



Breastfeeding Friendly Health Departments



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Public Health
Prevent. Promote. Protect.

DNP project: Breastfeeding Friendly Health Departments (BFHD)

Purpose and scope:

- Establish the BFHD ten step process* for local public health (LPH) in Minnesota which will focus on LPH capacity building and community engagement for breastfeeding promotion and support.

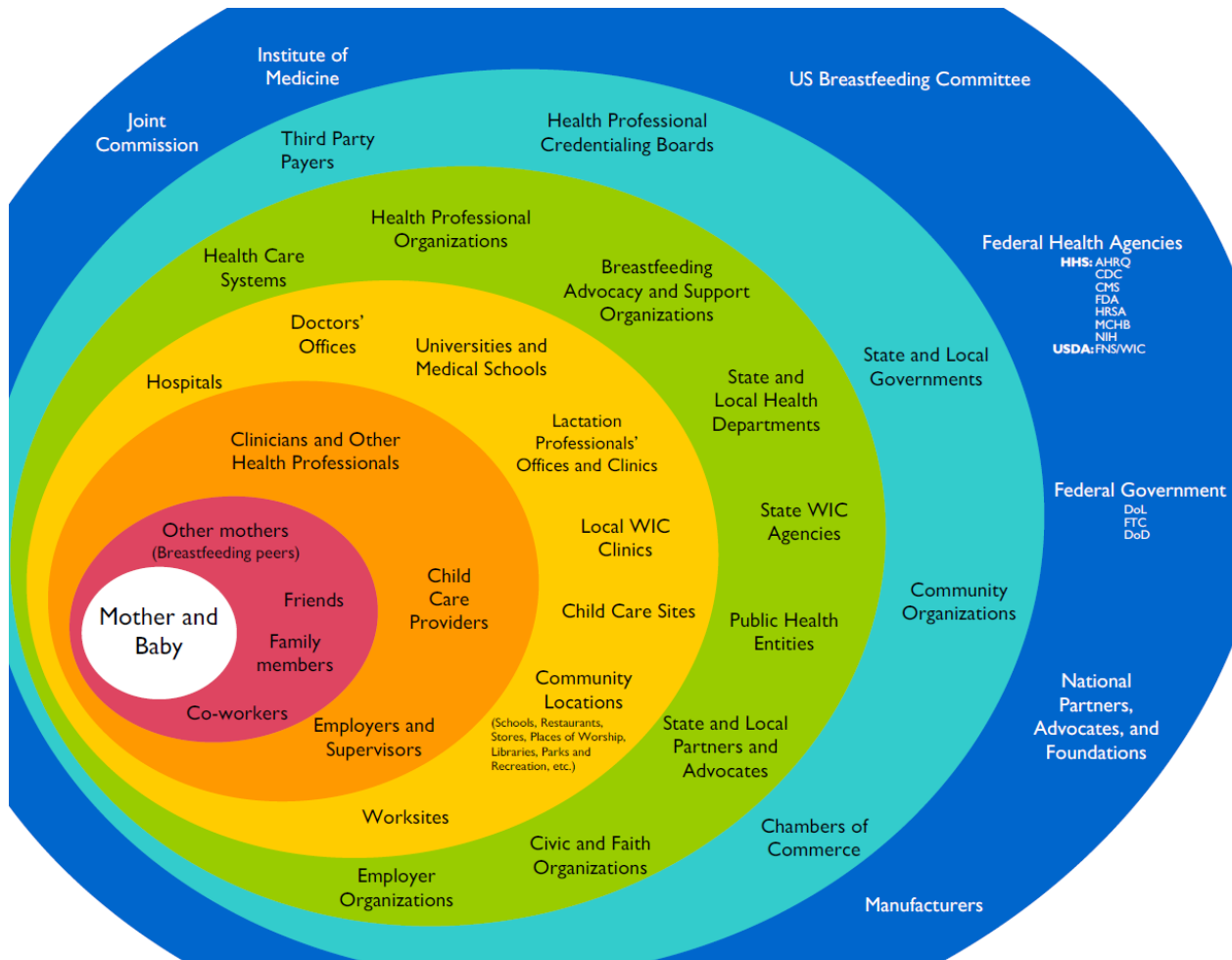


Need:

- Protection, Promotion and Support of Breastfeeding are Critical Public Health Needs (Centers for Disease Prevention and Control [CDC], 2010).
- The U.S. rates for both breastfeeding duration and exclusivity need to be increased (CDC, 2010).

**Adapted from Wisconsin Department of Health Services (2010), Breastfeeding Committee for Canada (2002) and Carolina Global Breastfeeding Institute (2011). World Health Organization and UNICEF (1989).*

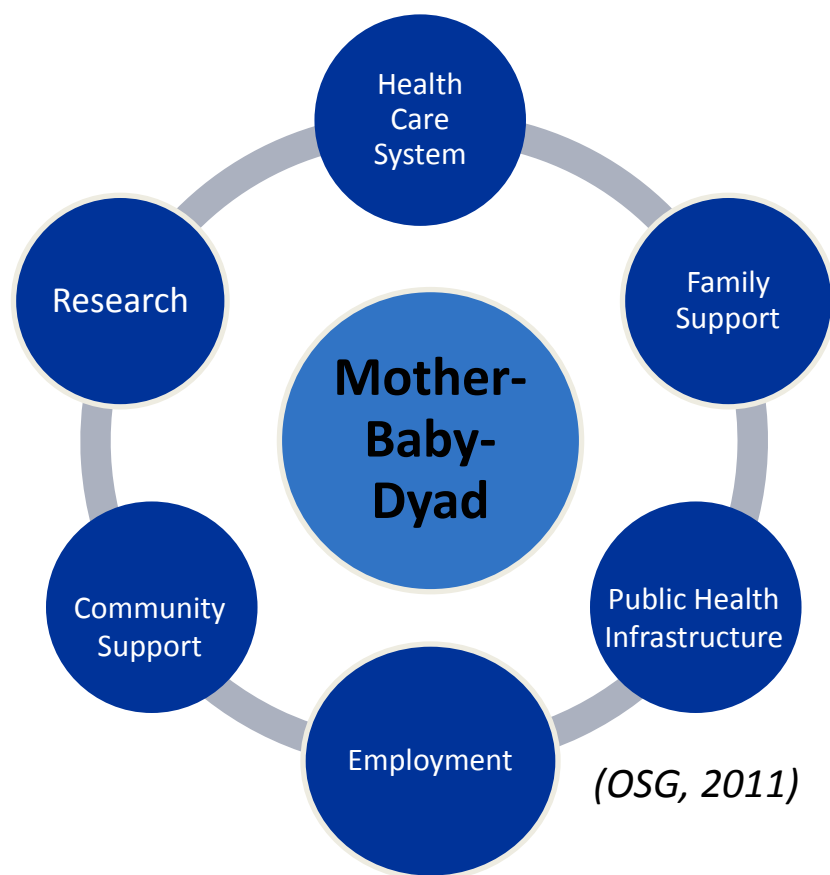
The Many Layers of Influence on Breastfeeding



This diagram demonstrates the collaborations and outreach necessary to improve support for breastfeeding.

Surgeon General's Call to Action 2011 to Support Breastfeeding

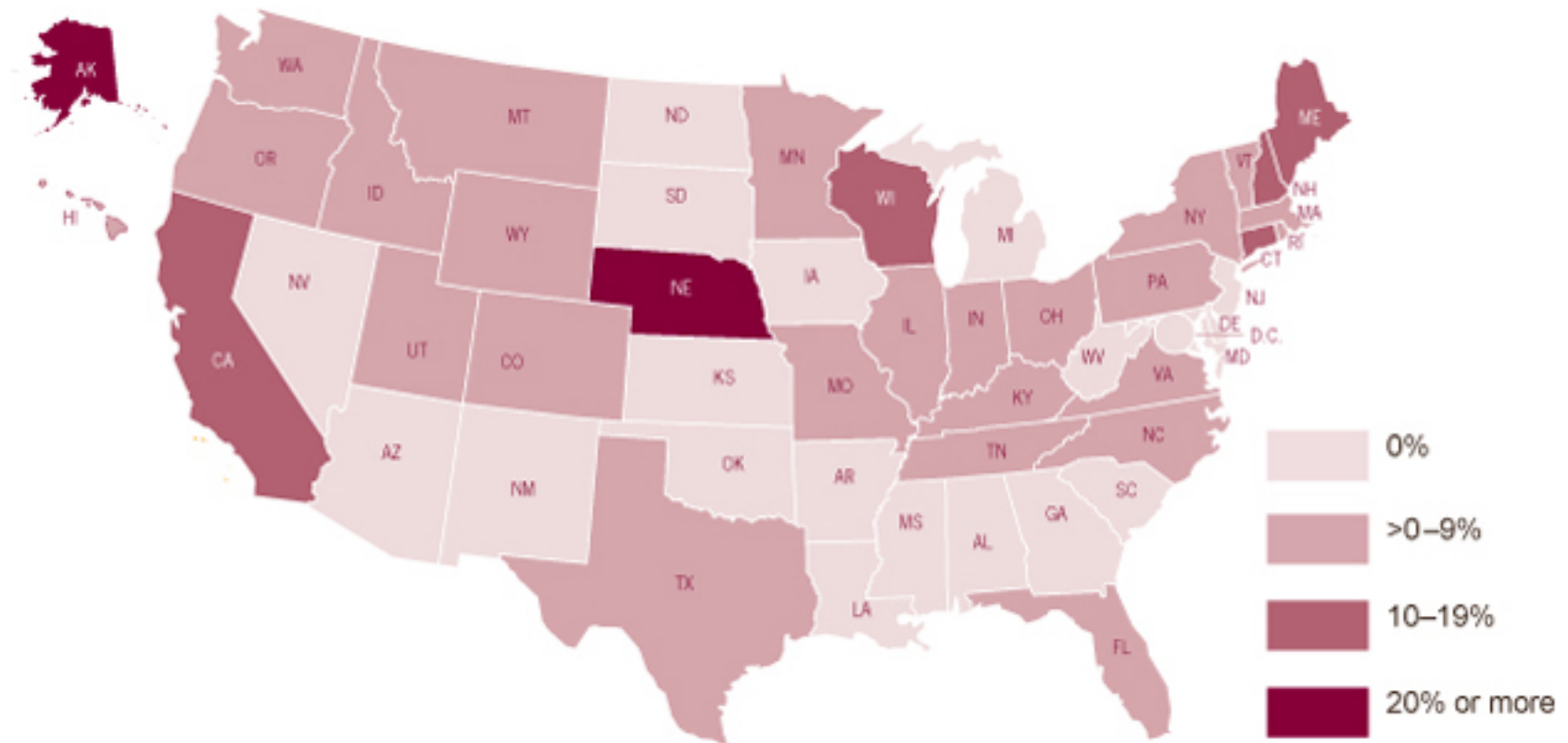
- Improve national leadership on the support of breastfeeding
- Healthy People 2020: Increase breastfeeding initiation to 80% and exclusivity to 25.5% (Office of Surgeon General [OSG], 2011)
- Healthy Minnesota 2020: Increase rates of exclusivity (MN Department of Health, 2012)



Baby-Friendly Hospital Initiative

U.S. State Info

Percentage of births at Baby-Friendly facilities in 2011, by state

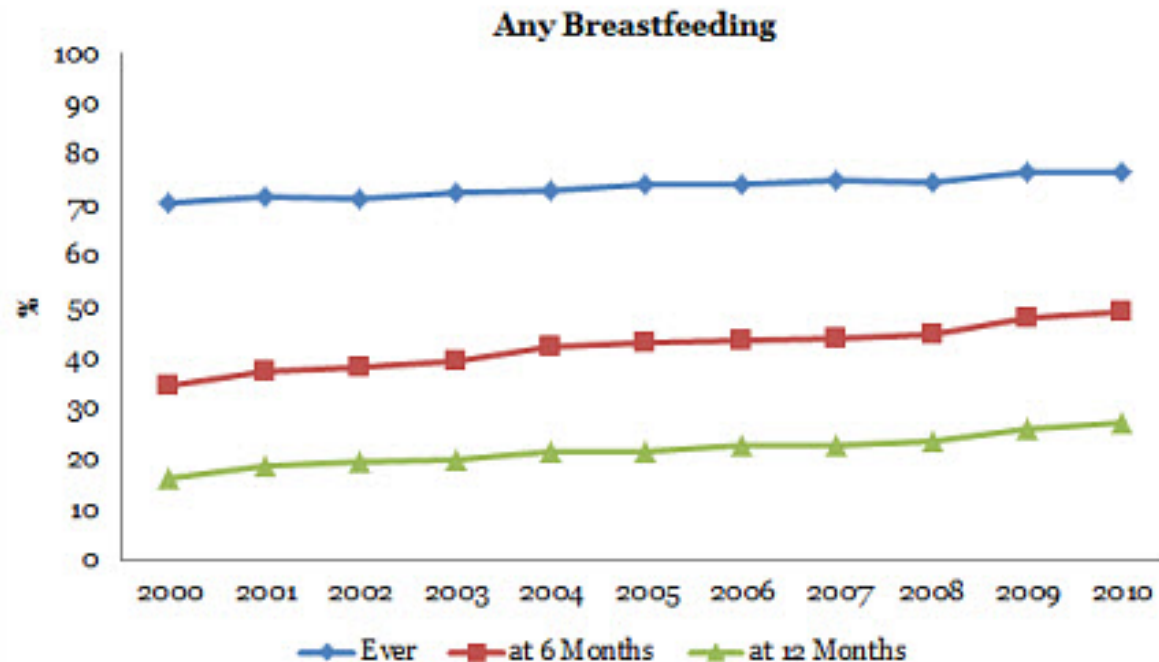


SOURCE: [Baby-Friendly facilities in 2011](#) and CDC National Center for Health Statistics 2009 Live Births

Breastfeeding Among U.S. Children Born 2000 – 2010, CDC National Immunization Survey

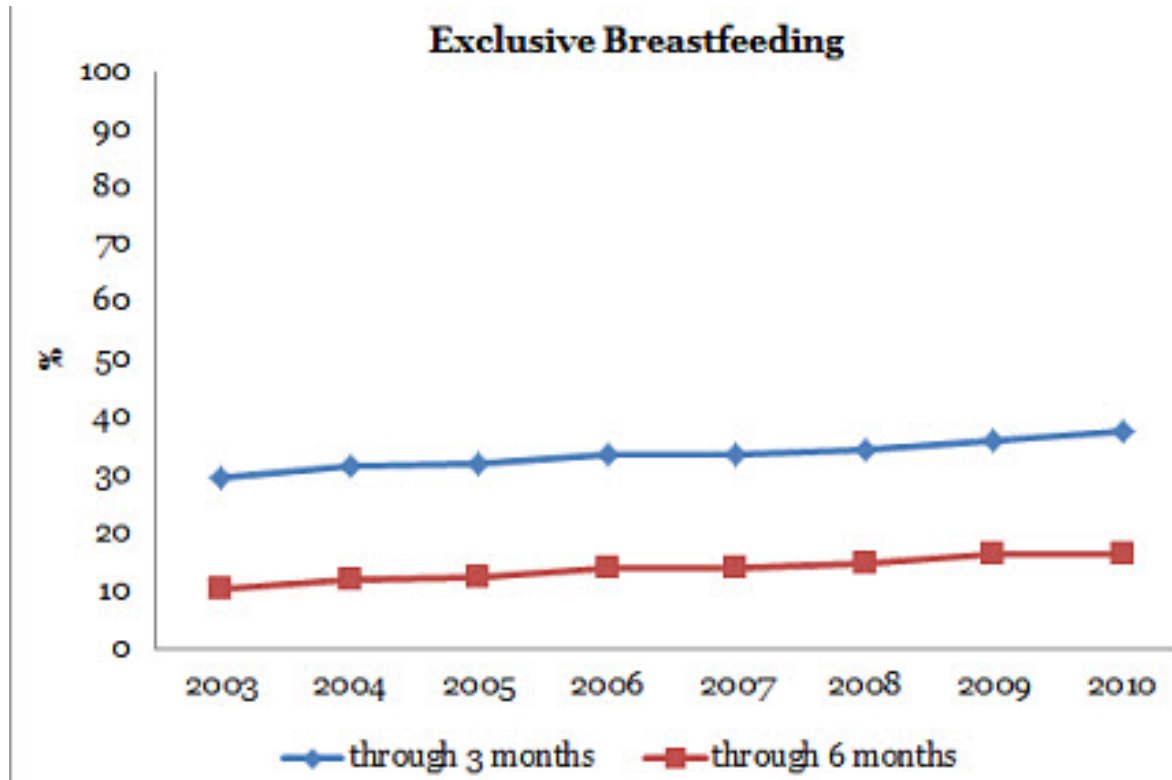


Percentage of children who were breastfed, by birth year^a



Breastfeeding Among U.S. Children Born 2000 – 2010, CDC National Immunization Survey

Percentage of children who were breastfed, by birth year^a



Healthy People 2020 Objectives

MICH-21: Increase the proportion of infants who are breastfed

		<u>Baseline</u>	<u>Target</u>	<u>Minnesota</u>
MICH-21.1:	Ever	74.0%	81.9%	73.5%
MICH-21.2:	At 6 months	43.5%	60.6%	49.1%
MICH-21.3:	At 1 year	22.7%	34.1%	23.1%
MICH-21.4:	Exclusively through 3 months	33.6%	46.2%	47.2%
MICH-21.5:	Exclusively through 6 months	14.1%	25.5%	23.5%

Breastfeeding Benefits

- **Mom:** less likely to develop diabetes, breast or ovarian cancer (U.S. Department of Health and Human Services [DHHS], 2008).
- **Baby:** at a lower risk for many health problems – ear & respiratory infections, diarrhea, asthma and obesity (American Academy of Pediatrics Section on Breastfeeding, 2005)
- **Families and Businesses:** fewer insurance claims, less sick time taken, work force retention (OSG, 2011)
- **Overall cost savings:** of 90% of U.S. newborns were breastfed exclusively for first six months, medical costs reduce by 2.2 billion (Batrick & Reinhold, 2010)

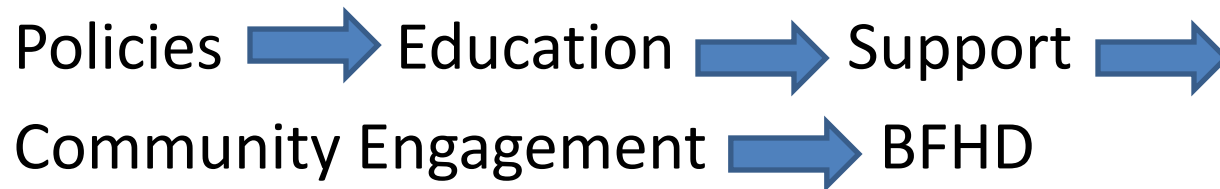




[Breastfeeding. It's Natural](http://www.youtube.com/watch?v=2R5_Wdz9zgc)

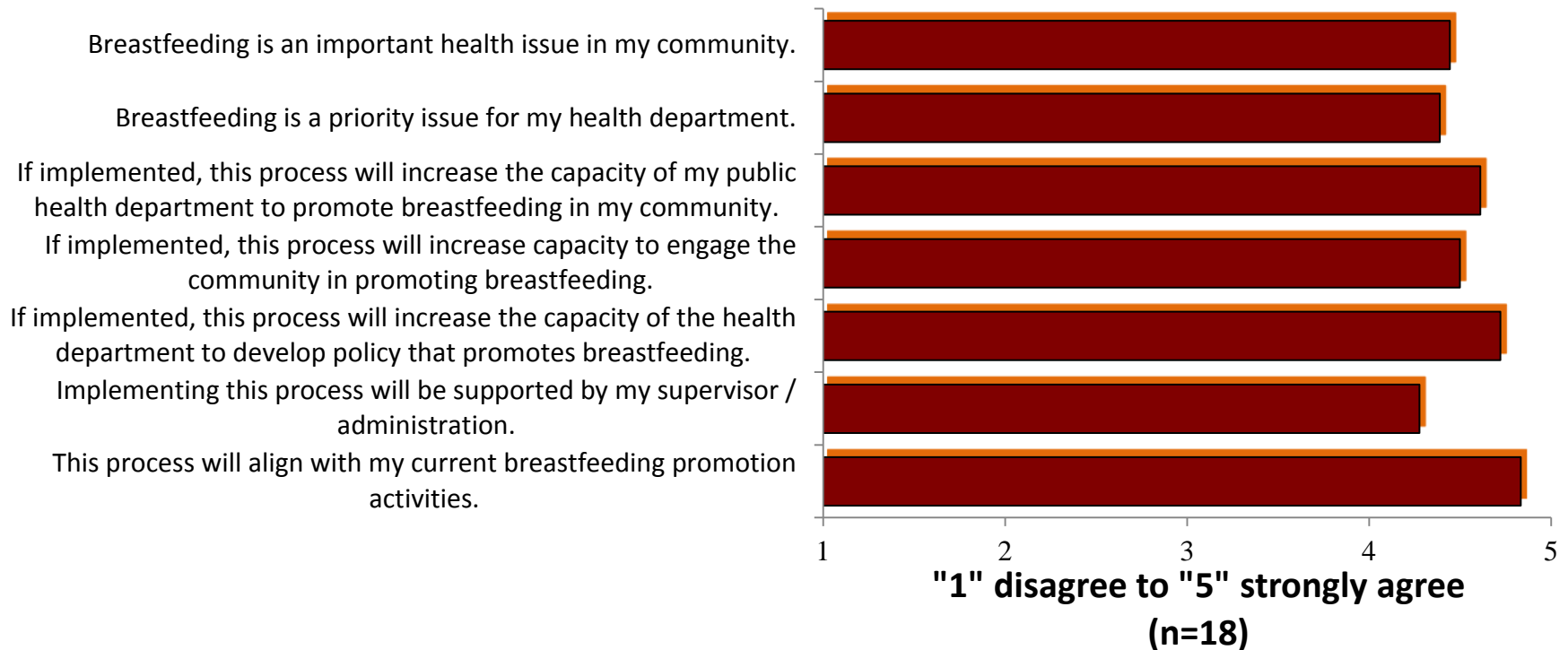
http://www.youtube.com/watch?v=2R5_Wdz9zgc

Project overview: 10 Steps for Breastfeeding Friendly Health Departments



Local Health Departments in MN are ready
“An idea whose time has come!”

Needs assessment on Breastfeeding-Friendly Health Departments (BFHD) 10 Steps Based on the 10 steps to Successful Breastfeeding for Health Departments (18 Local Public Health Department Respondents)





Project Overview

- Recruited 10 local health departments representing urban and rural MN (convenience sample)
- Completed pre-self and post-self appraisal on BFHD 10 steps to evaluate progress
- Training, Webinars, Resources, Tip Sheets and Consultation provided
(Webinar – www.health.state.mn.us/healthreform/ship/training.html)
- Plans for transition of the BFHD process to Minnesota Department of Health for expansion/BFHD designation

Breastfeeding Friendly Health Department Pilot Sites

City of Bloomington Public Health

Sherburne County

Freeborn County

Anoka County

St. Paul - Ramsey County Public Health

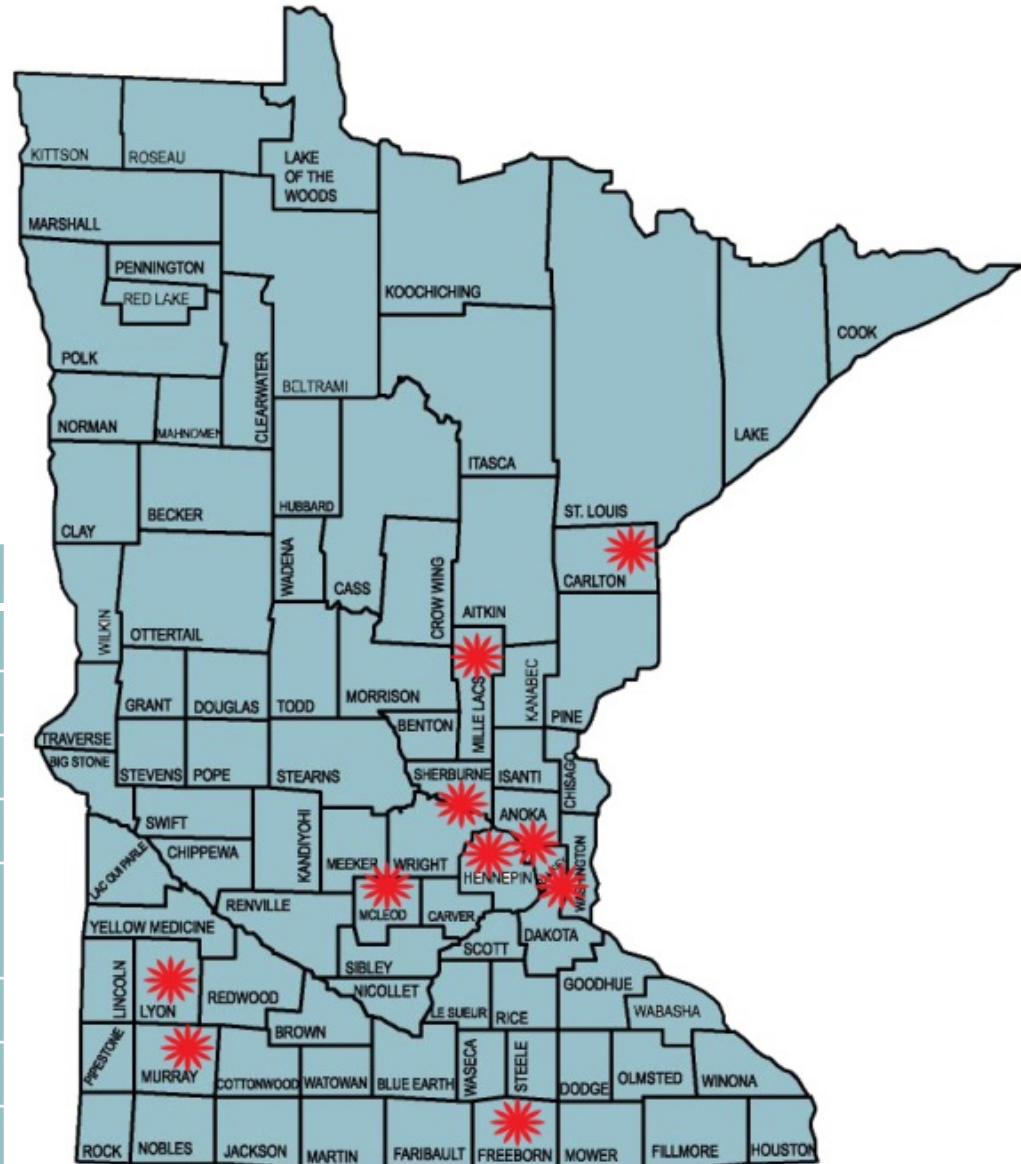
Southwest Health & Human Services – Lyon and
Murray County

Mille Lacs County Community Health

McLeod County Public Health

Dakota County Public Health

Carlton County Public Health & Human Services



10 Steps for Breastfeeding Friendly Health Departments

Refer to handout

10 Steps For Breastfeeding Friendly Health Departments



1 Establish a designated individual/group to manage the following tasks:

- Review and modify existing health department policies, procedures and protocols for breastfeeding practice and breastfeeding friendly environments.
- Develop new policies, procedures and protocols for breastfeeding practice.
- Assure staff receive orientation and continuing education on breastfeeding.
- Complete an assessment of community needs for individual breastfeeding support.
- Initiate a coalition/task force with community and health department membership.

2 Have a written breastfeeding policy that is routinely reviewed with department staff and meets the following criteria:

- Addresses all Ten Steps.
- Indicates all mothers will be referred to appropriate individual support within the community.
- Identifies which health care provider/community resources acts as first point of referral for mothers experiencing common breastfeeding challenges.
- Support for breastfeeding employees.
- Remains accessible for review by women and their families if requested.

3 Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the "norm" in the community.

- Assure breastfeeding mothers are given contact information of community based breastfeeding support groups and individual breastfeeding services.
- Develop formal referral system for communicating mother's breastfeeding progress to staff as she moves from hospital to community/public health programs.
- Coordinate information with the WIC Program, breastfeeding promotion task forces/coalitions, schools, hospitals, medical clinics and health care providers.
- Collaborate with partners to establish protective legislation for breastfeeding women.

4 Collaborate with community partners to assure access to breastfeeding classes for prenatal women.

- Identify available prenatal breastfeeding classes within the community.
- Identify barriers to accessing classes for any/all populations within the community such as language, cost, and location.
- Work collaboratively with community partners/OB providers to fill the gaps and eliminate the barriers.

5 Educate the community on breastfeeding support.

- Increase community awareness by sharing the health department breastfeeding policy.
- Provide basic information on breastfeeding support and management.
- Increase community awareness of breastfeeding friendly messages.

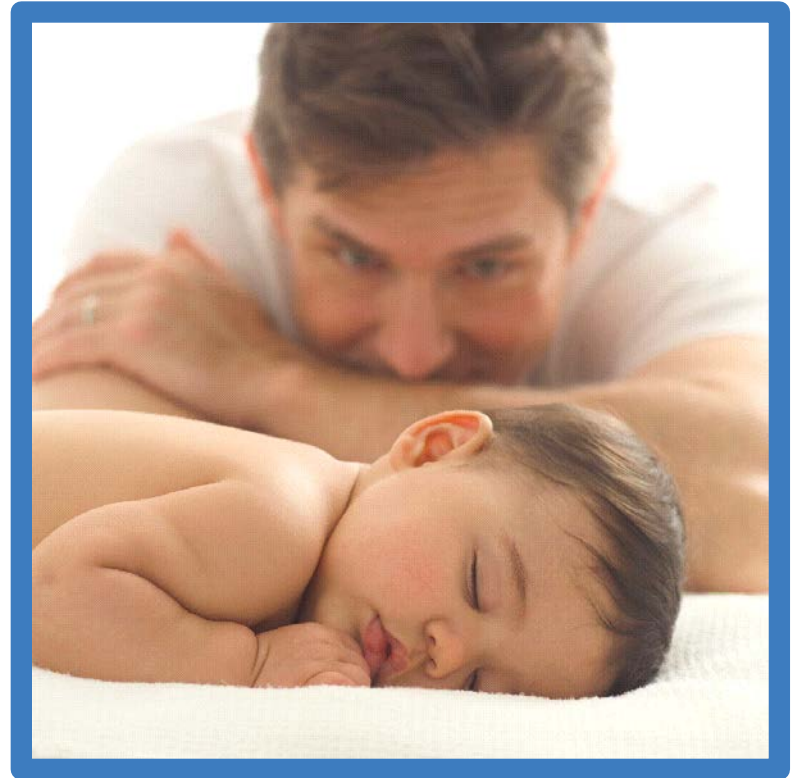


Step 1

Establish a designated individual/group to manage the following tasks including policy review, development, staff orientation and education

Step 2

Have a written breastfeeding policy that is routinely reviewed with department staff and meets the following criteria including addressing all BFHD 10 steps



Step 3

Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the “norm” in the community





Step 4

Collaborate with community partners to assure access to breastfeeding classes for prenatal women

Step 5

**Educate the community on
breastfeeding support**





Step 6

Encourage racially and ethnically diverse resources within the community

Step 7

**Support mothers in
initiating and maintaining
breastfeeding up to
12 months and beyond**





Step 8

Through community partners encourage local public places to provide a breastfeeding friendly environment for families

Step 9

**Select businesses
each year and provide worksite
lactation support training**



Step 10



Facilitate access to information and training for local childcare centers/providers/schools on how to support a breastfeeding mother



BFHD Workplan & Evaluation

Pre/post self-appraisal done on 10 steps to evaluate progress

- SurveyMonkey was sent on January 8 and June 5, 2013
- Responses were one of the following:
 - Yes = this component is in place and reviewed periodically.
 - In Process = we have begun to work on this component, but not yet fully Implemented.
 - No = we have not begun to work on this component.
- Score: Yes = 2, In Process =1, No = 0
- Closer to the rating 2.0 = the step is complete



BFHD Self-Appraisal Results

Aggregate
rating average
Pre Post

STEP 1: Establish a designated individual/group to manage the following tasks including policy review, development, staff orientation and education

.84 1.28

STEP 2: Have a written breastfeeding policy that is routinely reviewed with department staff and meets the following criteria including addressing all BFHD 10 steps

.92 1.44

STEP 3: Coordinate breastfeeding support and promotion with other programs in the health department, private and public health care systems, and community organizations to establish breastfeeding as the “norm” in the community

1.10 1.35

STEP 4: Collaborate with community partners to assure access to breastfeeding classes for prenatal women

.67 1.17

STEP 5: Educate the community on breastfeeding support

1.22 1.37



BFHD Self-Appraisal Results

	Aggregate rating average	
	<u>Pre</u>	<u>Post</u>
STEP 6: Encourage racially and ethnically diverse resources within the community	1.00	1.15
STEP 7: Support mothers in initiating and maintaining breastfeeding up to twelve months and beyond	1.07	1.38
STEP 8: Through community partners, encourage local public places to provide a breastfeeding friendly environment for families	.33	.83
STEP 9: Select businesses each year to provide worksite lactation support training	.46	1.02
STEP 10: Facilitate access to information and training for local childcare centers/providers/schools on how to support a breastfeeding mother	.75	1.00



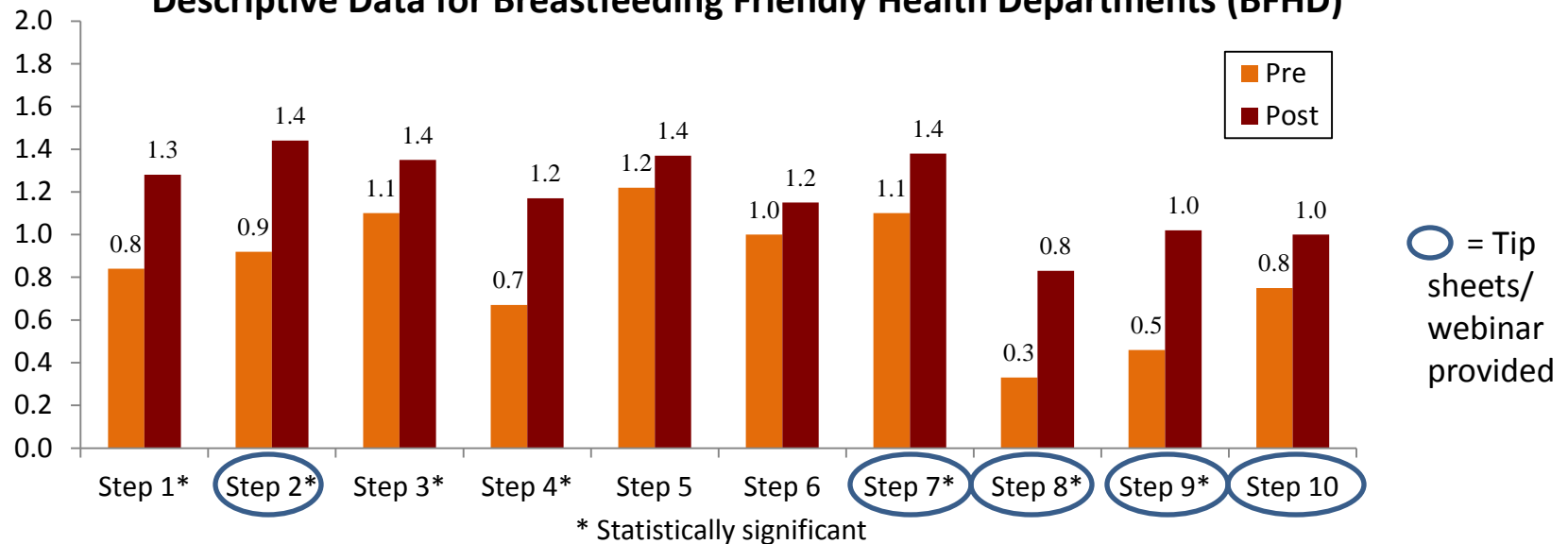
BFHD Self-Appraisal Results

	Aggregate rating average		
	<u>Pre</u>	<u>Post</u>	<u>P-value*</u>
Step 1*	.84	1.28	0.008
Step 2*	.92	1.44	0.003
Step 3*	1.10	1.35	0.042
Step 4*	.67	1.17	0.027
Step 5	1.22	1.37	0.403
Step 6	1.00	1.15	0.343
Step 7*	1.07	1.38	0.039
Step 8*	.33	.83	0.020
Step 9*	.46	1.02	0.009
Step 10	.75	1.00	0.252

**Steps 1, 2, 3, 4, 7, 8, and 9 have p-values less than 0.05. These steps show significant difference between the mean pre score and the mean post score.*

Results

Descriptive Data for Breastfeeding Friendly Health Departments (BFHD)



- Step 1:** Establish a designated individual/group to manage BFHD
- Step 2:** Have a written breastfeeding policy
- Step 3:** Coordinate breastfeeding support and promotion to establish breastfeeding as the "norm" in the community
- Step 4:** Collaborate to assure access to breastfeeding classes
- Step 5:** Encourage racially and ethnically diverse resources within the community
- Step 6:** Support mothers in initiating and maintaining breastfeeding
- Step 7:** Support mothers in initiating and maintaining breastfeeding
- Step 8:** Encourage local public places to provide a breastfeeding friendly environment
- Step 9:** Select businesses each year and provide worksite lactation support training
- Step 10:** Facilitate access to information and training for local childcare centers to support a breastfeeding mother

Results: Box-Plots

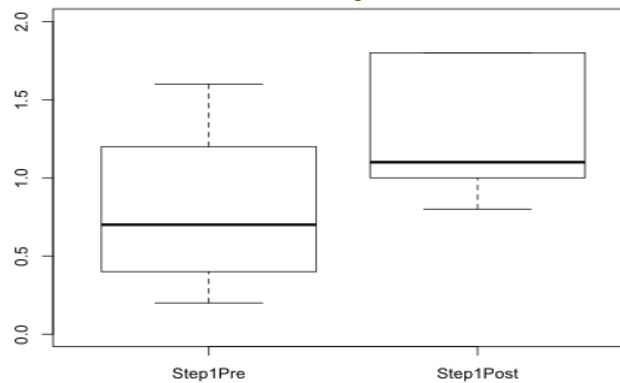
Box-plots describe the distribution of counties at each steps for pre vs. post.

Box = inter-quartile range

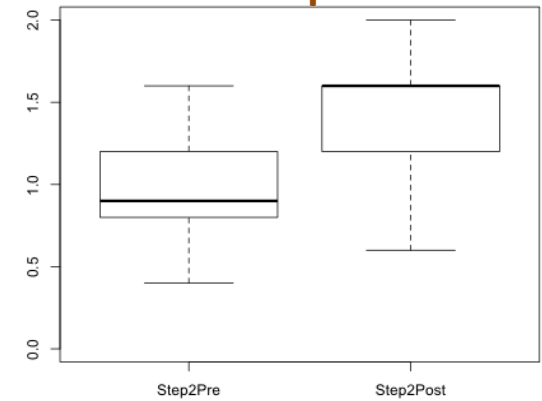
Darker bar = the mean

Some steps show significant differences while others do not show a significant difference. For each step the mean post score is greater than the mean pre-score.

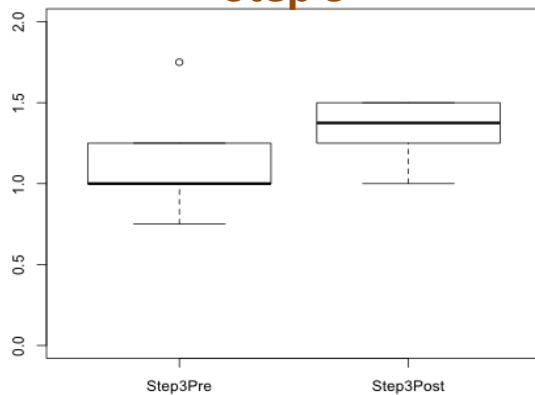
Step 1



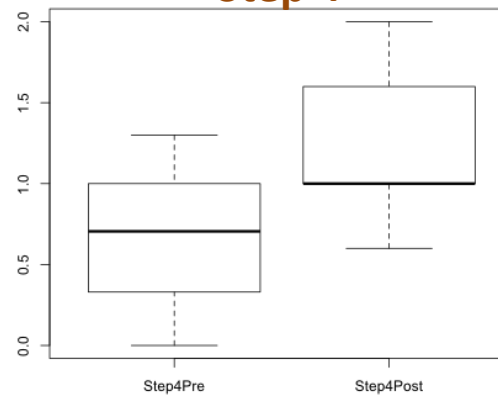
Step 2



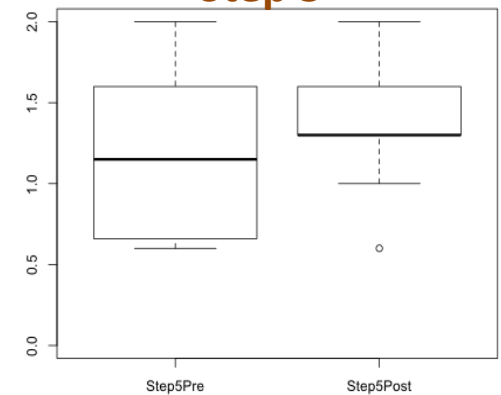
Step 3



Step 4



Step 5



Results: Box-Plots

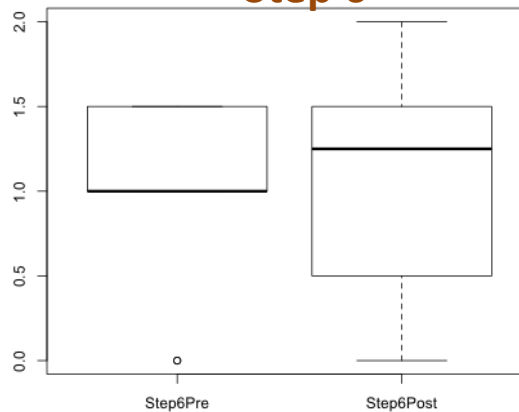
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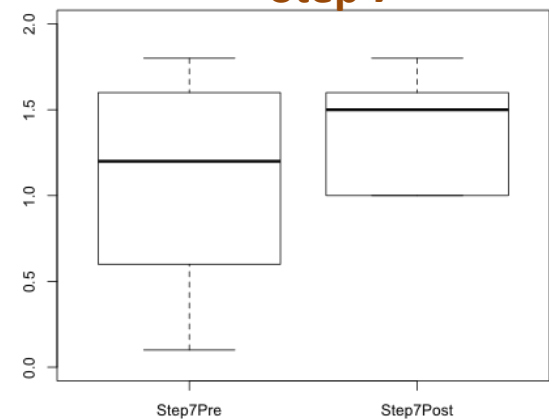
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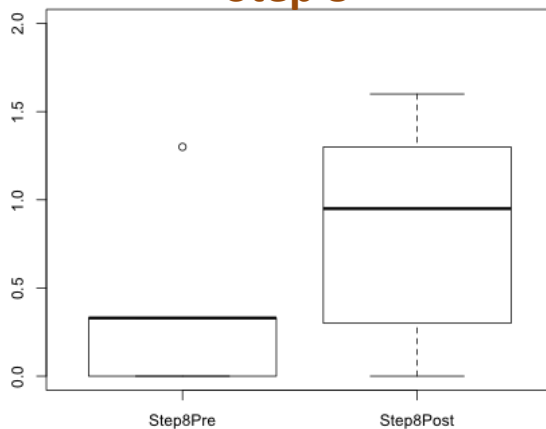
Step 6



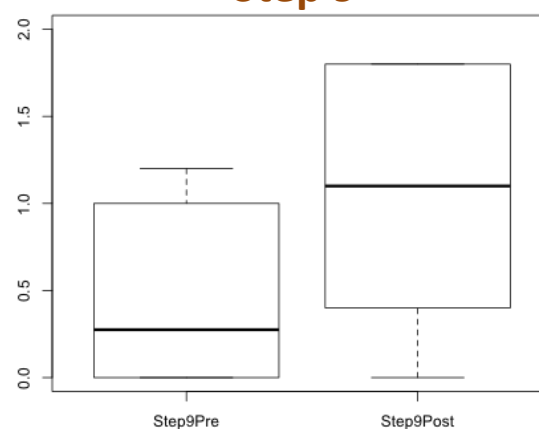
Step 7



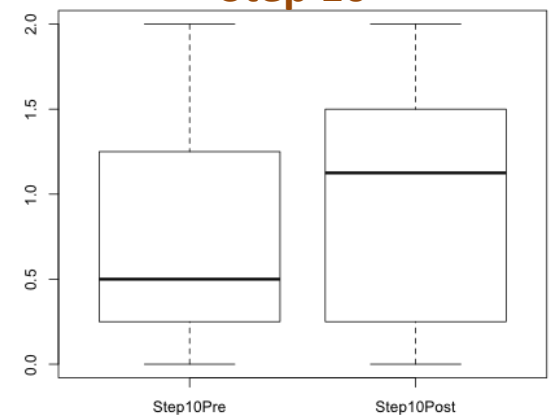
Step 8



Step 9

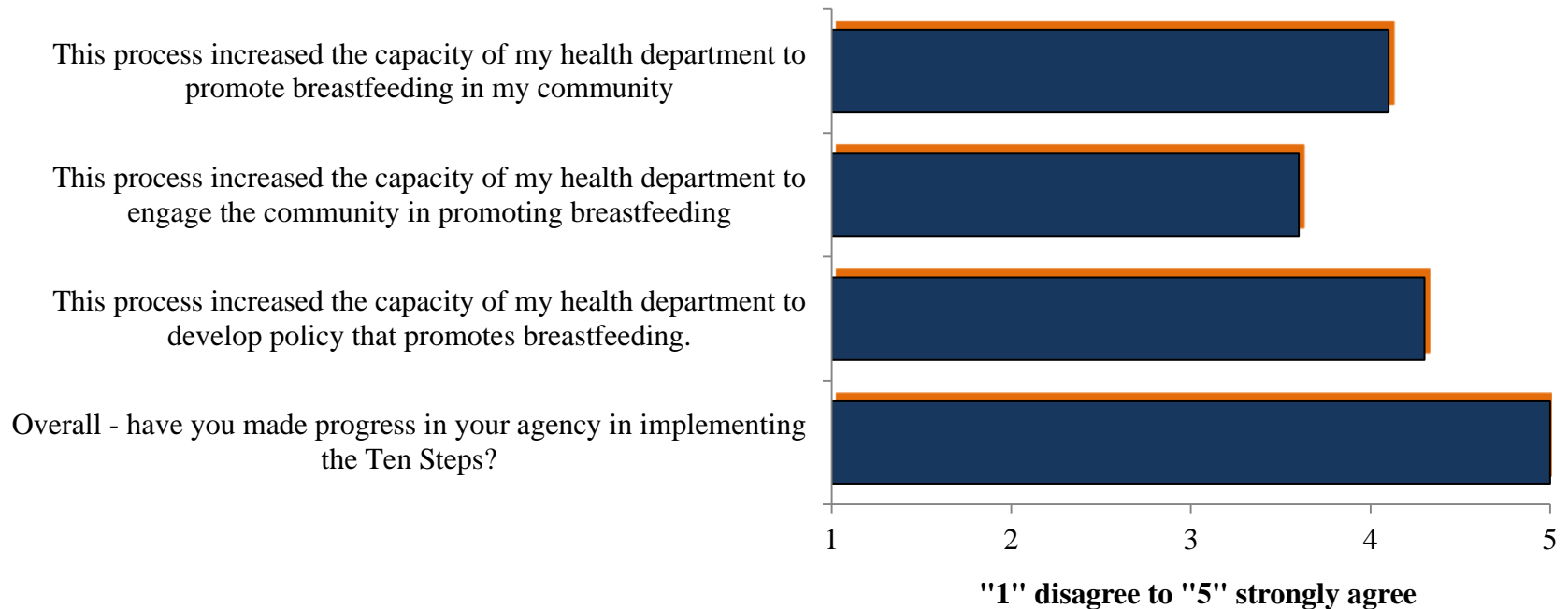


Step 10



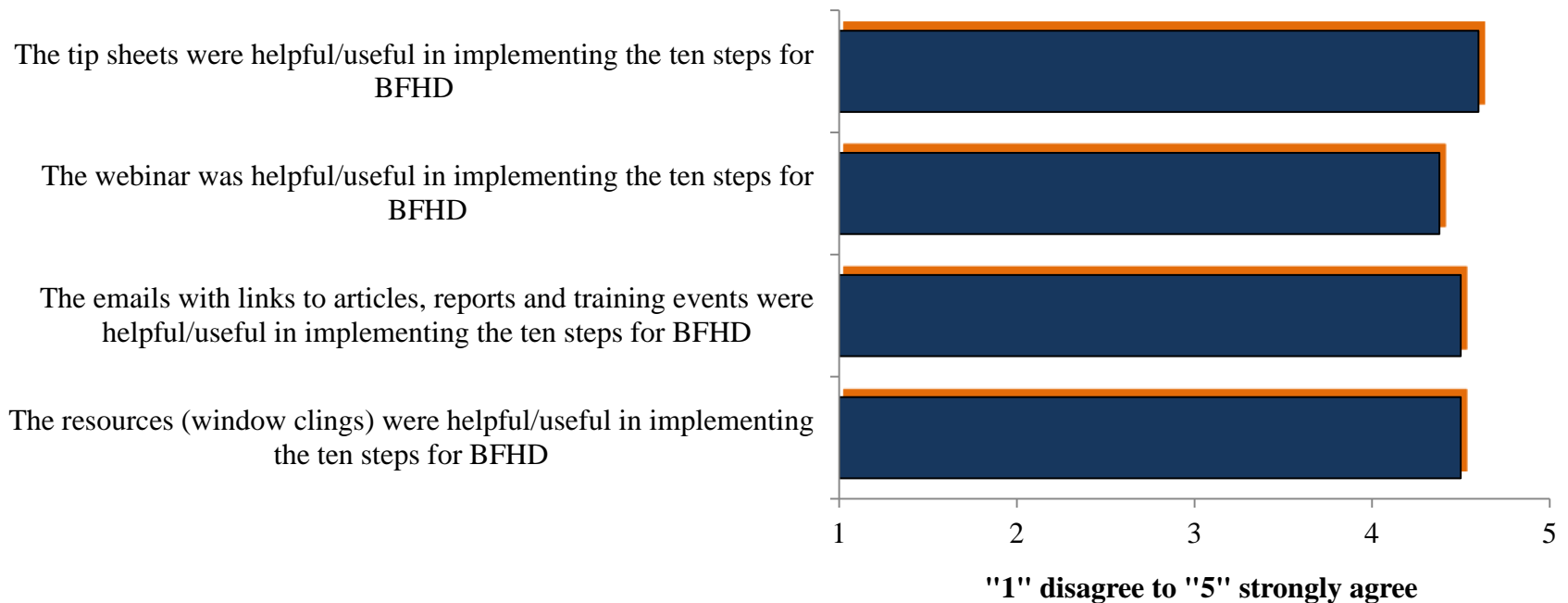
Results: Capacity

Breastfeeding-Friendly Health Departments (BFHD)
Based on the 10 steps to Successful Breastfeeding for Health Departments
(n=10 BFHD Pilot Sites)



Results: Resources

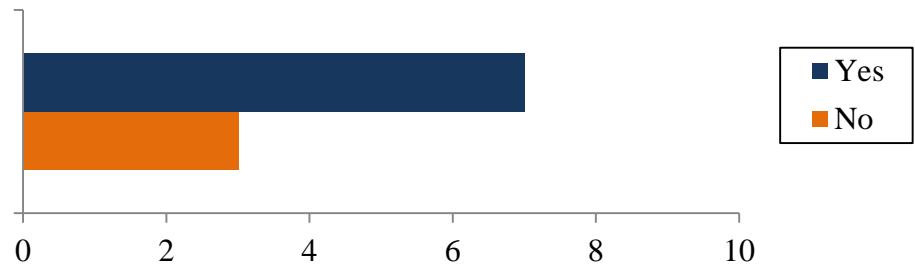
Breastfeeding-Friendly Health Departments (BFHD)
Based on the 10 steps to Successful Breastfeeding for Health Departments
(n=10 BFHD Pilot Sites)



Results: Funding

Breastfeeding-Friendly Health Departments (BFHD) Based on the 10 steps to Successful Breastfeeding for Health Departments

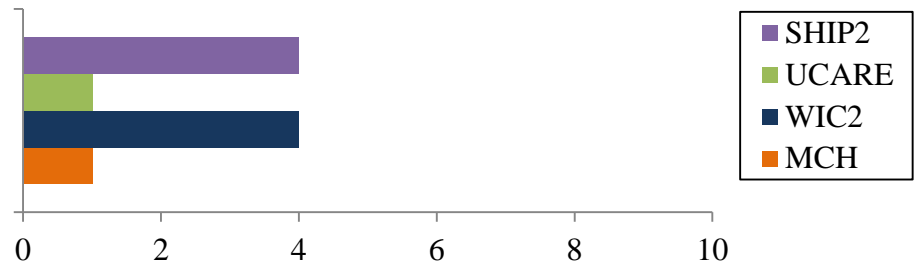
During the BFHD pilot process were any grant funds used to support your breastfeeding work in implementing the Ten Steps?



N = 10 Pilot Sites

Breastfeeding-Friendly Health Departments (BFHD) Based on the 10 steps to Successful Breastfeeding for Health Departments

If yes, indicate the source of grant funds



N = 10 Pilot Sites

Comments from BFHD pilot champions

“This helped us start some important conversations and sincerely take a look internally vs. externally and talk about a way to cause some ripple effects – good idea!”

“Thanks to your encouragement and resources we’ve been able to reignite the way we look at breastfeeding support within our division as well as the community.”

“Thanks for the nudge to take a closer look at what we’re doing – we needed that!”

“All information provided was helpful and resourceful. I appreciate the time you put into providing information and education. I hope other local agency will have the same opportunity”.

Suggestions for improvements from BFHD champions

- Ask for more feedback from pilot sites
- Provide a personal visit
- More training and webinars
- More consultation
- Embraced working on all 10 steps in a more thorough way however, we can't due to limited time, funding and staff

Practice Implications

- Model for LPH to become a BFHD (transition process to MDH)
- Agency wide commitment to breastfeeding (move beyond WIC)
- Synergy with hospitals in BFHI
- Influence policy at national/state levels (SHIP funding)
- Research potential



The Future

- Partnerships (MDH and MBC)
- Presentations
- Publications
- Progress

Ten Steps for Breastfeeding Friendly Health Department





Questions



**Thank you for promoting
and supporting breastfeeding!**

References:

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