

CONTRA COSTA COUNTY REGIONAL BREASTFEEDING LIAISON (RBL)



CALIFORNIA WIC BREASTFEEDING VISION:

Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond.

WIC is known in the community as a source for breastfeeding assistance and information.

DID YOU KNOW?

THE CALIFORNIA WIC PROGRAM:

- Serves nearly 60% of all infants up to age one year and beyond.
- Supports Women to breastfeed their children.
- Impacts the future health outcomes of infants and children.



WHY AN RBL?

A need was identified for WIC to play a bigger role in facilitating seamless breastfeeding support in the communities in which WIC participants live.

To meet this need, the California WIC Program established the Regional Breastfeeding Liaison (RBL) program.

To increase breastfeeding initiation and duration rates, RBLs partner with hospitals, healthcare providers, employers, and the breastfeeding support community.



WHO ARE THE RBLs?

- WIC professional staff from a wide variety of public health, medical, and marketing backgrounds.
- Experts in breastfeeding and community collaboration building.
- Charged with narrowing the breastfeeding support gaps identified by the Breastfeeding Community Assessment conducted by local WIC agencies.



WHAT ARE RBLs DOING IN THE COMMUNITY?

The activities of the RBL are tailored to meet the needs of their community and local WIC agencies.

RBLs work within the four goal areas of the RBL program:

- Coordinate trainings to healthcare providers and healthcare staff on WIC's breastfeeding services and implementation of the "9 Steps to Breastfeeding Friendly Clinics: Guidelines for Community Health Centers and outpatient Care Settings. 2015," by the California Department of Public Health.
- Assist hospitals with implementation of the Baby-Friendly Hospital Initiative.
- Participate in coalition building and community collaboration.
- Assist employers with lactation accommodation in clinics, businesses and schools.

"Only through the support of family members, communities, clinicians, health care systems, and employers will we be able to make breastfeeding become the easy choice, the default choice."

The Surgeon General's Call to Action to Support Breastfeeding, 2011



Contra Costa WIC: Partners for Healthy Children

Contra Costa WIC

Locations:

Brentwood

171 Sand Creek Rd, Ste A
Brentwood, CA - 94513
(925) 513-6880

In the Brentwood Health Center

Concord

2731 Systron Drive, Suite 200
Concord CA 94518
(925) 655-1700

Pittsburg

2311 Loveridge Rd Pittsburg,
CA, 94565
(925) 431-2460

In the Pittsburg Health Center

San Pablo

500 Gateway Ave
San Pablo, CA 94806
510-942-4000

Behind the West County Health Center

1-800-414-4WIC
cchealth.org/wic

Contra Costa Health Services Advice Nurse:

24-hour assistance in obtaining breastfeeding support or health services.

Call: 1-877-661-6230 (option 1)

Contra Costa Breastfeeding Support Warmline:

All mothers in Contra Costa County have access to FREE breastfeeding support by calling the toll-free number (866) 878-7767

Calls will be returned within 24 hours.

Contra Costa Breastfeeding Task Force

Purpose: Convene a multidisciplinary breastfeeding team from hospitals, clinics, the community and organizations throughout Contra Costa County to collaborate on resource sharing and systems development to improve breastfeeding initiation and duration rates, as well as health equity.

Learn more [here](#) OR visit bit.ly/CoCoBFTaskForce

2023 Task Force Meeting Calendar:

Feb 13, 2023

Apr 10, 2023

Jun 12, 2023

Aug 14, 2023

Oct 9, 2023

Dec 11, 2023

Location: Zoom

Time: 9:00AM to 11:00AM

Register [here](#)

OR visit bit.ly/CoCoMeetings

Contact Us:

Marlene Ceballo, RD, IBCLC
Regional Breastfeeding Liaison
Marlene.Ceballo@cchealth.org

