

How Supporting Breastfeeding Advances Health Equity

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Minnesota Department of Health Commissioner
4th Perinatal Hospital Leadership Summit
May 19, 2016
Earle Brown Heritage Center, Brooklyn Center



Nancy Astor

born on May 19, 1879

- First woman to sit in the British House of Commons.
- *“Real education should educate us out of self into something far finer; into a selflessness which links us with all humanity.”*



Disclosure of Relevant Financial Relationships

4th Perinatal Hospital Leadership Summit May 19, 2016

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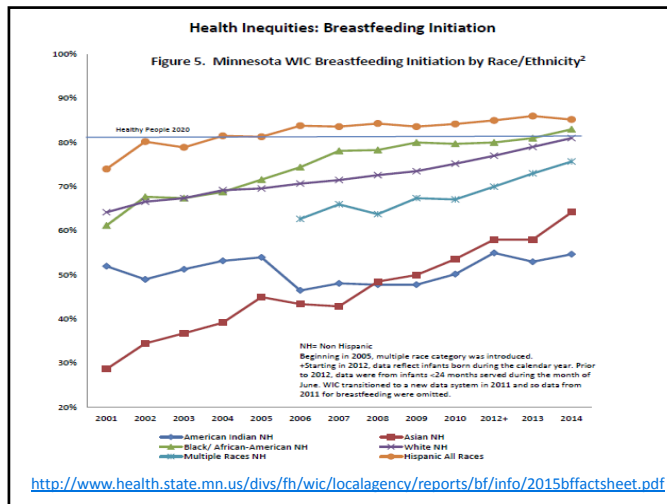
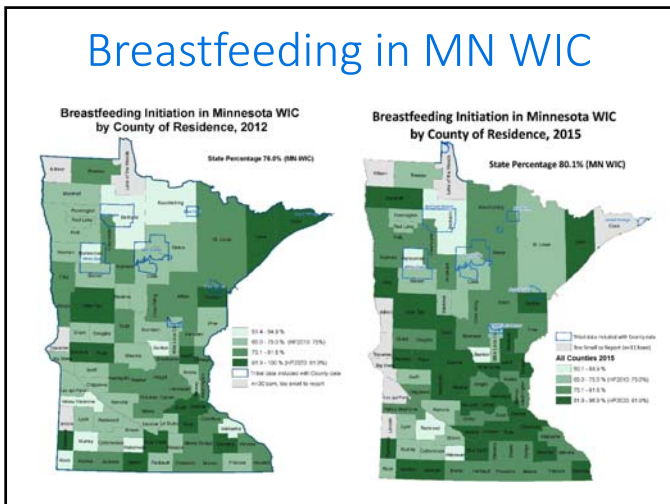
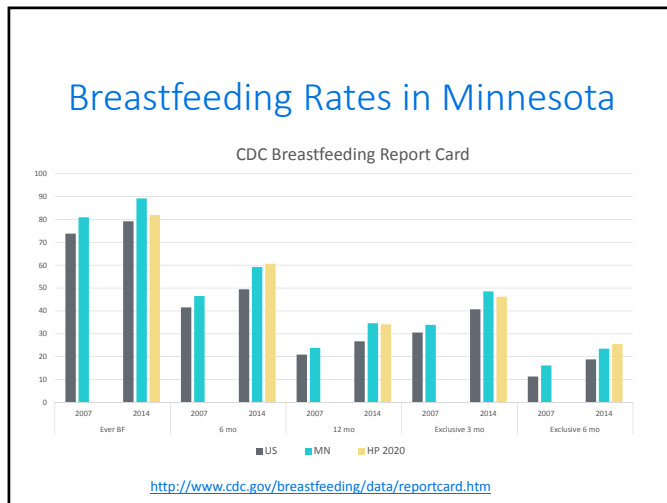
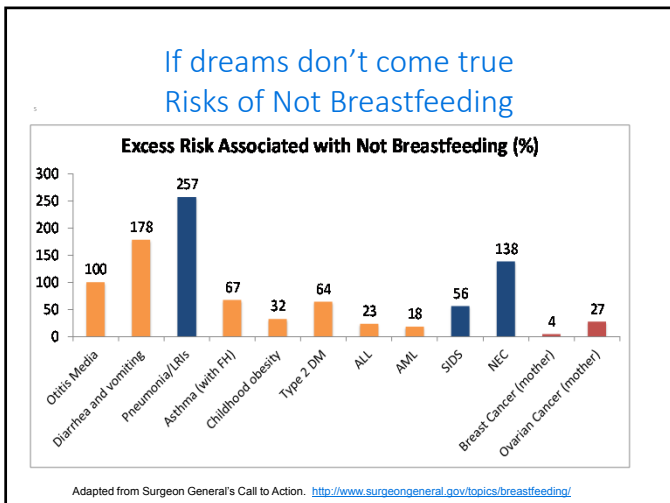


Lorraine Hansberry

born on May 19, 1930

- US playwright (Raisin in the Sun) first black woman to have a play produced on Broadway.
- *“Seems like God don't see fit to give the black man nothing but dreams -- but He did give us children to make them dreams seem worthwhile.”*





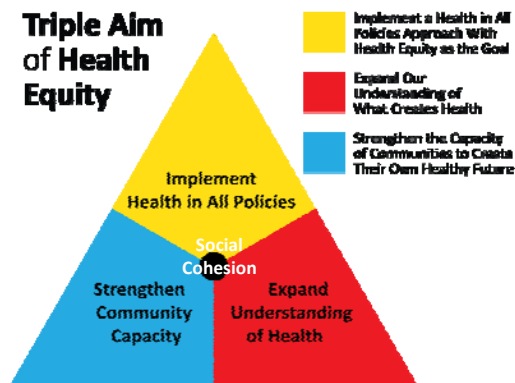
Triple Aim of Healthcare



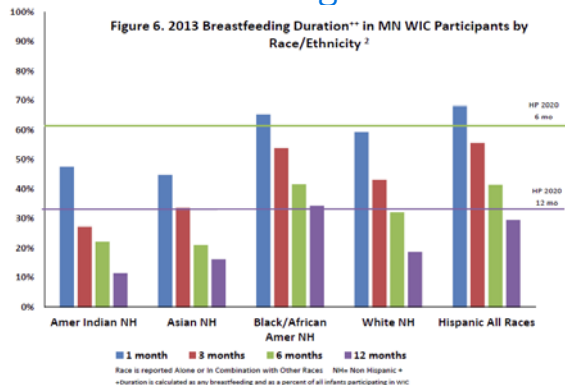
- Better care for individuals
- Lower per capita costs
- Better health for populations

Advancing Health Equity and Optimal Health for All

Triple Aim of Health Equity

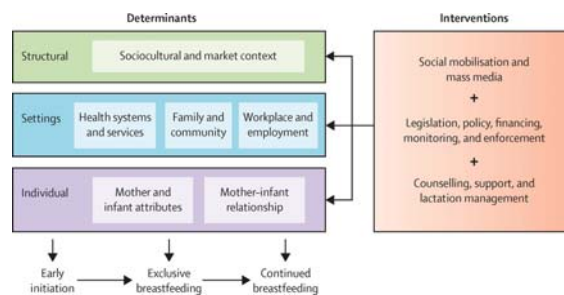


Breastfeeding Duration



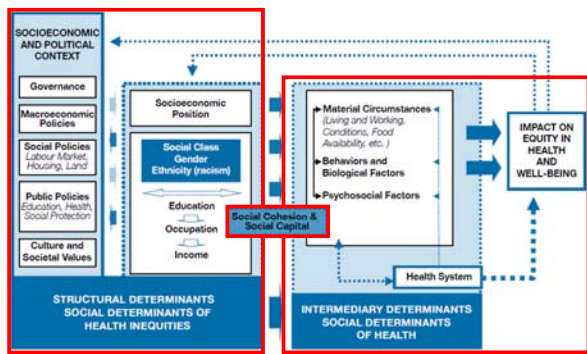
<http://www.health.state.mn.us/divs/fh/wic/localagency/reports/bf/info/2015bfbfactsheet.pdf>

Why invest, and what it will take to improve breastfeeding practices?



Nigel C Rollins, et al. Why invest, and what it will take to improve breastfeeding practices? The Lancet, Volume 387, Issue 10017, 2016, 491-504. <http://www.thelancet.com/series/breastfeeding>.

Implement Health in All Policies Approach with Health Equity as a Goal



Commission on Social Determinants of Health. (2010). *A conceptual framework for action on the social determinants of health*. Geneva: World Health Organization.

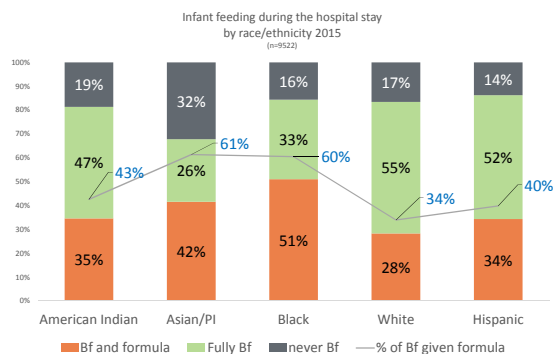
Risks of Supplementation



- Decreases confidence
- Decreases milk removal and milk synthesis
- Alters the infant gut microbiome
- Infants fed formula in the hospital were 144% more likely to have stopped breastfeeding by three months than those with no formula in the hospital.

Minnesota WIC Summary Statistics Supplemental Report- Breastfeeding: July 2009 – June 2010. Additional analysis by Karl Fernstrom, MPH candidate UM SPH.

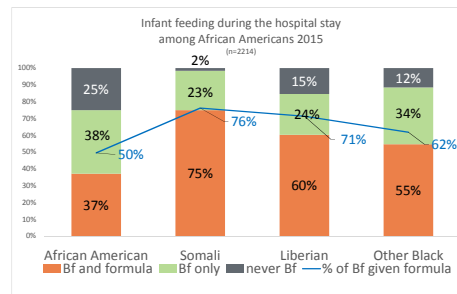
Early supplementation by Race/Ethnicity



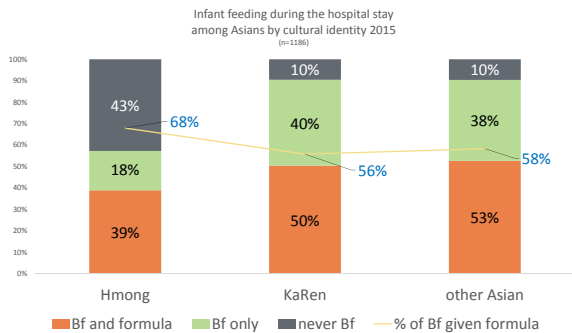
Breastfeeding Exclusivity and supplementation among African Americans

Understanding what's happening in those first few days

Target breastfeeding education and environmental change efforts to the needs in a specific community



Supplementation by Asian Ethnicity



Supplementation Outcomes

Comparison of breastfed infants supplemented in the hospital to infants exclusively breastfed during the hospital stay.

Average days breastfed:

Among those supplemented:	121 days
Among those not supplemented:	149 days

Average number of days until first WIC formula voucher issued to breastfed infants:

Among those supplemented:	26 days
Among those not supplemented:	42 days

Average ounces of formula issued in the first year to breastfed infants:

Among those supplemented:	4845 ounces
Among those not supplemented:	3042 ounces

Minnesota WIC's Peer Breastfeeding Support Program

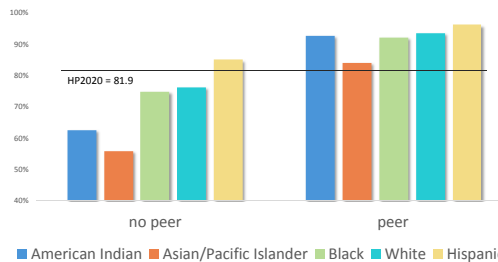
The Minnesota WIC Peer Breastfeeding Support Program hires women from the community with personal breastfeeding experience and trains them to provide breastfeeding education and support to pregnant and postpartum WIC participants.

About half of all Minnesota WIC participants are served by an agency which has a Peer Breastfeeding Support Program.



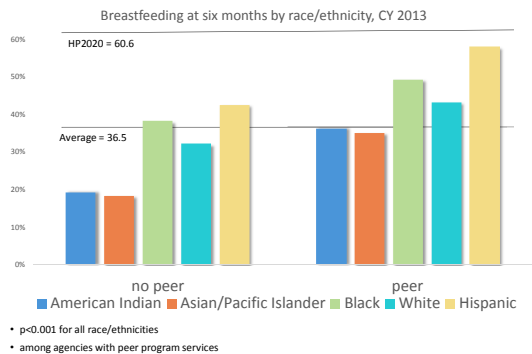
Minnesota's peer breastfeeding support program advances health equity

Breastfeeding initiation by race/ethnicity, CY 2013



For each race/ethnicity, rate between those who did and did not receive services differed significantly, p<0.001 among agencies with peer program services available HP 2020: Healthy People 2020 NH: Non-Hispanic

Minnesota's peer breastfeeding support program advances health equity



MDH Breastfeeding Friendly Recognition Program

The Ten Steps to Successful Breastfeeding

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 Demand
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.

Bringing Breastfeeding Home: Building Communities of Care. California Fact Sheet: 2013 Data. CA WIC Assn. and UC Davis Human Lactation Center. <http://www.calwic.org/storage/documents/FactSheets2014/statefactsheet2014FINAL.pdf>

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
- Contact: Linda.Dech@state.mn.us with questions

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

Breastfeeding Friendly Maternity Centers
Hospital maternity care centers have a new way to be recognized for their leadership in promoting and supporting breastfeeding.

Become a Breastfeeding Friendly Maternity Center
The Minnesota Breastfeeding Friendly Maternity Center Designation Program recognizes maternity centers statewide that have taken steps toward implementing the Ten Steps to Successful Breastfeeding and achieving Baby-Friendly designation.

Five-Star Designation
The Five-Star Designation award recognizes maternity centers in Minnesota that have taken steps toward implementing the Ten Steps to Successful Breastfeeding and encourages progress toward achieving the Baby-Friendly designation. The program celebrates each milestone by awarding maternity centers one star for every two steps achieved, for a total of five stars.

How to apply
The application forms for the Five-Star Designation program align with the Ten Steps to Successful Breastfeeding. For every two of the Ten Steps achieved, maternity centers receive one star. The steps may be completed in any order. Star designation is valid for up to three years (or until a Baby-Friendly designation expires).

- Five-Star Designation Application Instructions
- Five-Star Designation Cover Sheet
- Step 1 Application
- Step 2 Application
- Step 3 Application
- Step 4 Application
- Step 5 Application
- Step 6 Application
- Step 7 Application
- Step 8 Application
- Step 9 Application
- Step 10 Application

<http://www.health.state.mn.us/divs/oshii/bf/maternityctrbfff.html>

Baby-Friendly Designated Hospitals

Banner – 3' x 6'
Posters
Window clings
Recognition certificate
Designation on website
News release templates

Supporting Healthy Families
Recognized as Breastfeeding Friendly

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

Click on a marker below to see which maternity centers have been recognized as "Breastfeeding Friendly."

Are you eligible for WIC?
Find out

Be recognized as Breastfeeding Friendly
Information is important, but new mothers need support from many circles. Health care providers, employers and health departments around the state are working to make breastfeeding the norm. Find out how you can help:
-Childcare
-Workplaces
-Health departments

Mothers
Find out which maternity centers, childcare, employers, and health departments are recognized as

MDH Recognizes

Fairview Northland Medical Center in Princeton

Current Ten STEP awardees:

- Essentia Health St. Joseph's Medical Center, Brainerd
- Hennepin County Medical Center, Minneapolis
- Mayo Clinic Health System, Austin
- Regions Hospital Birth Center, St. Paul
- St. John's Hospital, Maplewood
- St. Joseph's Hospital, St. Paul
- M Health, The Birthplace in Minneapolis
- Woodwinds Health Campus in Woodbury

Public Policies – Community/Public Health – Healthcare
Essential in Advancing Health Equity and Optimal Health for All

Breastfeeding is where
improving healthcare
and advancing health equity
come together

Dream Deferred by Langston Hughes

What happens to a dream deferred?

Does it dry up
Like a raisin in the sun?
Or fester like a sore--
And then run?

Does it stink like rotten meat?
Or crust and sugar over--
like a syrupy sweet?

Maybe it just sags
like a heavy load.

Or does it explode?

What Dreams Do You Have for
Breastfeeding in MN and the US?

- *In dreams begins responsibility.*
 - William Butler Yeats