Breastfeeding Friendly Health Departments

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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).

The Many Layers of Influence on Breastfeeding

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

Source: http://www.usbreastfeeding.org
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

Percentage of children who were breastfed, by birth year

Source: http://www.cdc.gov/breastfeeding/data/NIS_data/

Percentage of children who were breastfed, by birth year

Source: http://www.cdc.gov/breastfeeding/data/NIS_data/
## Healthy People 2020 Objectives

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

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

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
Project overview:
10 Steps for Breastfeeding Friendly Health Departments

Policies → Education → Support → Community Engagement → BFHD

Local Health Departments in MN are ready
“An idea whose time has come!”
Breastfeeding is an important health issue in my community.

Breastfeeding is a priority issue for my health department.

If implemented, this process will increase the capacity of my public health department to promote breastfeeding in my community.

If implemented, this process will increase capacity to engage the community in promoting breastfeeding.

If implemented, this process will increase the capacity of the health department to develop policy that promotes breastfeeding.

Implementing this process will be supported by my supervisor / administration.

This process will align with my current breastfeeding promotion activities.

"1" disagree to "5" strongly agree (n=18)

Data from Minnesota Breastfeeding Coalition Conference October 2012
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

<table>
<thead>
<tr>
<th>City of Bloomington Public Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sherburne County</td>
</tr>
<tr>
<td>Freeborn County</td>
</tr>
<tr>
<td>Anoka County</td>
</tr>
<tr>
<td>St. Paul - Ramsey County Public Health</td>
</tr>
<tr>
<td>Southwest Health &amp; Human Services – Lyon and Murray County</td>
</tr>
<tr>
<td>Mille Lacs County Community Health</td>
</tr>
<tr>
<td>McLeod County Public Health</td>
</tr>
<tr>
<td>Dakota County Public Health</td>
</tr>
<tr>
<td>Carlton County Public Health &amp; Human Services</td>
</tr>
</tbody>
</table>
10 Steps for Breastfeeding Friendly Health Departments

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

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Establish a designated individual/group to manage the following tasks including policy review, development, staff orientation and education</td>
<td>.84</td>
<td>1.28</td>
</tr>
<tr>
<td>2</td>
<td>Have a written breastfeeding policy that is routinely reviewed with department staff and meets the following criteria including addressing all BFHD 10 steps</td>
<td>.92</td>
<td>1.44</td>
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<tr>
<td>3</td>
<td>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</td>
<td>1.10</td>
<td>1.35</td>
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<tr>
<td>4</td>
<td>Collaborate with community partners to assure access to breastfeeding classes for prenatal women</td>
<td>.67</td>
<td>1.17</td>
</tr>
<tr>
<td>5</td>
<td>Educate the community on breastfeeding support</td>
<td>1.22</td>
<td>1.37</td>
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</tbody>
</table>
**BFHD Self-Appraisal Results**

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Pre</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>STEP 6:</strong></td>
<td>Encourage racially and ethnically diverse resources within the community</td>
<td>1.00</td>
<td>1.15</td>
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<tr>
<td><strong>STEP 7:</strong></td>
<td>Support mothers in initiating and maintaining breastfeeding up to twelve months and beyond</td>
<td>1.07</td>
<td>1.38</td>
</tr>
<tr>
<td><strong>STEP 8:</strong></td>
<td>Through community partners, encourage local public places to provide a breastfeeding friendly environment for families</td>
<td>.33</td>
<td>.83</td>
</tr>
<tr>
<td><strong>STEP 9:</strong></td>
<td>Select businesses each year to provide worksite lactation support training</td>
<td>.46</td>
<td>1.02</td>
</tr>
<tr>
<td><strong>STEP 10:</strong></td>
<td>Facilitate access to information and training for local childcare centers/providers/schools on how to support a breastfeeding mother</td>
<td>.75</td>
<td>1.00</td>
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</tbody>
</table>
# BFHD Self-Appraisal Results

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

*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)

<table>
<thead>
<tr>
<th>Step 1*</th>
<th>Step 2*</th>
<th>Step 3*</th>
<th>Step 4*</th>
<th>Step 5</th>
<th>Step 6</th>
<th>Step 7*</th>
<th>Step 8*</th>
<th>Step 9*</th>
<th>Step 10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre</td>
<td>Post</td>
<td>Pre</td>
<td>Post</td>
<td>Pre</td>
<td>Post</td>
<td>Pre</td>
<td>Post</td>
<td>Pre</td>
<td>Post</td>
</tr>
<tr>
<td>0.8</td>
<td>1.3</td>
<td>1.1</td>
<td>1.4</td>
<td>1.2</td>
<td>1.2</td>
<td>1.0</td>
<td>1.2</td>
<td>1.1</td>
<td>1.0</td>
</tr>
</tbody>
</table>

* Statistically significant

= Tip sheets/webinar provided

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.
Results: Box-Plots

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

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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.
Results: Capacity

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

- This process increased the capacity of my health department to promote breastfeeding in my community
- This process increased the capacity of my health department to engage the community in promoting breastfeeding
- This process increased the capacity of my health department to develop policy that promotes breastfeeding.
- Overall - have you made progress in your agency in implementing the Ten Steps?

"1" disagree to "5" strongly agree
Results: Resources

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

The tip sheets were helpful/useful in implementing the ten steps for BFHD

The webinar was helpful/useful in implementing the ten steps for BFHD

The emails with links to articles, reports and training events were helpful/useful in implementing the ten steps for BFHD

The resources (window clings) were helpful/useful in implementing the ten steps for BFHD

"1" disagree to "5" strongly agree
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?

Yes
No

N = 10 Pilot Sites

If yes, indicate the source of grant funds

SHIP2
UCARE
WIC2
MCH

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

Policies ➔ Education ➔ Support ➔ Community Engagement ➔ BFHD Success
Questions
Thank you for promoting and supporting breastfeeding!
References:

References: