all health professionals"



Moms want increased access to IBCLCs

When asked "what kinds of supports would have been most beneficial" #1 answer was "more lactation consultants."



Reasons moms don't breastfeed

- 1) Difficulty Latching
- 2) Lack of Support
- 3) Milk Production

WHAT'S NEXT?



Takeaways

1

Use local universities and community partners

2

Don't recreate the wheel

3

Know where moms are in your community – go to them!

4

Use incentives

5

Allow for open ended questions

6

Be ready to follow up

“I’m glad I did it and stuck with it. It took a village – medical staff, friends, family, Facebook groups, etc. It is a full time job and commitment.”