


ILLINOIS BREASTFEEDING
BLUEPRINT
A PLAN FOR CHANGE

Illinois Breastfeeding Blueprint: From Data to Strategy to Change

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HealthConnect One
Engage. Train. Change.

- HealthConnect One is the national leader in advancing respectful, community-based, peer-to-peer support for pregnancy, birth, breastfeeding and early parenting.
- HC One's model includes a blend of training, consultation, technical assistance, mentoring, and data collection tools.
- National Advocacy

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Objectives

1. Identify state-specific data sources for assessing the state of breastfeeding, including areas of challenge and success.
2. Identify strategies for state-wide collaboration by utilizing existing infrastructure systems to propel policy change.
3. Identify three policy change initiatives in Illinois related to implementation of Illinois Breastfeeding Blueprint recommendations.

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Overview of Blueprint



Photo by Flint Cheney

- Partnership between HealthConnect One, the Illinois Department of Human Services, and the University of Illinois at Chicago SPH
- Outreached to stakeholders to identify barriers and priority strategies
- Analyzed quantitative statewide data
- Developed strategic recommendations
- Launched April 2011

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Methods

- Quantitative
 - Main Data Source: Pregnancy Risk Assessment Monitoring System (PRAMS)
 - New mothers in Illinois by mail or phone 3-6 months after giving birth
 - Used data from 2000-2008 to be able to look at subgroups
 - Women are asked about breastfeeding behaviors, reasons for behaviors, and hospital practice.
- Qualitative
 - Convenience sample of 62 mothers and service providers in 5 group discussions in the Chicago area
 - Detailed notes were taken during the meetings, and subjected to a Thematic Network Analysis using Atlas Ti.

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Illinois and Healthy People 2020

**The 2012 CDC Breastfeeding Report Card:
Data from the National Immunization Survey**

	Illinois 2009 (%)	HP2020 Objective (%)
Breastfeeding Initiation	76.8	≥ 81.9
Breastfeeding to 6 Months	49.8	≥ 60.6
Breastfeeding to 12 Months	25.3	≥ 34.1
Exclusive Breastfeeding to 3 Months	35.7	≥ 46.2
Exclusive Breastfeeding to 6 Months	13.6	≥ 25.5
Percent of live births occurring at Baby Friendly facilities	1.43	≥ 8.1
Percent of breastfed infants receiving formula before 2 days of age	32.3	≤ 14.2

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Disparities in Initiation



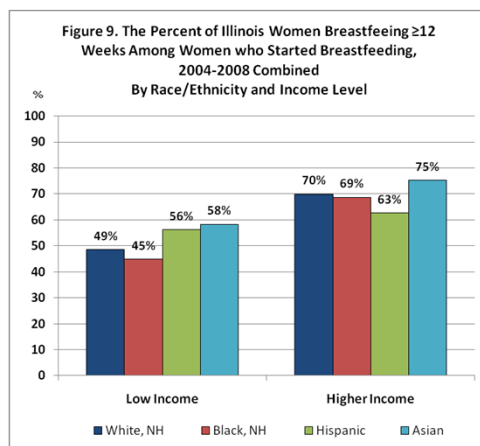
The racial/ethnic disparity among higher income women was quite small.

Among low-income women, there are wide racial/ethnic disparities.

For both black and white low income women the rate of breastfeeding falls far below *The Healthy People 2020* objective.

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Disparities in Duration



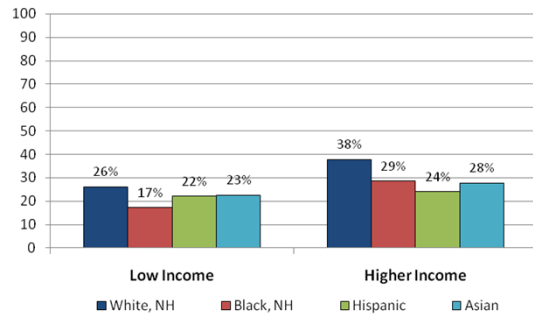
More than half of low income black and white women had stopped breastfeeding before 3 months. About 4 in 10 Hispanic and Asian low income women stopped breastfeeding before 3 months.

Among higher income women, about 3 in 10 black, white, and Hispanic women had stopped breastfeeding before 3 months, and one-quarter of Asian women had stopped.

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Disparities in Exclusivity

Figure 14. The Percent of Illinois Women Exclusively Breastfeeding ≥ 12 Weeks Among Women who Started Breastfeeding 2004-2008 Combined, By Race/Ethnicity & Income Level



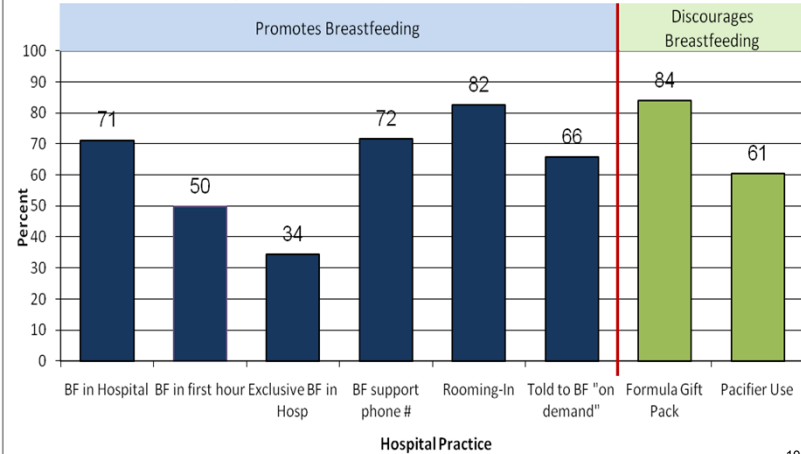
Racial/ethnic and income disparities almost disappear when we look at exclusive breastfeeding, but this "equality" is for the wrong reason.

Fewer than 2 in 5 women were feeding their babies only breast milk at 3 months regardless of their race/ethnicity or income.

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How Common Are BF-Supportive Practices in Illinois Hospitals?

Figure 15. Illinois Hospital Breastfeeding-Related Practices, 2008



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Data to Action: Recommendations

1. Hospitals, clinics and health professionals
2. State, County and Local Government
3. Community-Based Organizations and Families
4. Workplaces
5. Insurers

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Website for Blueprint

- www.ilbreastfeedingblueprint.org
 - Data
 - Events
 - In the News
 - Take Action

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Blueprint Implementation

- Focus on a variety of actions
- Data, strategy, website
- Media attention
- **Illinois reaches a tipping point!**

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From Strategy to Change

Blueprint Becomes Infrastructure

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CPPW in suburban Cook County and City of Chicago

- Obesity prevention project focused on policy, systems and environmental change with a **focus on hospital practices**
- Suburban Cook County – CCDPH, PHIMC and breastfeeding partners HC One, ICAAP, IMCHC
- City of Chicago – CLOCC (Healthy Places), CDPH, and breastfeeding partners HC One and ICAAP



Multi-Disciplinary Partnerships

- HealthConnect One
 - Community-Based Programs (Peer Counselors)
 - 25 Years of Promoting Breastfeeding Change
- Illinois Maternal and Child Health Coalition
 - State-wide Policy and Advocacy
- Illinois Chapter of the American Academy of Pediatrics
 - Provider Organization

Evidence-Based Hospital Practices

- Baby-Friendly was created in 1991 by the World Health Organization and the UNICEF
 - Overwhelming evidence on the benefits of the Baby Friendly designation on breastfeeding outcomes.
- Over 20,000 facilities in 156 countries have been designated as Baby-Friendly.
- Only **1.43%** of live births in Illinois happen at a Baby-Friendly Hospital.



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Baby-Friendly Steps

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 an hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if separated from their infants.

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Baby-Friendly Steps

6. Give newborn infants no food or drink other than breast milk unless medically indicated.
7. Practice rooming in – allowing mothers and infants to remain together – 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no artificial teats or pacifiers to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge.

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Keys Considerations for Implementation

- Multi-disciplinary Committee (MDC)
 - Multiple perspectives
 - Distribute tasks
- Policy Revision
 - Policy guides practice
- Data Collection
 - Monitoring progress
 - Addressing challenges
- Hospital Incentives (\$ and other)

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Engaging Providers

- [Illinois Physicians' Statement on Breastfeeding](#) (2011)
 - Illinois Chapter of the American Academy of Pediatrics
 - Illinois Academy of Family Physicians
 - Illinois Section of the American Congress of Obstetricians and Gynecologists
- Provide support across the continuum of care (preconception, prenatal, in-hospital, post-discharge)
 - Discuss feeding decision at all prenatal visits
 - Address concerns and misunderstandings about breastfeeding
 - Provide appropriate education and referrals
 - Encourage attendance of breastfeeding classes and support groups

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Progress: Baby-Friendly in Illinois

- Hospital Breastfeeding Council of Metropolitan Chicago (since June 2011)
 - ~40 hospital breastfeeding champions meet monthly
 - guest speakers, group discussion, peer to peer support
- Three hospitals with newly implemented breastfeeding peer counselor programs (Step 3 & 10, addresses disparities)

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Emerging Hospital Strategies

- Golden Hour or Sacred Hour
 - Skin to skin and first latch in first hour after birth
- Family Rest Time
 - Time in the afternoon free of visitors and staff, time for mother and baby to be together undisturbed to breastfeed
- Postpartum Support Groups
 - Place to talk with other mothers, get baby weighed

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Progress: Baby-Friendly in Illinois

- Numerous hospitals registered for Baby-Friendly Designation
 - 13 out of 19 in Chicago (68%)
 - 3 of 16 in Cook County (19%)
- 3 out of 10 Perinatal Networks of IL started breastfeeding quality improvement projects in 2012
- Perinatal Advisory Committee approved **statewide** breastfeeding quality improvement project for 2013

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IL State Quality Council 2013 Breastfeeding Project

- Provide **Skin to Skin Contact** for at least 30 minutes to all patients without complications regardless of feeding method within 2 hours of delivery
- **Initiate breastfeeding within 60 minutes** for all uncomplicated vaginal and cesarean births
- Promote **24 hour rooming in** to keep mothers and babies together unless medically indicated
- Facilitate **breastfeeding on demand**
- Educate and promote patients and families on the **benefits of exclusive breastfeeding**
- Support exclusive breastfeeding by **avoiding the use of routine supplementation** of breastfeeding infants through the use of formula, glucose, or water unless medically indicated.
- For mothers who are separated from their babies **educate and initiate breast pumping** as soon as possible post delivery or within 6 hours

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Utilizing Perinatal Network Infrastructure

- System for state-wide quality improvement
- Information dissemination at quarterly meetings
- Mechanism for strategizing solutions for implementation barriers
- Accountability mechanism

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Hospital Breastfeeding Toolkit

- Virtual Hospital Breastfeeding Toolkit being developed
 - Toolkit will be available on the Blueprint website with additional resources this fall
 - Work plan templates, resources, strategies for hospital breastfeeding quality improvement

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Progress: Statewide Policy

- Hospital Report Card – Hospital Initiation Rates
- Legislation: The Hospital Infant Feeding Act **HB4968** requires all Illinois hospitals that provide birthing services to adopt a policy that promotes breastfeeding using guidance provided by the Baby-Friendly Hospital Initiative.
 - Effective January 1, 2013

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Progress: Statewide Policy

- Adding exclusive breastfeeding to birth certificate/hospital report card
- Implementation of the Community Transformation Grant in Illinois
 - Baby-Friendly implementation throughout 4 County Health Departments (Clinton, Kendall, Logan and Whiteside)

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Media Attention – Healthy Competition

- Breast-feeding disparities sharp in Chicago-area hospitals
Chicago Public Radio (WBEZ 91.5 FM) - March 14, 2011
- After WBEZ report, hospital steps up breastfeeding efforts
Chicago Public Radio (WBEZ 91.5 FM) - August 2, 2011
- Women’s hospital aims for ‘baby friendly’ status
Chicago Public Radio (WBEZ 91.5 FM) - February 9, 2012
- Bill would push breastfeeding in Illinois hospitals
Chicago Public Radio (WBEZ 91.5 FM) - May 1, 2012

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Breastfeeding Photo Contest

http://www.healthconnectone.org/pages/world_breastfeeding_week/147.php#!/about

Voting ends of Aug. 15th, 2012



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Thank you!

Questions?

<http://www.ilbreastfeedingblueprint.org/>

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