

# Breastfeeding Promotion and Support in Massachusetts: Six Years of BCHAP & BFHN Collaboration

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# Breastfeeding & Public Health

- Breastfeeding is widely acknowledged as the ideal method of providing optimal infant nutrition.
- Given the documented short- and long-term medical and neurodevelopmental advantages of breastfeeding, **infant nutrition should be considered a public health issue and not only a lifestyle choice.**  
(AAP 2012)
- The 2011 Surgeon General's Call to Action to Support Breastfeeding promotes a multi-level approach to supporting breastfeeding at individual, organizational and societal levels.



# Breastfeeding & Obesity Prevention

## **American Academy of Pediatrics Statement on Breastfeeding, 2012**

- There is a 15–30% reduction in adolescent and adult obesity rates comparing any breastfeeding to no breastfeeding.
- The duration of breastfeeding is inversely related to risk of overweight; there is a 4% reduction in risk with each month of breastfeeding.



# The Division of Prevention and Wellness (BCHAP)

The Division of Prevention and Wellness addresses 7 broad strategies to promote health and reduce the risk of chronic disease across the lifespan:

1. Increase access to healthy foods and beverages
2. Implement food service guidelines/nutrition standards where foods and beverages are available
3. Increase supportive nutrition environments in schools
4. Increase physical activity access and outreach
5. Implement physical activity in early care and education
6. Implement quality physical education and physical activity in K-12 schools
7. Increase access to breastfeeding-friendly environments



## Nutrition Division (BFHN)

- Women, Infants and Children (WIC) Program
  - Nutrition Education
  - Breastfeeding Support
  - Healthy Food
  - Referrals to Health and Social Services
- Breastfeeding Initiative
  - Hospital breastfeeding support
  - Linkages to community breastfeeding providers
  - Guidance and resources for medical providers



# WHO & UNICEF's Baby-Friendly Hospital Initiative

- The Baby-Friendly Hospital Initiative is a global program that was launched in 1991 to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding and mother/baby bonding.
- It recognizes and awards birthing facilities that successfully implement the “Ten Steps to Successful Breastfeeding” and the “International Code of Marketing Breast-Milk Substitutes.”

*Baby Friendly USA*



# 10 Steps to Becoming Baby-Friendly

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.



## 10 Steps to Becoming Baby-Friendly

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



# DPH Partners in Breastfeeding Promotion

Massachusetts Breastfeeding Coalition

Massachusetts Baby Friendly Hospital Collaborative

Massachusetts Mother-Baby Summit

MA Chapters AAP and ACOG

Northeastern University

Health Resources in Action

Birth Hospitals

WIC Local Programs

Baby Café USA



## Health Care Provider Training (CDC funded)

- Nursing and Medical Student Training (2009)
  - University of Massachusetts, Amherst School of Nursing
  - Salem State Nursing Program
  - Holyoke Community College
  - Charlton Memorial Hospital
  - Family Practice Residents in the Cambridge Health Alliance
- Becoming Baby-Friendly Practical Solutions (2012)
  - 33 hospital teams attended out of a possible 44 (75%)
  - 30 hospital teams completed a pre-training assessment (94%)
  - 21 hospital teams completed a post-training assessment (64% with complete data)



# Baby Friendly Support (CDC Funded)

Offered technical assistance to hospitals on the BFHI pathway that had participated in the Becoming Baby-Friendly training (2012-2014)

- Massachusetts General Hospital
- Cambridge Health Alliance
- Emerson Hospital
- Brockton Hospital
- Holyoke Medical Center
- Brigham and Women's Hospital
- Charlton Memorial Hospital
- Anna Jacques Hospital



## Enabling Continuity of Care for Breastfeeding Support in Massachusetts

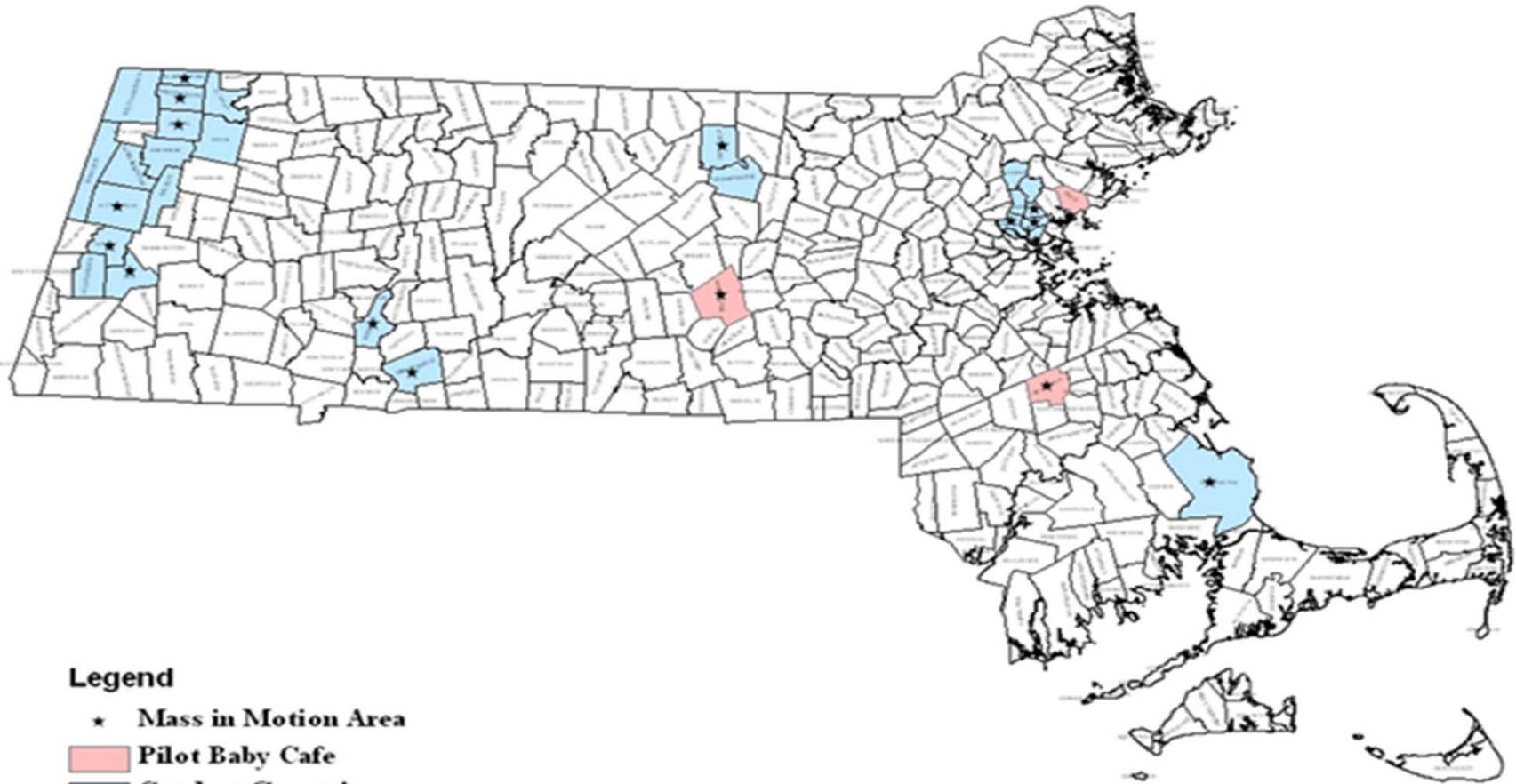
- Funded 2012-2013 by CDC's DNPAO "Supplemental Funding to Support Breastfeeding Promotion and Support Activities"
- Goal: Create a community engagement model that would improve the continuity of breastfeeding care and support for Massachusetts mothers by enhancing community-based post-discharge resources for women and their families.



# Enabling Continuity of Care for Breastfeeding Support in Massachusetts

## **Objective 1**

- Provide catalyst grants to 6 Breastfeeding Continuity-of-Care Teams and 3 *Baby Café*<sup>™</sup> pilot programs, together serving 16 Mass in Motion cities and towns.
- Teams developed customized implementation plans with performance indicators to provide education, peer mentoring, access to post-discharge care and other supportive services to breastfeeding mothers.



**Legend**

- ★ Mass in Motion Area
- Pilot Baby Cafe
- Catalyst Grant Area

## CDC Process Measures Associated with Interventions – Catalyst Grants

| Measure  | Total  |
|--|--------|
| Number of births between January 2013 and December 2013  | 5,058  |
| Number of women who breastfed their babies and received post-discharge support information     | 4,263  |
| Percentage of women who breastfed their babies and received post-discharge support information | 84.3%  |
| Number of women receiving post-discharge support within 2 months of giving birth               | 7,773  |
| Number of women receiving support 2 or more months after giving birth                          | 6,869  |
| Total contacts made with mothers over the course of the grant                                  | 28,787 |
| Percentage of contacts taking place within the first 2 months after birth                      | 52.3%  |

## ***Baby Café***<sup>™</sup> Measures

| Measure   | Total |
|---|-------|
| Contacts With Babies Birth to 6 Weeks Old                       | 104   |
| Contacts With Babies Exclusively Breastfed Birth to 6 Weeks Old | 73    |
| Contacts With Babies Over 6 Weeks                               | 172   |
| Contacts With Babies Exclusively Breastfed Over 6 Weeks         | 127   |
| Total Contacts With Exclusively Breastfed Babies                | 200   |
| Percentage of Contacts With Exclusively Breastfed Babies        | 72.5% |
| Contacts With Prenatal Women/Others                             | 17    |
| Total Number of New Mothers                                     | 122   |
| Total Contacts With Mothers                                     | 276   |
| Total Contacts  | 293   |



# Enabling Continuity of Care for Breastfeeding Support in Massachusetts

## **Objective 2**

Provide free online continuing professional education for providers.

- Expanding Clinicians' Roles in Breastfeeding Support (August 2013 through July 2016)
- Expanding Clinicians' Roles in Breastfeeding Support: Focus on Maternal & Infant Care Prenatally and During the Hospital Stay (August 2014 through July 2017)



## Enabling Continuity of Care for Breastfeeding Support in Massachusetts

- Courses developed by Northeastern University, MDPH, Massachusetts Chapter of the American Academy of Pediatrics
- Continuing education credits for physicians and registered nurses awarded through Hallmark Health System
- 4,013 completed tutorials (as of June 2015)
- Link <http://www.hriainstitute.org/breastfeedingcme/>



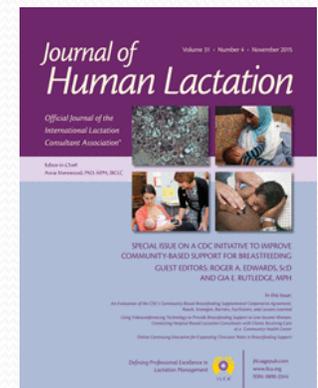
# Enabling Continuity of Care for Breastfeeding Support in Massachusetts

## Objective 3

- Work with Massachusetts Breastfeeding Coalition to improve awareness and utilization of available resources for linking mothers with direct support for breastfeeding, e.g., [www.zipmilk.org](http://www.zipmilk.org)
- Examine and provide feedback related to breastfeeding discharge practices at all 48 maternity hospitals in Massachusetts

# Enabling Continuity of Care for Breastfeeding Support in Massachusetts

- *Journal of Human Lactation*, Special Edition, November 2015
  - “Mobilizing Community Resources to Enhance Post-Discharge Support for Breastfeeding in Massachusetts: Results of a Catalyst Grant Approach”
  - “Online Continuing Education for Expanding Clinicians’ Roles in Breastfeeding Support”
  - “Breastfeeding Resources in Maternity Hospitals and Birth Centers in the Commonwealth of Massachusetts: A Content Analysis of Discharge Packets”





## Baby-Friendly Hospital Initiative - MCH Block Grant Technical Assistance Project (2014-2015)

- The project builds on the existing collaboration between the MDPH's WIC and Chronic Disease Prevention Programs.
- 1305 Strategy 7: “Increase access to breastfeeding-friendly environments”
- BCHAP and BFHN staff received technical assistance from breastfeeding and QI experts to develop the Department's capacity to support birth hospitals along the Baby Friendly Hospital pathway.



## Baby-Friendly Hospital Initiative MCH Block Grant Technical Assistance Project (2014-2015)

- Enhancement of Becoming Baby Friendly toolkit housed on DPH website
- Coaching through BFHI readiness assessments performed at four Massachusetts birth hospitals
- Support in updating DPH breastfeeding guidelines for hospitals

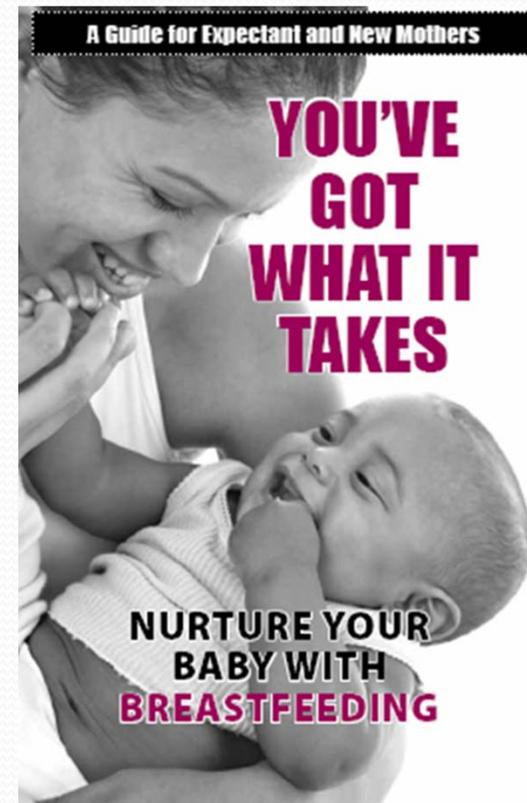
# Online BFHI training opportunity for Maternity Nurses (2015)

CDC funding allowed DPH to offer approximately 500 scholarships to nurses for online access to *First Latch*, which provides the 15 hours of training required by Baby Friendly.



## *You've Got What It Takes*

- WIC developed and recently updated participant educational materials to meet Baby Friendly requirements and to promote WIC as a breastfeeding resource for families.
- Materials are available free of charge to hospitals and OB providers and are also distributed to WIC participants to ensure consistent messaging.





## Increasing Access to IBCLCs at WIC

- As of March 2015 Massachusetts WIC employs 17 IBCLCs
- FY 15' USDA Infrastructure Grant
  - Funding to local programs to allow 25-30 Nutritionists to prepare and sit for the IBCLC exam in October 2016
  - Increased staffing of IBCLCs in the WIC environment will provide families with extra support and access to more specialized lactation care

# Breastfeeding Trends: 2010 vs. 2015

| Region                            | Ever Breastfed | Breastfeeding @ 6 months | Breastfeeding @ 12 months | Exclusive breastfeeding @ 3 months | Exclusive breastfeeding @ 6 months |
|-----------------------------------|----------------|--------------------------|---------------------------|------------------------------------|------------------------------------|
| <b>Healthy People 2020 Target</b> | 81.9%          | 60.6%                    | 34.1%                     | 46.2%                              | 25.5%                              |
| <b>U.S. National 2010</b>         | 75%            | 43%                      | 22.4%                     | 33%                                | 13.3%                              |
| <b>Massachusetts 2010</b>         | 77.6%          | 50.1%                    | 23.3%                     | 37.9%                              | 20.5%                              |
| <b>U.S. National 2015</b>         | 80%            | 51.4%                    | 29.2%                     | 43.4%                              | 21.9%                              |
| <b>Massachusetts 2015</b>         | 86.3%          | 57.2%                    | 37.8%                     | 49.6%                              | 26.2%                              |



## Breastfeeding Trends: Baby Friendly Hospital Status

- As of September 2009, Massachusetts had 2 designated Baby Friendly Hospitals and 5 birth hospitals in preparation for designation
- As of November 2015, Massachusetts has 7 designated Baby Friendly Hospitals and 22 birth hospitals in preparation for designation



## DPH Project Team

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