News and Updates from the CDC

Breastfeeding Coalitions Webinar
August 13, 2013

CDC Division of Nutrition, Physical Activity, and Obesity
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<td>Laurence Grummer-Strawn</td>
<td>Breastfeeding Rates, Scientific Publications</td>
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<td>Carol MacGowan</td>
<td>State Programs</td>
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<td>Diane Ayers</td>
<td>Community Programs</td>
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<td>Daurice Grossniklaus</td>
<td>Maternity Practices</td>
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<td>Jessica Allen</td>
<td>CDC Guide to Breastfeeding Interventions</td>
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<td>Katherine Shealy</td>
<td>State Breastfeeding Report Card</td>
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<td>Laurence Grummer-Strawn</td>
<td>Federal Interagency Breastfeeding Workgroup</td>
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US breastfeeding rates, 2000-2010

Source: National Immunization Survey
Percent breastfeeding at 6 months, National Immunization Survey for children born in 2000
Percent breastfeeding at 6 months, National Immunization Survey for children born in 2005
Percent breastfeeding at 6 months, National Immunization Survey for children born in 2010

- <30%
- 30–39.9%
- 40–49.9%
- 50–59.9%
- 60+%
Percent breastfeeding, by race/ethnicity, 2000-2008

National Immunization Survey

Allen et al. MMWR, 2013
Age at introduction of solid foods, by milk type at time of introduction

IFPS-II

- Total
- Breastmilk
- Formula
- Mixed

0-6 wks | 7-11 wks | 12-16 wks | 17-20 wks | 21-25 wks | >26 wks

Clayton et al. Pediatrics, 2013
Reasons for Earlier Than Desired Cessation of Breastfeeding

IFPS-II

• Among mothers who stopped breastfeeding, 60% said they stopped earlier than they intended

• Top reasons:
  – “I didn’t have enough milk” 57.8%
  – “Breast milk alone did not satisfy my baby” 52.0%
  – “I had trouble getting the milk flow to start” 28.8%
  – “My baby lost interest in nursing or began to wean him- or herself” 26.9%
  – “My baby had trouble sucking or latching on” 26.8%

Odom et al. Pediatrics, 2013
Percent of hospitals providing support for employees
mPINC 2007, 2011

- Paid Maternity Leave
- On-Site Child Care
- Breastfeeding Support Group
- Lactation Consultant Available
- Electric Breast Pump Provided
- Breaks to Express Milk
- Designated Room to Express Milk

Allen et al. *JHL*, 2013
Use of Breast Milk in Advanced Care Units

mPINC, 2007-2011

Percent of Advanced Care Units that Routinely (> 90%) Provide Breast Milk

Percent of Advanced Care Units that Ever Use Banked Donor Milk

Nutrition, Physical Activity, and Obesity Cooperative Agreement 2008-2013

- $18M annually
- 25 states
- Breastfeeding
  - Maternity care (10)
  - Employment (13)
  - Child care (5)
  - Other (10)

Funded states in blue
CDC Chronic Disease Program, 2013-2018
State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health

Awarded June 2013
• Basic award
  • $28M
  • 51 states

• Enhanced award
  • $40M
  • 32 states
  • Breastfeeding req’d
    - Maternity care
    - Employment
    - Peer/professional support

Enhanced states in red
Community-Based Organizations Supporting Breastfeeding initiative 2012-2013

- $3M one-time
- Prevention and Public Health Fund
- 6 states, ~78 CBOs
- Breastfeeding
  - Training peer counselors
  - Hiring lactation consultants
  - Lactation clinics
  - Continuity teams
• Engage 89 hospitals to use quality improvement methods to achieve Baby-Friendly designation

• Breastfeeding coalition liaisons are meeting with BFB hospital liaisons to identify gaps in continuity of care and strategies to address gaps

• Regional Learning Sessions - October 2013
# Best Fed BEGINNINGS

<table>
<thead>
<tr>
<th>Measure</th>
<th>July 2012</th>
<th>March 2013</th>
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<tbody>
<tr>
<td>Prenatal Breastfeeding Instruction Completed and Documented</td>
<td>14%</td>
<td>24%</td>
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<tr>
<td>Assistance and support with breastfeeding (no medical need for separation)</td>
<td>69%</td>
<td>83%</td>
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<tr>
<td>Skin to skin following vaginal delivery</td>
<td>24%</td>
<td>52%</td>
</tr>
<tr>
<td>Skin to Skin following cesarean delivery</td>
<td>19%</td>
<td>34%</td>
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<tr>
<td>Rooming in</td>
<td>21%</td>
<td>43%</td>
</tr>
<tr>
<td>Feeding on cue</td>
<td>52%</td>
<td>77%</td>
</tr>
<tr>
<td>Discharge support</td>
<td>52%</td>
<td>81%</td>
</tr>
<tr>
<td>Exclusive breastfeeding</td>
<td>39%</td>
<td>55%</td>
</tr>
<tr>
<td>Breastfeeding Babies Supplemented with Formula</td>
<td>58%</td>
<td>44%</td>
</tr>
<tr>
<td>Overall breastfeeding (initiation during hospital stay)</td>
<td>79%</td>
<td>83%</td>
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</table>
mPINC update

• Progressing through OMB & FISMA approval processes
• Anticipate in the field within next few months
• Same process for contacting hospitals as in previous years
• Keep in mind the time required to contact all hospitals
The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies

• Revision of 2005 Guide

• Strategies
  – Maternity care practices
  – Professional education
  – Access to professional support
  – Peer support programs
  – Support for breastfeeding in the workplace
  – Support for breastfeeding in early care and education
  – Access to breastfeeding education and information
  – Social marketing
  – Addressing the marketing of infant formula
The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies

• Release Event Webinar:
  – August 26, 2013
  – 2 pm (ET)

• The event will feature:
  – Boris D. Lushniak, Acting Surgeon General

• The event will answer the following questions:
  – What’s the breastfeeding guide?
  – What’s new and different?
  – How to use the guide?
A Decade of Breastfeeding Rates:

<table>
<thead>
<tr>
<th>Year</th>
<th>Ever Breastfed</th>
<th>Breastfeeding at 6 Months</th>
<th>Breastfeeding at 12 Months</th>
<th>Exclusively Breastfeeding at 3 Months</th>
<th>Exclusively Breastfeeding at 6 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>71%</td>
<td>35%</td>
<td>16%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>2010</td>
<td>77%</td>
<td>49%</td>
<td>27%</td>
<td>38%</td>
<td>16%</td>
</tr>
</tbody>
</table>
New mPINC Indicators:
- Skin-to-Skin
- Rooming-In

Map 1: Percent of hospitals and birth centers with most infants rooming-in at least 23 hours per day — mPINC 2011

Figure 1: Percent of hospitals and birth centers where most infants experience skin-to-skin contact and rooming-in — mPINC 2007, 2009, and 2011

<table>
<thead>
<tr>
<th>Year</th>
<th>Skin-to-skin contact after vaginal birth</th>
<th>Rooming-in at least 23 hours per day</th>
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<tbody>
<tr>
<td>2007</td>
<td>40.8</td>
<td>30.8</td>
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<tr>
<td>2009</td>
<td>43.4</td>
<td>33.4</td>
</tr>
<tr>
<td>2011</td>
<td>54.4</td>
<td>37.1</td>
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</tbody>
</table>
Rooming-In in South Carolina:
In just one year, Greenville Health System went from 10% to 90% rooming-in.

Skin-to-Skin in Virginia:
Centra Virginia Baptist hospital now routinely starts skin-to-skin within 5 min of vaginal birth.

Professional Support in Indiana:
Indianapolis moms can go to Walgreens to see an IBCLC, rent a pump, and get help with meds.

Supportive Childcare for Fed Workers:
GSA child care centers participate in Let’s Move! Child Care to support moms who breastfeed.
Federal Interagency Breastfeeding Workgroup

Began May 2011, meets monthly

Members include:

• Department of Labor
• Department of Defense
• Office of Personnel Management
• USDA Food and Nutrition Service
• HHS
  – Office of the Surgeon General (OSG)
  – Office of Women’s Health (OWH)
  – Office of Minority Health (OMH)
  – Administration for Children and Families (ACF)
  – Agency for Healthcare Research and Quality (AHRQ)
  – **Centers for Disease Control and Prevention (CDC)**
  – Center for Medicare and Medicaid Services (CMS)
  – Food and Drug Administration (FDA)
  – Health Resources and Services Administration (HRSA)
  – Indian Health Service (IHS)
  – National Institutes for Health (NIH)
Federal Interagency Breastfeeding Workgroup

Sample agenda items:

• It’s Only Natural. Mother’s Love. Mother’s Milk.
• Loving Support
• Breastfeeding in Military Treatment Facilities
• Breastfeeding issues in disasters
• Videos on application of Nursing Breaks Law
• National Breastfeeding Research Consortium
• Systematic Review of Health Outcomes of Breastfeeding
• Updating the Business Case for Breastfeeding
Thank you!

Questions?

www.cdc.gov/breastfeeding