



## BCVC Mission

To promote breastfeeding in the community by providing resources and education to families, health care professionals, employers, and policy makers.

## BCVC Vision

*Supporting every family to breastfeed.*

This March, the Breastfeeding Coalition of Ventura County hosted a Stakeholders luncheon, bringing together nearly fifty people from across Ventura County. A community needs survey was completed that identified strengths, challenges and ideas for improving access to lactation services across Ventura County. The answers were compiled into a comprehensive list that is in order from most common answer to least common. **Two key priorities** emerged, with over half of participants identifying them: improving **prenatal breastfeeding education** and **strengthening providers' understanding** of lactation education and available resources.

### Areas of Strength

#### Community Resources

- Community Supports: WIC, Public Health Nurses, New Parent Resource Center, Breastfeeding Coalition Ventura County, Milk Depot,
- Baby Friendly Hospitals (Golden Hour)
- WIC Postpartum Phone Calls
- Breastfeeding Initiation Rates
- Multilingual Resources

### Areas for Improvement

#### Lack of Knowledge

- Lack of Knowledge: Unreliable Information, Prenatal Education, Childcare Centers Safe Handling of Breastmilk
- Lack of Support: When Returning to Work or School, Rural Areas, 1-2 Weeks Postpartum, From Family
- Increase Collaboration Between Programs
- Language Barriers
- Lack of Provider Knowledge
- Hospitals Providing Formula

### Priorities

#### Prenatal Lactation Education

- Improve Prenatal Breastfeeding Education
- Improve Provider Knowledge of Breastfeeding Education and Resources
- In-Home Support: Immediate, Weekend Support, IBCLCs
- All Hospitals Use Donor Breast Milk
- Increase IBCLCs in Hospitals
- Create a VCMC Family Resource Center
- Increased Paid Time Off Postpartum

Reach out anytime with questions, ideas, or feedback.

Heather Camarena, BCVC Chair  
[contact@breastfeedventura.org](mailto:contact@breastfeedventura.org)  
[breastfeedventura.org](http://breastfeedventura.org)