

# Building the Necessary Workforce to Achieve Birth Equity and Quality

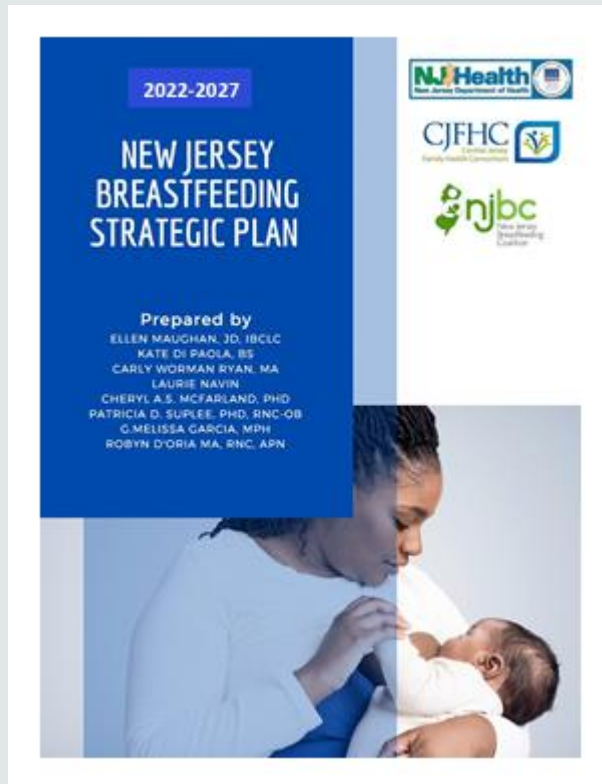
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# 2022-2027 New Jersey Breastfeeding Strategic Plan



A blueprint of concrete actions to be taken by government, the healthcare sector, insurance, business, education, and the community to promote and support breastfeeding and create a statewide environment that normalizes breastfeeding.

# NJBSP goals and strategies for respectful, culturally congruent care

## Goals

**Goal 1:**  
**Provide families the support they need to breastfeed their babies.**

**Goal 2:**  
**Ensure that maternity practices are fully supportive of breastfeeding and lactation and are free of bias**

## Strategies

**1.1** Eliminate systemic barriers in lactation support to provide all families the support they need in a statewide environment where breastfeeding is normalized, and racial and ethnic disparities are eliminated.

**2.1** Increase support of breastfeeding and breast milk feeding that is free of cultural bias in maternity care practices.

**2.2** Develop systems to guarantee continuity of skilled support for lactation among hospitals, healthcare settings, WIC, home visitation programs, and community-based breastfeeding support organizations.

# NJBSP: New Jersey Hospital Licensing Standards

- Apply to all hospitals that have a separate, designated unit or service for obstetrics. N.J. Admin. Code § 8:43G-19.1
- Require that each maternity hospital have a program that ensures the cultural competence of obstetrics staff regarding childbirth, lactation, and the provision of patient care services that is delivered in a language the mother understands. N.J. Admin. Code § 8:43G-19.2



# Needed education and next steps



1. Recognize the importance of lactation for overall maternal and infant health and health equity.
2. Make support for human milk feeding a public health imperative in New Jersey.

# More steps

3. Recognize the crucial role of skilled lactation support in maternal and infant health systems.
4. Expand equitable employment and internship opportunities for lactation consultants, breastfeeding educators, peer to peer breastfeeding counselors and physicians, midwives to increase lactation workforce diversity.

Photo: USDA, WIC Works Resource System



# More...



Photo: USDA, WIC Works Resource System

5. Educate community institutions, families, children, policy-makers and others to eliminate lactation barriers and stigma and to normalize breastfeeding and human milk feeding in our communities.



# Finally...

6. Include diverse community members and other stakeholders in the planning, leadership and implementation of education and further action steps.

**"Whatever the question, the answer is in the community."**

*--KIMBERLY SEALS ALLERS, FEMTECH FOUNDER,  
WRITER, SPEAKER, AND MATERNAL AND INFANT  
HEALTH STRATEGIST*

