Minnesota Department of Health

Breastfeeding Recognition Program

Minnesota Breastfeeding Coalition 8th Annual Statewide Meeting
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Why Is MDH Encouraging Baby-Friendly Hospital Initiative?

• Implies clinical excellence in hospital care
• Developed by UNICEF and WHO in 1991 to reduce worldwide infant mortality
• Recognizes hospitals for best-practice maternity care and lactation support
• Promotes evidence-based practices known to improve breastfeeding rates *Ten Steps to Successful Breastfeeding*
• Ten Steps endorsed by US Surgeon General, CDC, AAP, AAFP and others
• One crucial step in making MN a healthy state
• Address health disparities by race/ethnicity
The Ten Steps

1. Written Breastfeeding Policy
2. Train all Healthcare Staff
3. Inform all Pregnant Women of Benefits
4. Help Mothers Initiate BF within One Hour
5. Show Mothers How to BF and Maintain Lactation
6. Give Newborn Infants Only Breastmilk
7. Practice Rooming In
8. Encourage BF on Cue
9. Give No Pacifiers or Artificial Nipples to Breastfeeding Infants
10. Foster the Establishment of BF Support Groups
Baby-Friendly Reduces Racial Disparities

Figure 3. Exclusive Breastfeeding by Ethnicity; Baby-Friendly Versus Non-Baby-Friendly Hospitals (2013)

Source: California Department of Public Health Genetic Disease Screening Program, Newborn Screening Data, 2013.

California WIC & UC Davis' Bringing Breastfeeding Home: Building Communities of Care, 2013
Baby-Friendly: Global and Local

- **20,000** hospitals in **150** countries are designated Baby-Friendly
- **14%** of US birth hospitals certified Baby-Friendly (292)
- In Minnesota **9 of 95** birth hospitals are Baby-Friendly certified
- [Minnesota Baby-Friendly Hospitals](#)
Breastfeeding Friendly

Across Minnesota, maternity centers, workplaces and health departments are being recognized as "Breastfeeding Friendly."

Click on an icon below to see those recognized as "Breastfeeding Friendly."

MDH Breastfeeding Friendly Designated Hospitals
Minnesota Maternity Center
5-Star Designation Program

Be recognized for any or all of the Ten Steps implemented.

- One star for 2 Steps
- Two stars for 4 Steps
- Three stars for 6 Steps
- Four stars for 8 Steps
- Five stars for 10 Steps

Adapted from North Carolina’s Maternity Center Breastfeeding Friendly Designation program

Coming soon!
SHIP Breastfeeding Support Update

Workplace, Child Care and Healthcare

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Workplace Setting

SHIP 3 and 4

Workplace and Health Department Recognition Programs

MDH Minnesota Department of Health
Why Support Breastfeeding in the Workplace?

- Women with children are fastest growing segment of workforce
- Mothers and babies enjoy better health
- #1 reason women site for discontinuing breastfeeding
- 3 to 1 ROI for employers

Ship 4: Workplace Framework

**STRATEGY**
- Organizational Planning

**ACTIVITIES**
- Leadership support, Wellness team, Communication plan, Goal-setting, Measurable outcomes
- Healthy Eating: Cafeterias, catering, vending, snack stations, other
- Physical Activity: Access to facilities, active commuting, flexible scheduling, other
- Tobacco-free Living: Tobacco free policies, cessation coverage and support
- Breastfeeding Support: Lactation space and support
- Lifestyle and/or Stress Management: Organizational strategies to address lifestyle/stress management, benefits alignment, social support
Breastfeeding Support

Lactation room: clean room, near water source, locks from inside, table, breast pump provided, electrical outlet, place to store milk

Breastfeeding support policy/guideline that includes lactation room, FMLA leave and management role in supporting new mom’s

Training for management and other staff is developed and implemented

Ongoing nursing mother’s support group
SHIP 3: Workplace Results

Overall:

- 540 workplaces
- 61,704 employees

Breastfeeding support:

- 303 workplaces
- 8,290 women
Breastfeeding Friendly Recognition Programs

Launched in fall of 2014

- Worksites
- Health Departments
Goals of Recognition Programs

- Recognize organizations for their support of breastfeeding
- Increase the number of organizations who support breastfeeding moms and families
- Increase rates of initiation, duration and exclusivity of breastfeeding in Minnesota
Workplace Recognition Program
Role of Employers

Think: S.T.E.P.

Support: From supervisors, colleagues & the employer

Time: Leave after birth & flexible scheduling to accommodate lactation breaks at work

Education: Benefits of breastfeeding & the worksite policy for mothers, fathers & supervisors

Place: Private space to express milk
Application Process

1. Go to the MDH Breastfeeding webpage
2. Complete application
3. Submit documents by February and August deadline dates
4. Once approved, receive certificate and posters, window clings
Health Department Recognition Program
10 Steps to BFF Health Departments

1. Establish group lead
2. Have written BF policy
3. Coordinate support and promote BF in community
4. Collaborate with community partners
5. Educate community
6. Encourage racially and ethnically diverse resources in community
7. Support initiation and maintenance of BF for 12 months
8. Encourage public places to provide BFF environments
9. Select businesses each year to provide training and support.
10. Facilitate and support training for child care sites
Health Departments Recognition Program

Bronze level: Complete 5 steps
Silver level: Complete 7 steps
Gold level: Complete Ten Steps.
BFHD Toolkit

To download the BFHD toolkit, the Ten Steps and Tip Sheets:
go to www.dakotacounty.us
(search “Breastfeeding Friendly Health Department”)

BFHD toolkit on MDH site:
www.health.state.mn.us/divs/oshii/bf/healthdept.html
Recognition Program Website

**Breastfeeding Friendly**

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Click on an icon below to see those recognized as "Breastfeeding Friendly."

- Maternity Centers
- Workplaces
- Health Departments
Child Care Programs

SHIP 3 and 4

Joyce O’Meara
Child Care Specialist

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Grantee Update

- Child Care as a mandatory setting for the first time
- All 38 grantees required to work in child care
- More than half had not worked in child care before
- Breastfeeding Support was added in SHIP 2 when only 5 of the 18 grantees worked with child care programs
- Breastfeeding support NEW to almost everyone!
SHIP support breastfeeding in child care programs

- Providers complete self-assessment of practices
- Training on best practices
- Action planning/goal setting
- Technical assistance/coaching
- Write new practices into program policies
- Re-assessment of practices to measure progress
What does breastfeeding support in a child care program look like?

- Positive, welcoming attitude
- Environment reflects welcome
- Knowledge about proper storage, handling of breast milk
- Private place to breastfeed or pump, if desired
- Ability to refer breastfeeding moms to resources as needed
Policy, Systems and Environmental Change

- PSE – or ESP – for long-term change

- E – change child care environments for babies through training of child care providers on best practices and coaching

- S – integrate breastfeeding support trainings into the professional development system available to ALL child care providers

- P – help child care providers change their practices first, then build them into their program policies for sustainability
SHIP 3: Child Care Results

- Total: 768 sites, 9271 individuals
- Breastfeeding: 570 sites, 1038 individuals
Thank you!

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