



Healthy Start Workshop  
**Boosting Breastfeeding Support:  
Community Strategies to Support Breastfeeding**

- 8:30-9:00 a.m. Registration and Networking
- 9:00-10:30 a.m. **The Time is Right: Seize the Moment!**  
*Why breastfeeding matters; role of community support in addressing common barriers to breastfeeding; national/state initiatives underway to improve support for families in the areas of government, health care, primary care, legislation and policy, and employment.*
- 10:30-10:45 a.m. *Break*
- 10:45-12:00 noon **Working with Health Care Providers**  
*Motivators and barriers of health care providers and hospitals in providing breastfeeding support; strategies for building networks of support.*
- 12:00-1:00 p.m. *Lunch Break*
- 1:00-2:00 p.m. **Making it Work (Part 1): Supporting Employed Breastfeeding Moms**  
*Common barriers to breastfeeding after returning to work (especially among low-wage workers) and strategies to help moms successfully juggle breastfeeding and employment.*
- 2:00-2:15 p.m. *Break*
- 2:15-3:30 p.m. **Making it Work (Part 2): Enhancing Workplace Support for Breastfeeding Moms**  
*Motivators and barriers of employers; solutions for workplace support; how to conduct successful outreach with employers to enhance breastfeeding support.*
- 3:30-4:00 p.m. **Community Connections**  
*Reaching faith-based organizations, child care centers, and local businesses; partnership-building; and increasing public visibility of breastfeeding.*
- 4:00-4:30 p.m. **Putting it All Together: Action Planning**  
*Setting goals and action plans to improve breastfeeding support in communities.*