News and Updates from the CDC

Breastfeeding Coalitions Webinar
August 13, 2013
CDC Division of Nutrition, Physical Activity, and Obesity

Outline

Laurence Grummer-Strawn
Breastfeeding Rates
Scientific Publications

Carol MacGowan
State Programs

Diane Ayers
Community Programs

Daurice Grossniklaus
Maternity Practices

Jessica Allen
CDC Guide to Breastfeeding Interventions

Katherine Shealy
State Breastfeeding Report Card

Laurence Grummer-Strawn
Federal Interagency Breastfeeding Workgroup
US breastfeeding rates, 2000-2010

Source: National Immunization Survey

Percent breastfeeding at 6 months,
National Immunization Survey for children born in 2000

Source: National Immunization Survey
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
Percent breastfeeding, by race/ethnicity, 2000-2008
National Immunization Survey

![Graph showing breastfeeding rates by race/ethnicity](image)

Allen et al. *MMWR*, 2013

Age at introduction of solid foods, by milk type at time of introduction
IFPS-II

![Diagram showing age at introduction of solid foods](image)


National Breastfeeding Month Special!
News and Updates from the CDC
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
**State Breastfeeding Coalitions Webinar**

8/13/2013

**National Breastfeeding Month Special!**

**News and Updates from the CDC**

---

**Use of Breast Milk in Advanced Care Units**

*mPINC, 2007-2011*

![Graph showing the use of breast milk in advanced care units from 2007 to 2011.](image_url)


---

**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

---

*Image of the United States map highlighting funded states in blue.*

---

*Note: The content is from a webinar on breastfeeding in advanced care units and the use of breast milk is discussed. The statistics are from the *mPINC* study from 2007 to 2011. The nutrition, physical activity, and obesity cooperative agreement from 2008 to 2013 is also highlighted, including funding details.*
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

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

<table>
<thead>
<tr>
<th>Measure</th>
<th>July 2012</th>
<th>March 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prenatal Breastfeeding Instruction Completed and Documented</td>
<td>14%</td>
<td>24%</td>
</tr>
<tr>
<td>Assistance and support with breastfeeding (no medical need for separation)</td>
<td>69%</td>
<td>83%</td>
</tr>
<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>
</tr>
<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>
</tr>
</tbody>
</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:

- 71% of infants were ever breastfed in 2000, increasing to 77% in 2010.
- 35% of infants were breastfeeding at 6 months in 2000, increasing to 49% in 2010.
- 16% of infants were breastfeeding at 12 months in 2000, increasing to 27% in 2010.
- n/a of infants were exclusively breastfeeding at 3 months in 2000, increasing to 38% in 2010.
- n/a of infants were exclusively breastfeeding at 6 months in 2000, increasing to 16% in 2010.

New mPINC Indicators:
- Skin-to-Skin
- Rooming-In
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