Minimizing Disparities in Breastfeeding Rates NYS/NYC

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Benefits to baby, mother, society

- Reduced risk of SIDS (by 70%), ear infections, diarrhea, respiratory illnesses, childhood obesity, and childhood leukemia [1]

- Breastfeeding duration is associated with lowered risk of breast cancer, ovarian cancer and type 2 diabetes.

- $3.6 billion could be saved if AAP guidelines were followed and breastfeeding rates were increased to levels of the Healthy People objectives [2]

Source: 1. *Pediatrics March 1, 2012 vol. 129 no. 3 e827-e841 doi: 10.1542/peds.2011-3552;*
2. Pediatrics May 2010;125(5):e1048-56. doi: 10.1542/peds.2009-1616. Epub 2010 Apr 5

Federal support for breastfeeding

- *Patient Protection and Affordable Care Act* of 2010 (ACA)
  - Section 4207: Reasonable break time for nursing mothers
  - Section 2713: Women's Preventative Health Services
    - health insurance support for breastfeeding pump rental and breastfeeding educational services
- The 2011 Surgeon General's Call to Action to Support Breastfeeding outlines steps that can be taken to remove some of the obstacles faced by women who want to breastfeed their babies.

Healthy People 2020 Breastfeeding Targets

	2007 Rates	2010 Target	2020 Target	2014 US Rates*	2014 NY Rates*
Ever breastfed	75	75	81.9	79.2	80.5
Any at 6 months	43.8	50	60.5	49.4	55.8
Any at 12 months	22.4	25	34.1	26.7	31.3
Exclusive at 3 months	33.5	40	44.3	40.7	37.1
Exclusive at 6 months	13.8	17	23.7	18.8	16.9
Worksite lactation support	25	--	38.0	?	?
Formula use in first 2 days	25.6	--	15.6	19.4	28.8
Births in "Baby-Friendly" Facilities	---	2.9	8.1	7.79	5.72

Source: *www.healthypeople2020.gov/2020 and CDC 2013 Breastfeeding Report Card based on National Immunization Survey data*

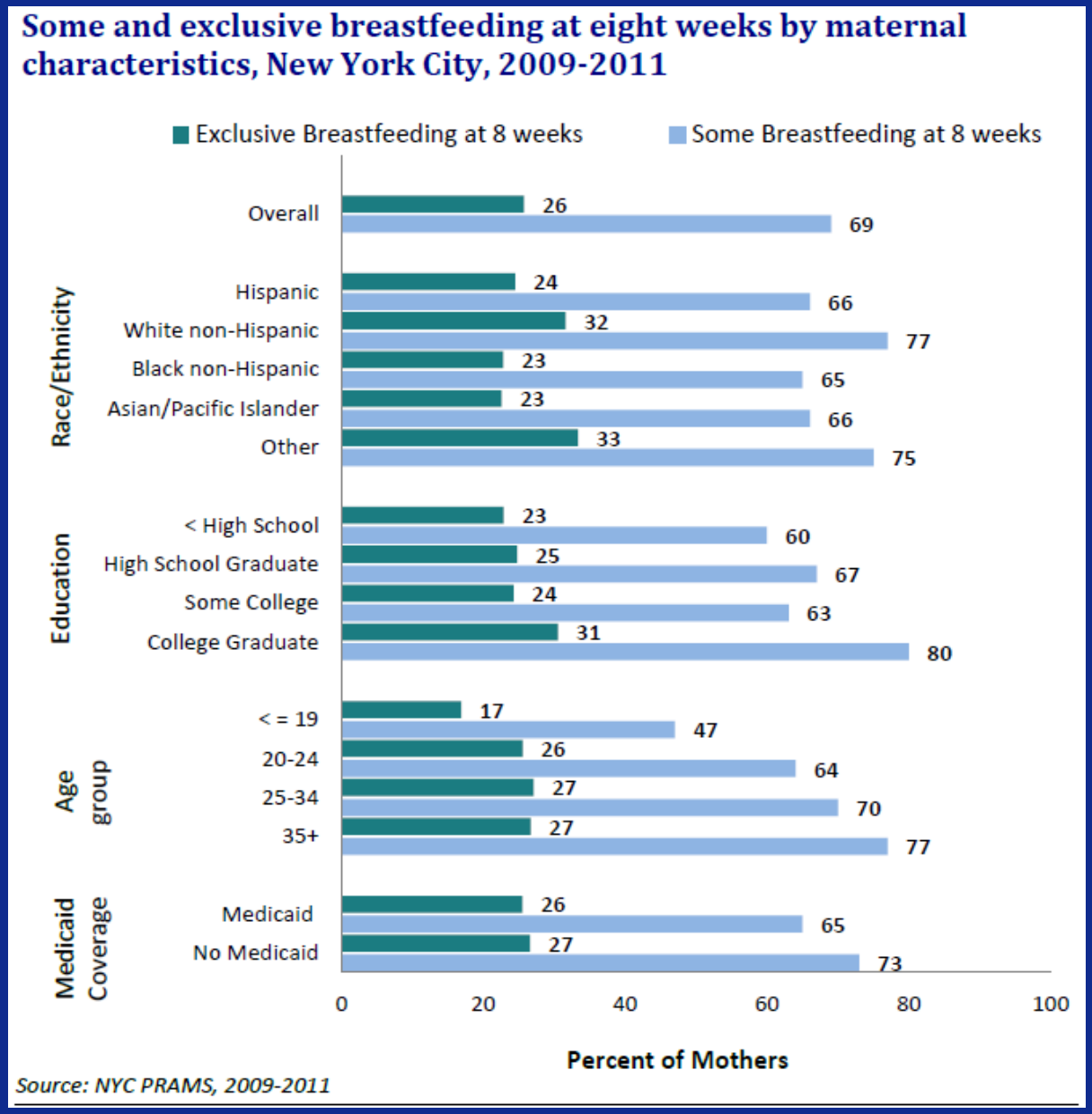
Objectives

- Identify barriers/obstacles to improving breastfeeding rates in New York State and New York City.
- Identify a comprehensive list of current programs/initiatives in New York State and New York City that support breastfeeding.
- Identify actions that the Office of Assistant Secretary of Health (OASH)/ Region II can take to minimize disparities in breastfeeding rates in NYS and NYC

Barriers to breastfeeding

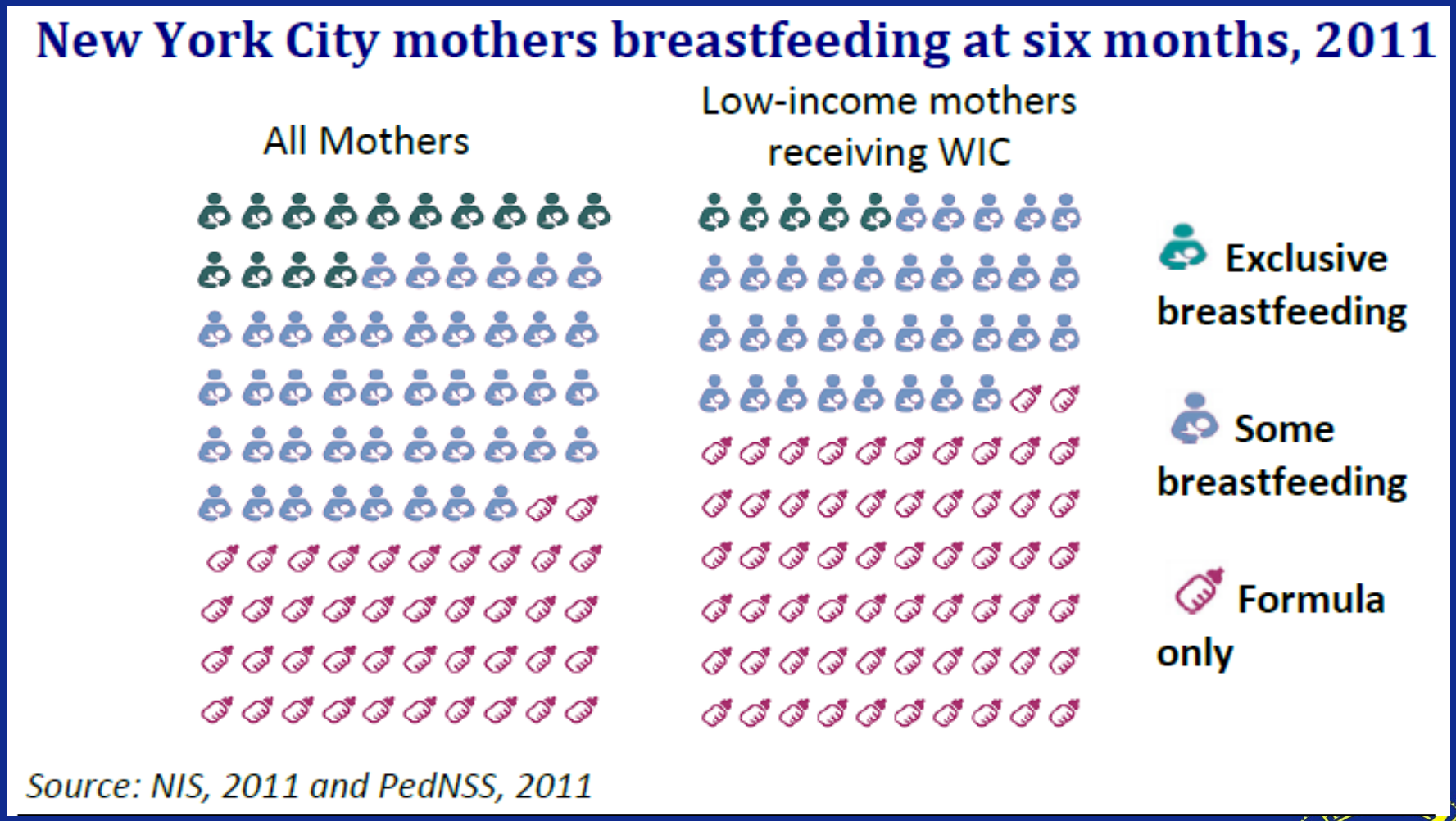
- Health professional attitudes and knowledge
  - Hospital maternity practices can interfere with breastfeeding
  - Ob-gyn and pediatricians don't promote breastfeeding
- Poor family and social support
  - A generation of formula-feeding grandmothers
- Early return to employment
- Lactation Problems

Breastfeeding varies by maternal characteristics



Source: *NYC Department of Health and Mental Hygiene, Epi Data Brief; August 2015*

Few mothers are exclusively breastfeeding by 6 months



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Baby-Friendly Hospital Initiative

- A global program launched by WHO and UNICEF to recognize birth facilities that offer an optimal level of care for infant feeding and mother/baby bonding

- "Baby Friendly" designation certifies birthing facilities to successfully implement the "Ten Steps to Successful Breastfeeding"

- Only 11 NYS maternity hospitals have Baby-Friendly status

Source: http://www.babyfriendlyusa.org

Baby Friendly Hospital Initiative: WHO/UNICEF 10 steps to successful breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.

2. Train all health care staff in skills necessary to implement this policy.

3. Inform all pregnant women about the benefits and management of breastfeeding.

4. Help mothers initiate breastfeeding within one half-hour of birth.

5. Show mothers how to breastfeed and maintain lactation, even if they should be separated from their infants.

6. Give newborn infants no food or drink other than breastmilk, unless medically indicated.

7. Practice rooming in - that is, allow mothers and infants to remain together 24 hours a day.

8. Encourage breastfeeding on demand.

9. Give no artificial teats or pacifiers (also called dummies or soothers) to breastfeeding infants.

10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Programs supporting Baby Friendly Hospitals

- **Great Beginnings, NY (NYSDOH)**
  - Focus on Steps 6 and 10 of the Ten Steps to Successful Breastfeeding.
  - 68 out of 87 NYS maternity hospitals

- **New York City Breastfeeding Hospital Collaborative**
  - 16 out of 39 NYC maternity hospitals, and one free standing birthing center

Other Programs/Initiatives

- **It's Only Natural**
  - Media campaign targeting African American women (HHS/OWH)
- **Let's Move Child Care**
  - Support breastfeeding in child care settings
- **Loving Support Makes Breastfeeding Work (WIC)**
  - Breastfeeding peer counseling programs
- **Nurse Family Partnership**
  - HRSA sponsored home visiting nurse program
- **Latch on NYC**
  - Limit promotion of infant formula in hospitals
  - 28 out of 39 NYC maternity hospitals

Programs supporting Baby Friendly Hospitals

- **Best Fed Beginnings** (Oct 2011 –March 2015)
  - Nationwide multihospital collaborative lead by National Initiative for Children's Healthcare Quality (NICHQ).
  - Coach hospitals on how to make system level changes to maternity care practices

- **NYS Breastfeeding Quality Improvement Project (**Phase 1 -June 2010 to March 2012; Phase 2- April 2013 to March 2018)
  - NICHQ worked directly with NYS Department of Health (NYSDOH).
  - 12 NYS participants who improved hospital and worksite policies, practices, systems and environmental supports for breastfeeding.

NYS and NYC support groups

- **NYC Breastfeeding Leadership Council**
  - The Bronx Breastfeeding Coalition
  - The Brooklyn Alliance for Breastfeeding Empowerment (BABE)
  - Queens Breastfeeding Alliance
  - African American Breastfeeding Alliance
  - Representatives from CBOs and FBOs
- **New York State Breastfeeding Coalition**
  - statewide coalition made up of individuals, organizations, and local coalitions.

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Suggestions

- **Work group with federal and state counterparts**
  - Coordinate federal breastfeeding initiatives to reduce overlap or to identify gaps in current programs.
- **Focus: Increase number of Baby-Friendly Hospitals**
  - Collaborate with NYC and NYS breastfeeding coalitions and hospitals
- **Public media announcements**
  - Normalize breastfeeding within communities
  - Promote culturally sensitive resources
- **Increase worksite lactation support**

Acknowledgements

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