CDC Support for Breastfeeding

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Division of Nutrition, Physical Activity, and Obesity (DNPAO)
Breastfeeding Work Group
Federal Policies Call for Increased Support for Breastfeeding

Surgeon General’s Call to Action to Support Breastfeeding

- Launched January 2011
- 20 Action Steps
  - Mothers and their families
  - Communities
  - Health Care
  - Employment
  - Research
  - Public Health Infrastructure
DNPAO Breastfeeding Portfolio: Implementing Federal Priorities

The Affordable Care Act: Prevention and Public Health Fund
- Separate, additional funding to support breastfeeding strategies
- Received by Division of Nutrition, Physical Activity, and Obesity (DNPAO)
- Provided since FY 2012

CDC “Winnable Battles”
- Breastfeeding selected for high public health impact, feasibility, CDC leadership
- Identifies DNPAO as lead

DNPAO Division Priorities
- Division-wide Breastfeeding Work Group
- Focus areas: maternity care, employment, and peer/professional support

DNPAO Breastfeeding Strategy: Increase Access to Breastfeeding-Friendly Environments

- Improved hospital maternity care policies and practices to support breastfeeding
- Improved access to employer policies and practices to support breastfeeding
- Improved access to peer and professional breastfeeding support in the community

- Support partnerships and communication
- Prioritize areas and populations with low breastfeeding rates
Biennial census of all hospitals and birth centers that provide maternity care services.
- Administered odd years since 2007
- Response Rate 82%-83%

Assessment of usual practices in usual care of healthy, term infants and their healthy mothers.
- Seven domains of care assessed:
  - Labor and delivery
  - Feeding of breastfed infants
  - Breastfeeding assistance
  - Contact between mother and infant
  - Discharge care
  - Staff training
  - Structural and organizational aspects of care delivery

2013 mPINC Benchmark Reports
- Customized report for each participating facility
- Compares facility practice to other facilities in U.S., state, of similar size
- Stimulates improved practice
CDC Updates: Support for Breastfeeding

Assisting 89 hospitals in becoming Baby Friendly
- Breakthrough Collaborative QI process

<table>
<thead>
<tr>
<th>Measure</th>
<th>July 2012</th>
<th>March 2014</th>
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<tbody>
<tr>
<td>Skin-to-Skin following vaginal delivery</td>
<td>24%</td>
<td>74%</td>
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<tr>
<td>Skin-to-Skin following cesarean delivery</td>
<td>19%</td>
<td>62%</td>
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<tr>
<td>Rooming in</td>
<td>21%</td>
<td>68%</td>
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<tr>
<td>Exclusive breastfeeding</td>
<td>39%</td>
<td>58%</td>
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State Public Health Actions to Prevent and Control Diabetes, Heart Disease, Obesity and Associated Risk Factors and Promote School Health, 2013-2018 (1305)

Enhanced Award to 32 states
- 22 maternity practices
- 17 employment
- 8 peer/professional support

DNPAO Breastfeeding Portfolio: 2014 Projects

**Survey Maternity Practices in Infant Nutrition and Care (mPINC)**
Battelle Conduct census of all U.S. birthing facilities on maternity care practices related to breastfeeding in 4th quarter of 2015.

**Enhance Maternity Practices (EMPower) for Breastfeeding**
Abt Associates Provide direct technical assistance and training to 100 hospitals focused on Baby-Friendly Ten Steps to Successful Breastfeeding.

**Build State Agency Capacity for Breastfeeding**
ASTHO Provide support to states and DC without 1305 enhanced breastfeeding funding (*maternity care, employment, peer/professional support*)

**Reduce Breastfeeding Disparities via Peer and Professional Support**
NACCHO Fund community-based organizations (CBO’s) to support breastfeeding mothers in African-American communities by increasing access to *peer/professional support*

**Support Innovative Partnerships and Communications**
USBC Develop hub for state/local BF resources and referrals; provide capacity-building assistance to BF coalitions. Work with non-traditional partners to expand support networks.
Progress on Breastfeeding Support in the U.S.

mPINC total and domain of care scores

- Total
- Labor & Delivery
- Feeding of BF Infants
- Breastfeeding Assistance
- Mother-Infant Contact
- Discharge Care
- Staff Training
- Structural & Organizational

% of facilities with ideal practice on skin-to-skin and rooming-in

Vaginal births

% of facilities giving discharge packs with formula to breastfeeding mothers
Percent of live births occurring at Baby Friendly Facilities

Source: Baby Friendly USA

Employee Benefits Related to Breastfeeding

Source: Society of Human Resource Managers
IBCLCs and CLCs per 1,000 Live Births, United States — 2006-2013

Note: Number of CLCs unavailable prior to 2011
US breastfeeding rates, 2000-2011

Source: National Immunization Survey

Percent breastfeeding, by race/ethnicity, 2011

Source: National Immunization Survey
Thank you!

www.cdc.gov/breastfeeding