Making Breastfeeding a Public Health Priority in the United States

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Geneva, Switzerland
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Paradigm Shifts in National Breastfeeding Efforts in the United States

<table>
<thead>
<tr>
<th>1990s</th>
<th>2010s</th>
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<tr>
<td>Personal choice</td>
<td>Public health priority</td>
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<tr>
<td>Promotion to initiate</td>
<td>Support to continue</td>
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<tr>
<td>Individual recommendations</td>
<td>Environment/policy changes</td>
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<td>Maternal responsibility</td>
<td>Shared accountability</td>
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<td>Maintenance mode</td>
<td>Unprecedented activity</td>
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Dyad
(Mother/Baby)
The Surgeon General’s
Call to Action to Support Breastfeeding

- Launched January 2011
- 20 Action Steps
  - Mothers and their families
  - Communities
  - Health Care
  - Employment
  - Research
  - Public Health Infrastructure
Healthy People 2020

Behavioral Indicators

– Initiation
– Duration (6 & 12 months)
– Exclusivity (3 & 6 months)

Supportive Systems

– Workplace accommodation
– Baby Friendly hospitals
– In-hospital supplementation
CDC Breastfeeding Report Card

- Annual since 2007
- State level data
- Breastfeeding rates
- Process indicators
  - Birth Facility Support
  - Mother-to-Mother Support
  - Professional Support
  - Support in Child Care Settings
  - Coalitions and FTEs
Interactive Database on Nutrition, Physical Activity, and Obesity

• Launching this Spring
• All report card indicators
• Demographic stratification within states
• Dynamic maps, bar charts, trend lines
• Ten-year trends
Infant Feeding Practices Study-II: Follow-up Study

- Launched March 2012
- IFPS-II 2005 followed ~monthly from pregnancy to 12 months
- Detailed information on feeding and determinants
- Follow-up study examines dietary, behavioral, developmental & health characteristics at 6 years
- Analyses underway
• 44 organizational members
• 6 staff members
• All 50 states have breastfeeding coalitions
• Teleconferences, regional representation, online communications
• Biennial state breastfeeding coalitions conference
Federal Interagency Breastfeeding Workgroup

Began May 2011, meets monthly

Members include:

• Department of Labor
• Department of Defense
• Office of Personnel Management
• USDA Food and Nutrition Service
• HHS
  – Office of the Surgeon General (OSG)
  – Office of Women’s Health (OWH)
  – Administration on Children and Families
  – Agency for Healthcare Research and Quality (AHRQ)
  – Centers for Disease Control and Prevention (CDC)
  – Center for Medicare and Medicaid Services (CMS)
  – Food and Drug Administration (FDA)
  – Health Resources and Services Administration (HRSA)
  – Indian Health Service (IHS)
  – National Institutes for Health (NIH)
Dyad (Mother/Baby) Programs

Laws

Coordination

Media

Data and Information

National Policy

Work

Child Care

Health Care

Family Friends and Others

Programs

Laws

Coordination

Data and Information

National Policy
Affordable Care Act

- Reasonable Breaks for Nursing Mothers
- Coverage of Women’s Health Services with no copay
- Incentives in Medicaid for preventive services
- Expansion of home visiting program
National Media Campaigns

HHS: Campaign to improve breastfeeding rates among African Americans

USDA: *Loving Support* Makes Breastfeeding Work
- Launched by WIC in 1997
- Institute of Medicine convened panels in 2011/12 to reassess/revitalize campaign
WIC: USDA Supplemental Nutrition Programs for Women, Infants, and Children

• Expanded Peer Counseling program ($80M)—FY2010

• New standard food packages (October 2010)
  – Fully breastfed babies receive no formula in 1st mo (or 1 can)
  – Mothers of fully breastfed babies get more food
  – Solid foods delayed to 6 months
  – More solid food if no formula issued
CDC State and Community Public Health Programs

- Nutrition, Physical Activity, and Obesity State Cooperative Agreements
- Communities Putting Prevention to Work
- Community Transformation Grants
- All include funding for activities to support mothers to breastfeed
  - Maternity care/Baby Friendly Hospital Initiative
  - Support for employed mothers/Workplace accommodations
  - Childcare Policies
• Launched June 2011
• Promotes improved nutrition/physical activity in early childhood education
• Five elements including:
  – Provide breast milk to infants
  – Welcome mothers to breastfeed during the child care day
• PPHF funds for learning collaboratives
Employment

• Business Case for Breastfeeding
• Compilation of “Nursing Breaks” solutions
• Renewed call for Paid Maternity Leave
CDC Survey of Maternity Practices in Infant Nutrition and Care (mPINC)

- Assesses Ten Steps to Successful Breastfeeding in all birthing facilities
- Census of all birthing facilities (83% response rate)
- 2 functions
  - Education of hospital leadership & staff
  - National monitoring of practices
CDC Survey of Maternity Practices in Infant Nutrition and Care (mPINC)
Baby Friendly Hospital Initiative

Annual Percent of US Births at BFHI Facilities

<table>
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<th>Year</th>
<th>Percentage</th>
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<td>2012</td>
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• Cooperative agreement between CDC and NICHQ launched January 2012
  – 3 years for $2M per year

• 3 project aims
  – 90 Baby-Friendly hospitals (via participation in collaborative learning groups)
    – Improved capacity of Baby Friendly USA
  – Create materials to help future hospitals
Access to Skilled Lactation Support

• Clinical Preventive Services for Women
  – Includes lactation counseling and equipment for breastfeeding
  – Effective August 2012, all new health plans must cover these services with no copay

• Medicaid Issue Brief
  – January 2012 guidance to state Medicaid officials on importance and means to cover lactation services
HealthStyles Surveys

Breastfeeding is healthier for babies than formula feeding

Feeding a baby formula instead of breast milk increases the chances the baby will get sick

I believe women should have the right to breastfeed in public places *

* Asked in 2001 & 2007
National Breastfeeding Trends

- Early postpartum
- At 6 months
- At 12 months


Healthy People 2020 Goals
Racial/ethnic disparities in breastfeeding rates, 2000-2009

Initiation

2000

Non-Hispanic Black

Non-Hispanic White

Hispanic

2009

Continuation to 12 months

2000

Non-Hispanic Black

Non-Hispanic White

Hispanic

2009
Dyad (Mother/Baby) Program

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National Policy
Thank you!

www.cdc.gov/breastfeeding