

Executive Summary:

The primary goal of the “Breast Milk, Breast Start” intervention is to provide support for displaced mothers who are currently breastfeeding and wish to continue to do so, increase the proportion of breastfed to formula-fed mothers, and influence expecting mothers to initiate and continue breastfeeding. Our goal is to provide the best education, breastfeeding resources, and emotional support and guidance for the mothers to ensure the best possible health for their infants. Our intervention seeks to foster a welcoming environment for breastfeeding by not only constructing temporary facilities for which breastfeeding can be done safely and privately, but also by educating mothers on the significant impact breastfeeding can have in an infant’s developing cognitive, social, and psychological skills. Our organization has developed and set several ambitious goals and objectives for this intervention. In order to evaluate and monitor the impact of this intervention, we will collect and maintain various data to measure the outcomes of our efforts.

Target Population:

Our target population includes mothers with infants and expecting mothers among the migrant populations entering Europe during the duration of our two year long project.

Specific Aim and Background:

We have chosen to focus on this demographic because nursing mothers and pregnant women are especially vulnerable during this challenging period in their lives and will most likely not have the resources available to make the best nutritional decisions for themselves or for any children in their care. Additionally, helping this demographic allows us to help twice the amount of people for the price of one since breastfeeding is beneficial to both mothers and infants.

Health:

- By the end of the 2 year project, reduce the number of formula-fed children aged 0-6 years old by 20%
- By the end of the 2 year project, increase the number of mothers amongst migrants who exclusively breastfeed their babies by 50%

Behavioral:

- By the end of the 2 year project, at least 50% of mothers who breastfed before becoming a migrant will continue to breastfeed
- By the end of the 2 year project, 50% of mothers with newly born babies will initiate breastfeeding within the first two hours of birth

Process:

- By the end of the 2 year project, all the lactation educators will provide 50% of the migrant women participants with an educational pamphlet and coach them on breastfeeding techniques

Methods:Proposed Intervention:

We plan to achieve our goals primarily through educating mothers and expecting mothers on how to properly breastfeed and the benefits of breastfeeding. We will also build temporary

facilities that will allow mothers to breastfeed in a safe and private space as well as receive any needed help, support, and supplies for breastfeeding from trained lactation professionals.

We will start by surveying different European cities and determine which areas would be most beneficial for arriving immigrant mothers. We will set up three facilities in three different cities. To inform mothers of these facilities, advertisements will be placed by airports and educational pamphlets will be provided. Each facility will have 4 large, sturdy tents that will be open from 9am-9pm every day for mothers to drop in at their convenience. Each facility will have private sectioned off areas for individual breastfeeding as well as chairs and couches for comfort of the mother. When the weather permits, portable heaters and air conditioners will also be placed in each facility for the comfort of the mothers. Each facility will have a small common area where a trained lactation professional will provide necessary education and offer any additional support or guidance. A supply of pumps, pads, bibs, Lanolin cream, and nutrition supplements will be kept at every facility and the trained professionals will provide them to mothers when necessary or requested. Facilities will be checked and cleaned daily. Monitoring and data collection the breastfeeding mothers will be done by the trained professionals and everything will be evaluated by data analysts.

Expected Outcomes:

- Higher proportion of breastfeeding mothers to mothers using formula-feed
- Higher retention among migrant mothers already breastfeeding to continue breastfeeding
- More marked presence of accessible environments and acceptance of breastfeeding in migrant communities
- Higher proportion of migrant mothers and pregnant women with knowledge of basic nutrition and benefits of breastfeeding within community

Timeline:

- *Months 1-2:* Begin surveying most accessible locations for breastfeeding facilities.
- *Months 2-4:* Set up facilities to provide safe and private spaces for breastfeeding mothers.
- *Months 1-24:* Over the course of entire study, continuously collect and analyze data to measure outcome and effectiveness of interventions. Continue admitting new patients to the program on a rolling basis in order to make an impact on as many mothers as possible.
- *Months 2-24:* Identify and collect data on mothers who currently breastfeed and provide support to allow them to continue doing so; encourage mothers who formula-feed to initiate breastfeeding by providing educational materials and support.

Monitoring and Evaluation:

Monitor:

- Count of migrating pregnant women and mothers accepted into program/utilizing facilities
- Proportion of breastfed to formula fed infants

- Count of newborn infants being exclusively breastfed
- Count of mothers already currently breastfeeding prior to program participation

Evaluate:

- Accessibility of temporary facilities for migrant women
- Overall satisfaction of program services from pregnant women and mothers involved in program
- Retention of knowledge of basic nutrition and benefits of breastfeeding after program implementation
- Proportion of breastfeeding mothers before and after program implementation
- Proportion of newborns being breastfed within the first two hours of birth before and after program implementation

Sustainability Plan:

After funding is no longer available, the breastfeeding program may be self-sustainable if

- “Peer” Leadership Program: Integrate program into migrant communities by having lactation educators train and provide educational materials to interested migrant women advocates to promote breastfeeding to their community
- Engagement of appointed officials: Recruit involvement from migrant group leaders or other figures of authority within community to help sustain safe environments for breastfeeding and help emphasize the importance of sustained program interventions for the well-being of the future generation
- Persuasive program data: Present quantitative and qualitative data from the study in a way that appeals to the concerns of the migrant women, such as addressing the future health and development of their children, so that pregnant women and current mothers can understand and embrace support of the program

Long-term Follow Up Plan:

- Survey migrant women opinions and knowledge of breastfeeding versus formula-fed infants after one year has passed after program implementation in order to assess effectiveness of breastfeeding education
- Take stock of and assess presence of welcoming, safe environments for breastfeeding in communities one year after program implementation to evaluate accessibility and acceptance of breastfeeding practices

General Budget and Justification:

Over the course of this two year long project, we believe a grant in the amount of \$3,000,000 will give us the opportunity to educate migrant mothers on the significance of the impact breastfeeding will have on an infant’s development to his/her full potential, and provide the mothers with the necessary supplies, a supportive team of educators and professionals, along with a safe and proper setting to breastfeed. Funds will also be channeled into the advertisement of the program and recruitment of interested migrant mothers.

Year 1

A. Salaries and Wages

a. Co-founders

i. Derek Wong

\$100,000

ii.	Enya Meng		\$100,000
iii.	Megan Lee		\$100,000
iv.	Ryan Bui		\$100,000
b.	Other staff		
i.	Data analysts	(6)	\$390,000
ii.	Setup crew		\$15,000
iii.	Lactation educators	(3)	\$210,000
iv.	Maintenance crew		\$80,000
B.	Equipment		
a.	Tents with furniture	(12)	\$24,000
b.	Portable Heater/AC units	(12)	\$2,400
c.	Electricity		\$10,000
C.	Materials and Supplies		
a.	Educational pamphlets	(10,000)	\$4,500
b.	Advertisements		\$10,000
c.	Breastfeeding Supplies (pumps, pillows, pads, cream, etc)		\$125,000
D.	Other		
a.	Land rental		\$36,000
Total Cost			\$1,306,900

Year 2

E.	Salaries and Wages		
a.	Co-founders		
i.	Derek Wong		\$100,000
ii.	Enya Meng		\$100,000
iii.	Megan Lee		\$100,000
iv.	Ryan Bui		\$100,000
b.	Other staff		
i.	Data analysts	(6)	\$390,000
ii.	Lactation educators	(3)	\$210,000
iii.	Maintenance crew		\$80,000
F.	Equipment		
a.	Heater/AC units	(12)	\$2,400
b.	Electricity		\$10,000
G.	Materials and Supplies		
a.	Educational pamphlets	(10,000)	\$4,500
b.	Advertisements		\$10,000
c.	Breastfeeding Supplies (pumps, pillows, pads, bras, etc)		\$125,000
H.	Other		
a.	Land rental		\$36,000

Total Cost	<u>\$1,267,900</u>
------------	--------------------