

HEALTH PROMOTION & PREVENTION INITIATIVES NEWSLETTER

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Initiative Spotlight



Mom2Mom Peer Support for Breastfeeding

The issue

Breastfed infants are healthier and less expensive for families and the healthcare system. Peer volunteers trained to help new mothers are an optimal means of sustaining a mother's breastfeeding efforts and serve as an MTF staff multiplier.



The proposed solution

This initiative trained volunteers to help new mothers with simple breastfeeding issues and to recommend medical intervention if substantial problems arose. The program had two goals: 1) to improve breastfeeding sustainment, especially among first-time mothers; and 2) to produce a "program in a box" that could be distributed to other MEDDACs.

Innovative approach for this initiative

Mom2Mom is unique in that each new mom is assigned a "buddy." This trained volunteer helps to bridge the critical gap between newborn discharge from the hospital and successful breastfeeding. Other peer support breastfeeding programs do not provide one-on-one support.

Lessons learned

Program success depended on making it easy for new mothers and volunteers to enter the program. Referrals to a breastfeeding support program may come from the hospital obstetric and postpartum units and/or from the local WIC office.

For more information, visit **HPPI Project Profile #2106** at <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>. The complete Mom2Mom program will be available soon on the DHPW web page.

Ideas from the Field...

Continued Program Success

How do you keep a program successful after the initial novelty has worn off?

Keep communication lines open.

- At least once a month, ask for feedback from staff, patients, and the line.
- Be prepared to act on suggestions.

Sit in on or teach a class occasionally.

- Is the program getting stale?
- Has new research shown the need for program updates?

Never stop marketing the program.

- Submit newspaper articles reporting updates or changes to an existing program.
- Keep an ear out for success stories and report these to stakeholders.

Once a program is up and running, collect data showing program success.

- Use this data when asking for new or continued funding.
- Brief the data to stakeholders to support the need for the program.

Prevention Resources



What is population health? Find out here – a great single point of access to population health resources. A particularly valuable online class is *The ABCs of Population Health Improvement (PHI)*. Click on *Registration* to be able to log into the class. <http://www.mhsophsc.org/public/home.cfm>

Program Pointers

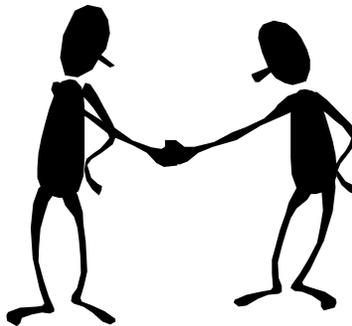
Partnering

Rather than creating every program from scratch, health promotion practitioners can increase productivity by partnering with existing installation programs.

Who's a potential partner?

Any of the following may have programs or resources that you can tap into for health promotion efforts:

- MWR fitness activities
- Installation programs such as 'Building Strong and Ready Families'
- Army Community Services
- Social Work Service
- Office of the Chaplain
- Family Advocacy Program
- Child Youth Services



Advantages of partnering

Partnering with other programs and organizations can:

- Maximize time and resources devoted to health promotion.
- Prevent duplication of efforts.
- Avoid competitive programs.
- Improve marketing of health promotion to the installation.

By building an informal network of health promotion partners, you will save time, effort and resources. More importantly, you and your partners will provide more and better health promotion programs for Soldiers and their families.

HPPI News & FAQs

What do you think of the HPPI Newsletter?

Here's your chance to let us know what you think! Please take our newsletter survey at <http://chppm-www.apgea.army.mil/dhpw/survey/HPPI-Newsletter/>. This quick survey will take just a few minutes and will help us help you. Suspense to complete the survey is 23 February 2004.

HPPI FY04 Request for Proposals (RFP)

Twenty-eight applications were received for the HPPI FY04 RFP. The applications are now under review. Applicants that were selected to continue in the application process were required to submit additional materials in early January. All applications have now been reviewed. Funding decisions will be announced in February. See the HPPI web page for all information regarding the FY04 RFP: <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>

For more information about HPPI, or to see past issues of the HPPI newsletter, visit <http://chppm-www.apgea.army.mil/dhpw/Population/HPPI.aspx>.

To subscribe to this newsletter or send comments/suggestions send email to: Marcella.Birk@apg.amedd.army.mil or call DHPW at (410) 436-4656, DSN 584-4656.

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Don't Reinvent the Wheel!

Help those who made a New Year's Resolution to quit tobacco. A ready-to-use tobacco cessation program is available at <http://chppm-www.apgea.army.mil/dhpw/Population/TobaccoCessation.aspx>. This program contains all the components needed to conduct a six-week tobacco cessation program, including facilitator's guide, participant workbooks, slide presentations, registration forms, and medication information. This program is based on the successful on-going tobacco cessation program at Fort Knox, Kentucky.

