

## Perinatal/Infant Health

### Objective 2.1 Breastfeeding Initiatives

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#### REPORT – October 2021 through September 2022

**Kansas Breastfeeding Infrastructure:** According to the [2022 Breastfeeding Report Card](#) from the Centers for Disease Control and Prevention (CDC), Kansas breastfeeding initiation rates are at 87.1% which exceeds the national average. Breastfeeding duration and exclusivity rates in Kansas are ahead of the national rates but far below the Healthy People 2030 goals.

Continued investment and support for a cross-sector approach to increasing access to culturally affirming breastfeeding education, support, and practices are essential to improving the health and prosperity of all Kansans. Collaboration with local and state partners such as the [Kansas Breastfeeding Coalition](#) (KBC) and Kansas Perinatal Community Collaborative sites have strengthened the impact of policies, systems, and environmental changes initiated to create a culture of support for breastfeeding statewide. Kansas has also continued its commitment to addressing racial and ethnic disparities and incorporating behavioral health considerations into the promotion, protection, and support of breastfeeding.

The KBC continues to nurture a strong relationship with Title V to maintain effective and sustainable initiatives such as the [Kansas Business Case for Breastfeeding](#) and the [Breastfeeding Welcome Here](#) program. The KBC strives to use an [equity lens](#) to inform and guide their external work and also an “equity mirror” to examine internal structures, culture, and policies which aligns with Title V’s mission to support optimal breastfeeding practices among Black families. Several strategies have been deployed to make progress towards this goal in FY2022.

- Increasing access to lactation support by African American providers such as breastfeeding peer counselors, doulas, International Board-Certified Lactation Consultants (IBCLC), and mid-level lactation providers that represent high-risk populations to provide culturally congruent support for women of color to initiate and maintain breastfeeding. Eight educational stipends funded by Title V and the United Methodist Health Ministry Fund (UMHMF) were awarded to individuals who self-identified as Latinx (4), Black (3), and Indigenous (1) to support the achievement of mid-level or higher lactation credentials. Title V is funding the KBC’s [Color-Filled Breastfeeding: Clinical Lactation Training Program](#) to increase the number of IBCLCs of color across Kansas. The KBC has secured four clinical sites for student placement in Wichita, Topeka, and Kansas City (2).
- Supporting the implementation of community-centered, culturally relevant mother-to-mother, father, and grandparent breastfeeding support clubs for African Americans (e.g., Black Breastfeeding Clubs, Brown Baby Brigade, BSTARS, Reach our Brothers Everywhere, Fathers Uplift, Grandmothers Tea Project) in order to build capacity and develop sustainable communities of support for breastfeeding families of color. Title V funding supported three stipends to support Chocolate Milk Café facilitators in Wichita, Topeka, and Kansas City. Additional culturally congruent breastfeeding support resources for Black, Hispanic, and Indigenous families are maintained on the [KBC Resources page](#).
- Broadening the establishment of breastfeeding coalitions for African Americans that connect health care providers and the community to local information and resources (e.g., African American Breastfeeding Coalition of Wyandotte County) to foster a culture of change within communities. Title V funding supported five stipends to support local leaders of Black Breastfeeding Coalitions in Topeka, Wichita, and Kansas City; a Latinx Breastfeeding Coalition in Southwest Kansas; and an Indigenous Breastfeeding Coalition in Kansas.

Title V continues to work with a variety of partners and programs to enhance the protection, promotion, and support of breastfeeding in Kansas.



**Communities Supporting Breastfeeding (CSB):** Title V has continued to support the KBC's work to establish CSB. The Kansas CSB program has received state and national attention and was selected as an Emerging Practice for [AMCHP's Innovation Station](#) (2016) and was featured in AMCHP's NPM 4 toolkit (2019). The CSB is also included in the [Kansas Health Matters database of promising practices](#). CSB is a designation from the KBC that recognizes communities that are building a culture of supporting breastfeeding utilizing a collaborative multi-sector approach by engaging stakeholders from public health, hospitals, early childhood development, and businesses through partnerships with local breastfeeding coalitions. The goal of a CSB community is to improve exclusive breastfeeding rates for infants at six months of age by cultivating systems of breastfeeding support. As of October 2022, 28 communities had achieved the CSB designation with support from KDHE, KBC, Kansas Health Foundation, UMHMF, and Prime Health Foundation. Several established CSB communities are in the process of meeting the criteria to reach the new Community Supporting Breastfeeding Plus (CSB Plus) designation. This designation expands upon the CSB foundation to include addressing diversity and new systems of support including physician offices; emergency preparedness; city and/or county governments; faith-based organizations; schools, colleges, and universities; correctional facilities, food pantries; doulas; and local health departments. The KBC hosted monthly "Office Hours" in FY 2022 to provide technical assistance to communities working toward the CSB Plus designation. The KBC also created a [toolkit](#) with resources to help guide communities as they develop strategies for implementation in their local MCH programs.

**Local Breastfeeding Coalitions:** One of the six required CSB criteria is having an active local breastfeeding coalition. Over the past 10 years, the number of local breastfeeding coalitions has increased from eight to 27 county coalitions, five regional coalitions, and five cultural coalitions covering 71 counties or 68% of the state.

KBC's Local Breastfeeding Coalition Section supports local coalitions by providing networking, learning opportunities, technical assistance and fostering the formation of new coalitions. In FY 2022, the KBC's Local Breastfeeding Coalition Section:

- Held bi-monthly meetings for local coalition leaders and advocates interested in forming a coalition to provide an opportunity for sharing and networking for 220 members.

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- Hosted presentations from guest speakers with specialized knowledge in coalition building, strategic planning, and fiscal management.
  - Featured success stories from local coalitions across the state and highlighted unique partnerships established by local leaders.
  - Facilitated discussions on strengthening organizational viability and sustainability.

In addition to the Local Breastfeeding Coalition Section, the KBC supports local coalitions through:

- Additional education of training needs identified through the review of 36 Aid-to-Local grant applications that selected “Objective 2.1 Breastfeeding.” Findings were compiled for a presentation in September 2022 to Aid-to-Local grantees including resources and strategies to strengthen applications.
- Four statewide general meetings each year featuring speakers who are experts on topics of interest to local coalitions.
- Hosting the 2022 Kansas Breastfeeding Coalitions Conference drawing 194 attendees with 14 hours of education from national experts in lactation.
- Maintaining and updating the [Tools for Coalitions](#) webpage with resources such as sample coalition documents, community needs assessment templates, project ideas for local coalitions, community engagement strategies, and tools for local coalitions.

*Activities from local breastfeeding coalitions:*

- Topeka Area Breastfeeding Coalition moved their meetings online during the COVID-19 pandemic. KBC provided technical support and hosted the meetings on their business platform. As a result, a KBC Co-Executive Director was able to regularly participate in meetings and offer guidance to increase the sustainability of the local coalition.
- Ford County Breastfeeding Coalition transitioned to an online breastfeeding support group to maintain the CSB criteria as COVID-19 shut down in-person meetings. The “Dodge City Area Breastfeeding Support Group” is moderated by several local leaders holding lactation credentials and offers peer support through its membership. The group currently has 575 members which benefits from materials and resources provided by the KBC’s Local Coalitions Toolkit.

*Addressing Breastfeeding Disparities:* MCH and KBC continue to focus on disparities in breastfeeding. The KBC translated materials into Spanish including the Feeding Tips for Breastfed Babies card, Breastfeeding 911 card, Breast Pump Bag Tag, and the Kansas Public Breastfeeding Law card which are available to order for free through the [KBC Online Supply Order Form](#).

*Child Care Provider Training:* To support breastfeeding families using evidenced-based practices, partnerships between Title V, KBC, Child Care Licensing and Kansas Child Care Training Opportunities (KCCTO) provide an online course for childcare providers at no cost each month. During the reporting period, 410 childcare providers completed the online 2-hour course “How to Support the Breastfeeding Mother & Family.” This course was translated into Spanish with support from Child Care Aware of Kansas. The KBC provides a Spanish speaking instructor for the course and eight (8) people have completed the Spanish language course in FY 2022. Over 5,100 childcare providers have completed the training since its launch in June 2013, most through an online course hosted by KCCTO and taught by the KBC. During the reporting period, the KBC Child Care Section met bi-monthly and includes 94 members. The Breastfeeding Friendly Child Care Provider toolkit was reviewed and updated.

The [Business Case for Breastfeeding](#) assists employers in providing worksite support for breastfeeding employees and creating a breastfeeding friendly worksite through education and resources. As of October 2022, 362 employers across Kansas had received the “Breastfeeding Employee Support Award” which recognizes employers in Kansas that provide levels of support for breastfeeding employees: Gold, Silver, and Bronze. Four Gold level awards were given to employers in FY 2022.

**COVID-19 Breastfeeding Guidance:** Throughout the pandemic the Title V Perinatal/Infant Clinical Consultant has created and published [public guidance](#) on breastfeeding for providers and mothers. This guidance can be found on the [KDHE COVID-19 Resource Center](#). The guidance is updated regularly based on the latest recommendations from the American College of Obstetricians and Gynecologists, and the CDC among others. The KBC continues to maintain their [“COVID & Breastfeeding” webpage](#) with information about COVID-19. The KBC also launched the [“Protect Yourself, Protect Your Baby” campaign](#) funded by an Increase the Reach grant through the CDC of the U.S. Department of Health and Human Services (HHS) to support safe learning environments for breastfeeding families to engage local health providers in open discussions to explore COVID-19 vaccine hesitancy.

**KBC Partnership Activities:** Title V collaborated with the KBC, UMHMF, and WIC to expand the [High 5 for Mom and Baby](#) program (funded and administered by the UMHMF) by increasing the number of hospitals trained and implementing the program. A total of 41 Kansas birthing facilities demonstrated their commitment to supporting breastfeeding success by participating in High 5 activities. A total of 19 hospitals have achieved High 5 for Mom & Baby program recognition. In addition, 22 hospitals have achieved [High 5 for Mom & Baby Premier](#) designation. The KBC also continues to host bi-monthly Hospital Section meetings for 114 members working in the hospital setting to provide peer support and technical assistance to those working towards implementing best practices for breastfeeding support.

**Breastfeeding Education & MCH Workforce:** The KBC provides ongoing education to communities, including the MCH workforce. An overview of key presentations offered throughout the reporting period are depicted below.

<b>Presentation</b>	<b>Audience</b>
<i>Breastfeeding Friendly Local Health Department Designation &amp; Formula Shortage – KDHE COVID and Local Health Department Webinar</i>	Public Health
<i>Recommendations for Infant Formula Shortage – WIC Breastfeeding Peer Counselor Meeting</i>	WIC Breastfeeding Peer Counselors
<i>Culturally Congruent Care: Building a Diverse Lactation Support Provider Workforce – United States Breastfeeding Committee National Conference and Convening</i>	Various
<i>Supporting Lactating Students Roundtable – United States Breastfeeding Committee National Conference and Convening</i>	Various
<i>CSB Designation Poster Presentation – United States Breastfeeding Committee National Conference and Convening</i>	Various
<i>CSB Designation Poster Presentation – United States Lactation Consultants Association Conference</i>	Various
<i>Breastfeeding Technical Assistance Webinar</i>	MCH Aid-to-Local Grantees
<i>Breastfeeding &amp; Mental Health</i>	KS Parents as Teachers Association Parent Educators
<i>Breastfeeding &amp; Mental Health – KS Association of Infant Mental Health Conference</i>	Various
<i>Breastfeeding Building Blocks – Kansas Parents as Teachers Conference</i>	Early Childhood
<i>KBC and Child Care Aware featured in “Kids These Days” Podcast by KCCTO</i>	Early Childhood, Child Care Providers
<i>Breastfeeding Friendly Local Health Department – KDHE Local Health Department statewide webinar</i>	Local Health Departments
<i>Breastfeeding – Wichita USD 259 Staff In-service</i>	Family & Consumer Science Teachers
<i>Breastfeeding Friendly Child Care – Johnson &amp; Miami Counties</i>	Child Care Providers
<i>Networking and Support Group for Child Care Providers – Child Care Health Consultants</i>	Child Care Providers
<i>KBC’s Experience Building Cultural Breastfeeding Coalitions – First Foods Group, Association of State Public Health Nutritionists</i>	State Public Health Nutritionists
<i>Breastfeeding Support During COVID-19: The Powerful Role of the Home Visitor - Kansas Home Visiting Conference</i>	Home Visitors

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The following are other activities supported through expanded capacity funded by MCH that took place during the reporting period.

- Issued the [2022 State of Breastfeeding in Kansas](#) Report.
- Updated the [Breastfeeding Support by Kansas County](#) database.
- Exhibited at:
  - Heartland Equity Conference and Kansas Birth Equity Summit
  - Heartland Labor and Employment Law Conference
  - Kansas Community Health Worker Symposium
  - Kansas Association of Infant Mental Health Conference
  - Kansas American Academy of Pediatrics Spring CME Meeting
  - Governor’s Public Health Conference
  - Kansas Society for Human Resource Management Conference
  - League of Kansas Municipalities Annual Conference
- Co-presented with the Kansas WIC State Breastfeeding Coordinator at the 2022 National WIC Association Conference. The session was *Synergy in Kansas: The Story of a Relationship between a State WIC Agency & a State Breastfeeding Coalition*.
- Sponsored Dr. Joan Meek, lead author of the AAP’s Policy Statement “Breastfeeding and the Use of Human Milk”, to host Grand Rounds at Wesley in Wichita and facilitated her speaking at the Kansas AAP CME meeting.
- Facilitated and hosted USDA’s Breastfeeding Training for all Kansas WIC staff.
- Facilitated workgroups/Sections to advance breastfeeding in childcare, local breastfeeding coalitions, hospitals, and public health.

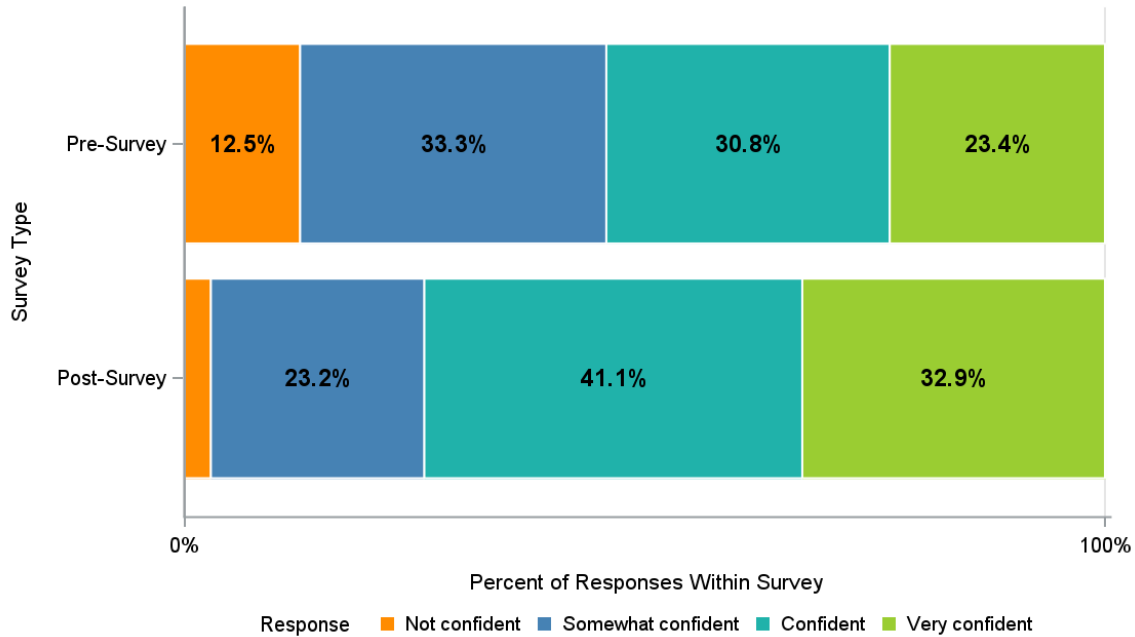
KBC also maintained a statewide [Local Resources Directory](#) to allow families and other breastfeeding advocates in communities to find local breastfeeding support by entering their zip code. A Google map is populated with breastfeeding resources from a wide variety of sources to include health departments, hospitals, private practice lactation consultants, peer breastfeeding support groups and walk-in clinics. The range of the search can be enlarged to encompass a larger area if the family is willing to travel. This resource is promoted through a business card with a QR code, a tote bag with a QR code, and full URL to the page. Thousands of these cards and tote bags have been distributed to community level partners.

**MCH-WIC-KBC-Becoming a Mom® (BaM) Program Collaboration:** Working together collaboratively across WIC, MCH, and BaM, as well as with community partners such as local hospitals and birthing centers, breastfeeding coalitions, and La Leche League groups, along with support from KBC, much progress is being made to improve breastfeeding initiation and continuation rates in Kansas. MCH Home Visitors are working alongside WIC Breastfeeding Peer Counselors (BFPC) and BaM facilitators to provide breastfeeding support to individuals in their homes and in group and clinic settings in both the prenatal and postpartum periods. The State WIC Director continues to promote and support local WIC staff to collaborate as BaM session facilitators, while also allowing local WIC budgets to include BaM incentives that support good nutrition and breastfeeding practices. This collaboration continues to be an integral component to local BaM program implementation and supports easy access and dual enrollment in both programs.

KBC reviews and updates the BaM Infant Feeding session curriculum annually. The 2022 revisions included the updated AAP’s recommendation for continued breastfeeding through two years of age or longer as mutually desired, which aligns with the World Health Organization’s recommendations. Alignment with the Kansas Baby-Friendly Hospital efforts continues to occur, assuring the curriculum meets Baby-Friendly Hospital requirements. Work was completed in early 2019 to produce a recorded training webinar for the Breastfeeding Integration Toolkit that is provided as part of the online resources for local program sites through the BaM private website. This addition reduced reliance on in-person training, thereby promoting greater long-term sustainability of efforts, and prove to be vital as local programs face significant staff turnover due to the pandemic. BaM resources continue to be made available to WIC and MCH programs in counties across the state where KPCC/BaM sites are not in place.

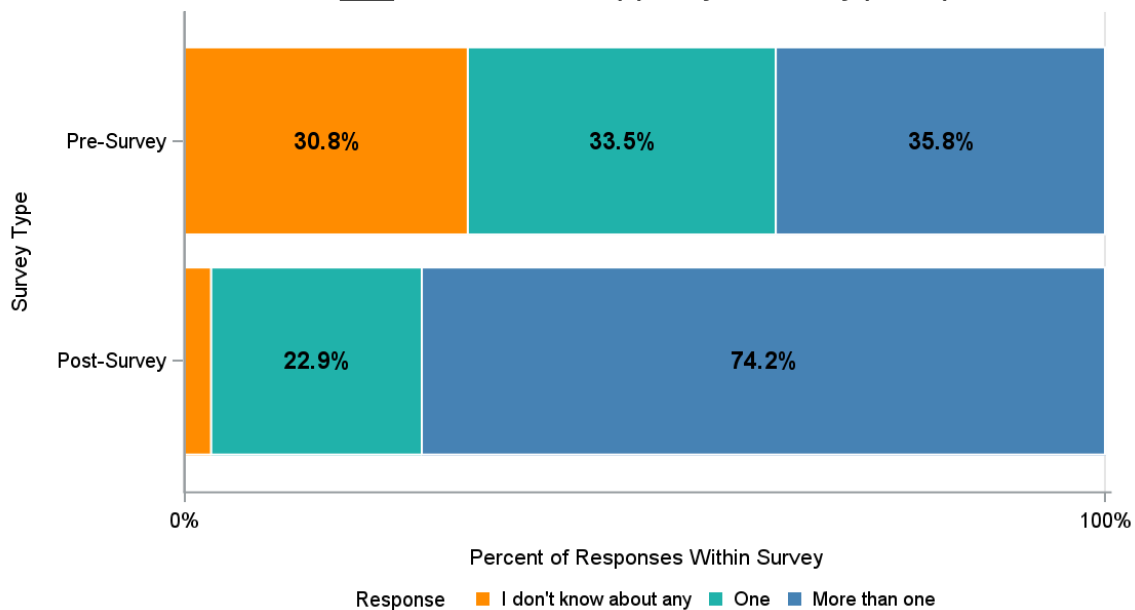
According to the 2021 BaM State Aggregate Report, initiation rates were 93.4% (higher than the 89.4% state rate, according to Kansas Birth Certificate data, 2021), which we feel is reflective of efforts by KPCC partners to provide extensive education and support around this priority. See data below reflecting the significant improvement in confidence of BaM participants in their ability to breastfeed and their knowledge of available breastfeeding support resources pre to post intervention, two significant variables effecting breastfeeding initiation and continuation rates.

**Figure 31. I feel \_\_\_ about my ability to breastfeed my baby (N=526)**



Source: KDHE Bureau of Family Health, BaM/Cb Program Data, 2021 Post-Survey Data Linked to Pre-Survey Data

**Figure 33. If I have difficulty breastfeeding my baby or if I have questions about breastfeeding, I know about \_\_\_ available resource(s) in my community (N=520)**



Source: KDHE Bureau of Family Health, BaM/Cb Program Data, 2021 Post-Survey Data Linked to Pre-Survey Data

Additionally, data consistently show the BaM Infant Feeding session as one of the highest ranking in “helpfulness of the session”, with 94% rating it between very (36.5%) and extremely (57.7%) helpful. Although breastfeeding initiation rates across the state have improved steadily in recent years, there is continued work to be done to improve continuation and exclusivity rates at six months. KPCC partners around the state have acknowledged a lack of a structured follow-up process for the offering of support at targeted points following the initial postpartum home visit as well as lack of a system for data collection related to tracking continuation rates. In response, the P/I Health Consultants have requested KBC partners to present on “building a continuum of care” specific to breastfeeding support, to set the stage for ongoing “continuum of care” conversation and presentations during the KPCC Conference scheduled for November 2022.

**Local MCH Agencies:**

- The Geary County Breastfeeding Coalition hosted a community gathering in honor of World Breastfeeding Week.



- The Topeka Area Breastfeeding Coalition hosted an educational session titled “Trauma & Breastfeeding” for health care providers, lactation support providers, and breastfeeding advocates. This educational session was supported by a KBC mini grant.



- The Ford County Breastfeeding Coalition hosted their 6<sup>th</sup> annual Baby Expo in July 2022 as their first in-person event since the COVID-19 pandemic. The event was attended by over 125 families and hosted over 30 vendors including community partners and small local businesses. The Baby Expo continued its tradition of a “Latch On at High Noon” photo to promote public breastfeeding. Many coalition members who supported the Baby Expos are Ford County WIC and Ford County Health Department staff whose time is supported by KDHE.



- Delivering Change (TPTCM agency) reported that Navigators talked with all their clients about services available to them, including BaM prenatal education classes, hosted by Delivering Change. Each client was offered enrollment into BaM during this initial conversation, and during subsequent monthly meetings. The Navigator talked about the importance of these classes and how they would be beneficial to clients regarding understanding prenatal care, along with parenting education. The agency offered BaM both in person and virtually, due to the ongoing COVID-19 pandemic. During prenatal visits with clients, Navigators also provided education about Safe Sleep, including why safe sleep is important to practice, how to practice safe sleep, along with identifying a safe sleep environment. Navigators ensured that clients understand the ABCs of safe sleep and have a safe sleep environment prior to delivering. Furthermore, each TPTCM client was invited to attend Luke's Community Baby Shower, a virtual event hosted by Delivering Change in November 2021, where participants learned about safe sleep, practicing safe sleep, benefits of breastfeeding and smoking cessation as it relates to SIDS reduction.

The MCH Universal Home Visiting program provides education and support related to breastfeeding initiation, exclusivity, and duration. MCH state staff have explored a collaborative effort with WIC state staff to increase the number of MCH Home Visitors who are also Breastfeeding Peer Counselors. Several communities in the state hosted community baby showers (as shared in the safe sleep report) to promote breastfeeding, safe sleep, and to connect pregnant women and their support persons with community resources. KBC Co-Executive Director exhibited at the Gray County Community Baby Shower. The KBC also provided breastfeeding resources and materials to local breastfeeding coalitions to exhibit at the Hodgeman County and Topeka Community Baby Showers.

## PLAN – October 2023 through September 2024

**Kansas Breastfeeding Infrastructure:** While Kansas breastfeeding initiation (89.4%, 2021 Annual Summary of Vital Statistics) and 6 month exclusivity rates (29.2%, United States Breastfeeding Report Card) exceed the national average (83.2% ever breastfed and 24.9% exclusive breastfeeding through 6 months, United States Breastfeeding Report Card), there is still plenty of work to do to achieve Healthy People 2030 goals of 42.4% exclusive breastfeeding through 6 months. This requires continued focus on increasing families' access to strong community breastfeeding education, supports, and practices. In order to promote and support cross-sector breastfeeding policies, practices, and environments to increase breastfeeding duration and exclusivity, Title V will continue our strong partnership with the [Kansas Breastfeeding Coalition](#) (KBC) to continue existing effective strategies (e.g., Business Case for Breastfeeding, High 5 for Mom & Baby, Communities Supporting Breastfeeding, Breastfeeding Welcome Here) and to broaden and strengthen the establishment of local breastfeeding coalitions.



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Breastfeeding initiatives should be available to all populations, however Title V is specifically interested in removing barriers and addressing racial disparities noted in state-level breastfeeding data, such as among our non-Hispanic Black population. While much work has been started with this focus, particularly through contracted KBC supported projects, continuation and advancement of these efforts will be a focus for FY24. Examples of such efforts include:

- Increasing access to lactation support by African American providers such as breastfeeding peer counselors, doulas, International Board-Certified Lactation Consultants, and Certified Lactation Counselors that represent high-risk populations.
- Supporting the implementation and growth of community-centered, culturally relevant mother-to-mother, father, and grandparent breastfeeding support clubs for African Americans.
- Broadening the establishment of breastfeeding coalitions for African Americans that connect health care providers and the community to local information and resources.

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*MCH-WIC-KBC-Becoming a Mom® (BaM) Program Collaboration:* Assuring consistent, repeat, messaging around the benefits of breastfeeding (initiation and exclusivity) to both mothers and infants (as well as where/how to access breastfeeding support) across all MCH programs and services is a goal of Kansas Title V. In order to achieve this goal, collaboration must occur among the various programs. Training opportunities, curriculum content and other resources must be shared and promoted across programs. Our efforts in this area have been very successful over the past several years, and we are committed to continuing this work in FY24. Breastfeeding curriculum, PowerPoints, lesson and activity plans, as well as other resources originally developed for the BaM group prenatal education program, will continue to be adapted and shared for implementation in other settings and with disparity populations. Special focus will be given to developing a version of these resources for low-literacy populations. Integration efforts between BaM, WIC and MCH programs such as home visiting, Teen Pregnancy Targeted Case Management and Pregnancy Maintenance Initiative will be a focus of the Perinatal/Infant (P/I) Health Consultant workplan in FY24. Breastfeeding education and support will be a primary component of these efforts.

Title V and KBC partnership will continue to focus on improving access to breastfeeding education for providers and MCH workforce development. Efforts will include continued support of the Child Care Provider Training, local MCH staff focused webinars and training opportunities, as well as many other more broadly focused training opportunities. Title V encourages and supports staff participation in a variety of breastfeeding education courses. It is important to meet MCH staff where they are and provide information on all the options for breastfeeding education including 1, 3, or 5-day courses. Tools such as the Massachusetts Breastfeeding Coalition's "[Landscape of Breastfeeding Support](#)" which provides staff with the various certification programs and the "[Lactation Support Provider Training Directory](#)" from the US Breastfeeding Committee are included in a comprehensive [Breastfeeding](#) Integration Toolkit which will continue to be promoted for use by providers across programs and services.

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**Local MCH Agencies:**

- Coffey County Health Department will achieve the Breastfeeding Friendly Local Health Department from Kansas Breastfeeding Coalition. Part of this designation includes receiving at least ten referrals from Coffey Health System to Coffey County Health Department for breastfeeding support and facilitating quarterly meetings of the Coffey County Area Breastfeeding Coalition.
- Dickinson County Health Department will work with Kansas Breastfeeding Coalition to advance from a Silver to Gold Breastfeeding Friendly Worksite. They will also establish two new external partnerships with neighboring MCH programs from Delivering Change and Saline County Health Department to coordinate breastfeeding supports for mothers who may have delivered in Geary or Saline County but reside in Dickinson County.
- Kearny County Hospital will increase breastfeeding initiation rates from 93% to 95% among those who deliver there. Breastfeeding education will be provided online, in printed handouts, and during prenatal classes.

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- Morris County Health Department will work with Morris County Hospital Medical Clinic to resume in-person prenatal classes that are focused on breastfeeding, once per quarter. They will also use breastfeeding messages, that are consistent with other programs, to promote their classes on social media.
  - Sumner County Health Department will provide breastfeeding education to 100% of their MCH clients. They will also support the Breastfeeding Welcome Here campaign by providing window clings and posters to establishments in their community.
  - University of Kansas School of Medicine-Wichita (KU) will increase the breastfeeding initiation rate among their BaM, locally known as Baby Talk, participants. The initiation rate will go from 93% to 96%. In SFY23, KU partnered with the Black Nurse's Association of Wichita to offer Baby Talk in an environment that would feel more welcoming to Black families. While the effort is still being evaluated it is hoped that this leads to increases in breastfeeding initiation among all Baby Talk participants.
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