



MIBFN 310 CONNECT

A Flint Collective Impact Breastfeeding Project

Providing ONE consistent message for prenatal care, maternity care and breastfeeding support.

OBJECTIVES



PRENATAL CARE

Increase the number of pregnant mothers exposed to consistent breastfeeding messaging



HOSPITAL MATERNITY CARE

Increase the number of families in the greater Flint area that experience evidence-based maternity care practices in the hospital setting



COMMUNITY SUPPORT

Increase utilization of community resources, such as WIC and MIHP, during pregnancy and after discharge that support maternal-infant health and breastfeeding

ACTIVITIES

Support the implementation of the Coffective System in hospitals, prenatal clinics, community agencies and other settings that serve mothers and babies of the greater Flint area

Train hospital staff on the benefits of breastfeeding and the evidence-based practices that support it using the Coffective curriculum

Empower, train and support existing community groups to undertake effective community outreach and engagement to widen the scope and depth of the messaging

PARTNERS



MIBFN has partnered with Coffective, LLC and the Mother Nurture Lactation College of St. John Providence to plan, implement, and evaluate the activities of MIBFN 310 Connect.