

Capacity Building for Durham's Black Breastfeeding Coalition

Goal	Objective	Activity Number	Task	Q1	Q2	Q3	Q4	Impact
Goal 1: Increase the amount of breastfeeding friendly spaces within Durham County that are inclusive of all people, especially those that are marginalized, to create a welcoming environment for breastfeeding.	Objective 1.1: Increase acceptance of public breastfeeding by designing breastfeeding friendly signage in conjunction with the Black Breastfeeding Coalition that is inclusive and representative of Black and Brown community members and placing up to 100 signs designating prominent, public locations within Durham County (e.g. parks, swimming pools, etc.) as breastfeeding friendly locations.	<p>Activity 1.1.1: Design culturally appropriate signage in collaboration with the Black Breastfeeding Coalition and other appropriate Durham Stakeholders.</p> <p>Activity 1.1.2: Coordinate with Durham Parks and Recreation, the signage bureau, and county stakeholders to perform installation of the signs.</p>	<p>Signs: Bring together stakeholders: members of the black breastfeeding coalition, members of Durham Parks and recreation, members of the signage bureau, county stakeholders holders, etc.</p>	x				
			<p>Signs: Design culturally appropriate signage collaboration with stakeholders and designer</p> <p>Signs:Began the installation of the signs</p> <p>Signs: Complete installation of the signs.</p>		x			
Goal 1: Increase the amount of breastfeeding friendly spaces within Durham County that are inclusive of all people, especially those that are marginalized, to create a welcoming environment for breastfeeding.	<p>access to breastfeeding friendly spaces in private establishments for both patrons and employees in Durham by 50% within 12-18 months of funding, with a specific focus on minority and women owned businesses (Increase from 68 on 1/19/2023 to 102 before 12/31/2024).</p> <p>Approach 1 businesses for every 1000 Durham county residents 326 businesses before 12/31/2024).</p> <p>Objective 1.3. Award local businesses the Breastfeeding Friendly Community Partner and/or Breastfeeding Friendly Employer award for compliance with breastfeeding friendly policies. We will ensure that one business for every 10,000 residents are awarded a Breastfeeding Friendly designation. We will provide assistance to minority businesses in need of support to set up lactation spaces and write culturally competent lactation policies.</p>	<p>Activity 1.2.1: Digitally reach out to over 300 businesses and community organizations on state and locally maintained lists of Minority/Women-Owned Business Enterprise (MWBE).</p> <p>Activity 1.2.2: Go door to door reaching out to businesses and community organizations to discuss the benefits of supporting breastfeeding patrons and lactating employees focusing on shopping centers with higher concentrations of Minority/Women-Owned Business Enterprise (MWBE).</p> <p>Activity 1.3.1: We will request the Durham Chamber of Commerce release a statement or host a discussion describing the benefits of becoming a Breastfeeding friendly community partner at least once per year typically in August, National Breastfeeding Month.</p> <p>Activity 1.3.2: The Black Breastfeeding Coalition will provide supplies and support to Durham area businesses and collaborate with businesses and community organizations as they apply for the Breastfeeding Friendly Community Partner Award or the Breastfeeding Friendly Employer Award, as appropriate.</p>	<p>Breastfeeding Friendly: Take a starting measure of the businesses that have already received a Breastfeeding Friendly Award.</p> <p>Breastfeeding Friendly: Report the number of businesses contacted.</p> <p>Breastfeeding Friendly: Promote the businesses that have setting up space for their employees to lactate, created culturally competent breastfeeding policy, and/or welcome breastfeeding families.</p> <p>Chamber of Commerce: Contact the Durham Chamber of Commerce regarding the benefits of becoming Breastfeeding Friendly.</p> <p>Chamber of Commerce: Help the chamber of commerce create a communication and/or hosted discussions.</p> <p>Chamber of Commerce: Release a statement (and/or video) describing the benefits of becoming Breastfeeding Friendly in August, National Breastfeeding Month.</p> <p>Chamber of Commerce: Share the presented by Chamber of Commerce with all businesses on the master list .</p> <p>Digital Communication: Generate a master email contact list of Durham minority/women owned and businesses.</p> <p>Digital Communication: Building on our business contact list (see above).</p> <p>Digital Communication: Review the master list with Grant evaluators.</p> <p>Digital Communication: Send one digital communication (via email, newsletter, and/or social media)</p> <p>Supporting: Provide supplies and support to Durham area businesses, i.e. set up spaces</p> <p>Supporting: Collaborate with businesses and organizations as they apply for Breastfeeding Friendly Awards, i.e. write culturally competent lactation policies, answering questions, etc.</p> <p>Shopping Centers: Generate a list of 20 shopping centers to approach with higher concentration of minority/women and businesses.</p> <p>Shopping Centers: Print informational 1/4 of the materials needed such as the NC Making It Work Tool kit, information about the Breastfeeding Friendly awards, information about funding for lactation spaces etc. Reevaluate and improve printed materials each quarter.</p> <p>Shopping Centers: Visit shopping centers going door to door promoting the promoting them NC Making It Work Tool kit, breastfeeding friendly awards, and other culturally appropriate materials. No this activity will take place approximately every two weeks. The intention would be to visit 2 to 3 shopping centers per month. The team will also return to shopping centers and follow up with support as needed.</p>	x	x	x	x	
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Goal 2: Support the establishment of and access to culturally appropriate support for breast/chestfeeding for marginalized Durham community members.	Objective 2.1: Increase access to culturally appropriate support for breast/chestfeeding for Durham community members by utilizing Breastfeed Durham's network of community advocates to ensure that culturally affirming chest/breastfeeding support groups, including International Board Certified Lactation Consultants (IBCLCs), peer-to-peer lactation support providers, and other skilled breastfeeding support and services are available in the community.	<p>Activity 2.1.1: We will develop culturally competent materials targeting the LGBTQ+, Black, and Spanish-speaking communities. These materials may be printed, digital, video or audio.</p> <p>Activity 2.1.2: Breastfeed Durham will utilize their network of 1200 community advocates to inform Durham community members about the availability of, and methods to access, culturally appropriate support for breast/chestfeeding. Our network of community advocates includes healthcare providers, childcare providers, lactating parents, faith leaders, counselors, and business owners.</p> <p>Activity 2.1.3: Host a yearly meeting with all breastfeeding advocates to discuss gaps in care, and new opportunities for culturally competent lactation support</p> <p>Activity 2.1.4: Host quarterly affinity-based meetings to discuss gaps in care, and new opportunities for culturally competent lactation support</p> <p>Activity 2.1.5: Host 10 discussion groups with community advocates to discuss specific topics, each month is a different topic. This list of topics is available on the Breastfeed Durham Website. Record these discussions, and post on social media.</p>	<p>Power Sharing: Bring together affinity based stakeholders: Health leadership, community activist, childcare providers, government leaders, approaching existing organizations.</p> <p>Affinity Groups: Affinity groups meet to discuss and determine a list of specific topics that we will dive into to address gaps in care and educate the community as a on how to provide culturally affirming chest/breastfeeding support.</p> <p>Affinity Groups: We will develop culturally competent materials targeting the LGBTQ+ plus, Black, and Spanish-speaking communities. These materials may be printed, digital, video or audio.</p> <p>Affinity Groups: Host quarterly affinity-based meetings to discuss gaps in care, and new opportunities for culturally competent lactation support.</p> <p>Digital Communication: Send communications to our network with specific information about culturally competent resources, track how many communications are viewed per quarter. Track the number of views on our website per quarter. And make changes and improvements.</p> <p>Digital Communication: We will utilize our network of community advocates to inform Durham community members about the availability of, and methods to access, culturally appropriate support for Breast/Chestfeeding.</p> <p>Gaps in Care: Host a yearly meeting with all breastfeeding advocates to discuss gaps in care, and new opportunities for culturally competent lactation support. Track date and attendance of the yearly advocate meeting, along with an overview of discussed topics.</p> <p>Learning Sessions: Host discussion groups with community advocates to discuss specific topics, each month is a different topic. This list of topics is available on the Breastfeed Durham Website.</p> <p>Learning Sessions: Record these discussions, and post on social media.</p> <p>Learning Sessions: Track and record attendance and topics discussed at each meeting, along with the recording of each meeting.</p> <p>Self Accountability for Change: Follow up with meeting attendees regarding their commitment to address one gap in care in the community before the end of the granting cycle.</p> <p>Gaps in Care: Announce an opportunity for reimbursing educational opportunities for members of the Black community to receive peer counselors training and/or other educational opportunities.</p> <p>Gaps in Care: Reimbursed 1-2 educational opportunities for members of the Black community to receive peer counselors training and/or other educational opportunities.</p> <p>Gaps in Care: Track and record the names of the individuals receiving training, the type of training, the date the training was completed, and And the amount of financial assistance provided by the Black Breastfeeding Coalition</p>	x				
			<p>Power Sharing: Bring together affinity stakeholders: Health Department Leadership, other health leadership, community activist, childcare providers, government leaders, approaching existing organizations.</p> <p>Building on existing work: Review current policies and procedures.</p> <p>Collaboration: Draft improvements and suggestions (supporting the development of DCODPH recommendations)</p> <p>Recommendations: Finalize recommendations</p> <p>Reporting: Track and record appropriate county wide policies that support breastfeeding/infant feeding during emergencies were developed or expanded. Track and record appropriate county wide policies that support breastfeeding/infant feeding during emergencies were developed or expanded.</p> <p>Power Sharing: Bring together affinity stakeholders: Brighth to Duke Leadership, other health leadership, community activist, childcare providers, government leaders, approaching existing organizations.</p> <p>Building on existing work: Review current policies</p> <p>Collaboration: Draft improvements and suggestions.</p> <p>Recommendations: Finalize recommendations</p> <p>Collaboration: Members of the Black Breastfeeding Coalition will provide community input, answer questions, brainstorm solutions, and gain insight/understanding of the challenges faced by the Duke Health System as they work towards completing the Baby Friendly Hospital Initiative during quarterly meetings.</p> <p>Reporting: Record the dates of each meeting with the Duke University Health leadership team, who was in attendance, and what policy topics were discussed.</p>	x	x	x	x	
Goal 3: Collaborate with Durham County Health leadership in the development of robust policies and procedures to prevent the disruption of breastfeeding and infant feeding during emergencies.	Objective 3.1: Collaborate with the Durham Health Department to create appropriate county wide policies and/or that support breastfeeding/infant feeding during emergencies.	<p>Activity 3.1.1: Collaborate with the Durham Health Department and additional Durham County leadership to improve and expand county wide lactation friendly policies and/or procedures.</p> <p>Activity 3.2.1: Meet quarterly with healthcare leadership at Duke University to assist them with further development of culturally competent policies and procedures.</p> <p>Activity 3.2.2: Members of the Black Breastfeeding Coalition will provide community expertise and guidance through our lived experience to the Duke Health System as they work towards completing the Baby Friendly Hospital Initiative during quarterly meetings.</p>	<p>Power Sharing: Bring together affinity stakeholders: Health Department Leadership, other health leadership, community activist, childcare providers, government leaders, approaching existing organizations.</p> <p>Building on existing work: Review current policies and procedures.</p> <p>Collaboration: Draft improvements and suggestions (supporting the development of DCODPH recommendations)</p> <p>Recommendations: Finalize recommendations</p> <p>Reporting: Track and record appropriate county wide policies that support breastfeeding/infant feeding during emergencies were developed or expanded. Track and record appropriate county wide policies that support breastfeeding/infant feeding during emergencies were developed or expanded.</p>	x				Durham County will have appropriate policies to support breastfeeding during emergency situations, which will provide the framework for government to support breastfeeding families in the community
			<p>Power Sharing: Bring together affinity stakeholders: Brighth to Duke Leadership, other health leadership, community activist, childcare providers, government leaders, approaching existing organizations.</p> <p>Building on existing work: Review current policies</p> <p>Collaboration: Draft improvements and suggestions.</p> <p>Recommendations: Finalize recommendations</p> <p>Collaboration: Members of the Black Breastfeeding Coalition will provide community input, answer questions, brainstorm solutions, and gain insight/understanding of the challenges faced by the Duke Health System as they work towards completing the Baby Friendly Hospital Initiative during quarterly meetings.</p> <p>Reporting: Record the dates of each meeting with the Duke University Health leadership team, who was in attendance, and what policy topics were discussed.</p>	x	x	x	x	The largest Healthcare System in Durham county will have culturally competent policies and procedures to provide the best outcomes for Durham residents as they birth and obtain medical care in the midst of global health emergencies.