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Teleconference Objectives

• Identify key components of the BF Report Card
  – Process indicators
  – Outcome indicators
  – State Profile
• Share project status and timeline
• Describe application of BF Report Card
• Gain feedback from states

History:
• States identified a need for information that could be compared across states
• Gathered input from multiple sources
  – Convened group of experts
  – Presented to USBC at January 2007 meeting
• Refined content based on expert feedback

Why Needed:
• Identifies key breastfeeding data
  – State-specific, comparable across states
  – Detailed state level information
• Identifies successes
• Identifies opportunities

- Information on 50 states, District of Columbia
- National snapshot of BF indicators
- State Profile
  - Individual state/DC profiles
  - Snapshot of BF indicators, contact information

Inclusion Criteria for Indicators:
- Reliably measurable for each state
- Currently available for each state
- Change in criteria reflects change in BF protection, promotion, support
Breastfeeding Report Card

• Process Indicators (8)
  – Hospital support
  – Professional support
  – Mother-to-mother support
  – Legislation
  – Infrastructure

• Outcome Indicators (5)
  – progress toward HP 2010 Goals

Process and Outcome Indicator Tables
BF Report Card
Process Indicators

• Hospital Support
  – Percent of live births occurring at facilities designated as Baby Friendly (BFHI)

<table>
<thead>
<tr>
<th>State</th>
<th>BFHI Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>0</td>
</tr>
<tr>
<td>Alaska</td>
<td>0</td>
</tr>
<tr>
<td>Arizona</td>
<td>0</td>
</tr>
<tr>
<td>Arkansas</td>
<td>0</td>
</tr>
<tr>
<td>California</td>
<td>3.42</td>
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<tr>
<td>Colorado</td>
<td>3.48</td>
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<tr>
<td>Connecticut</td>
<td>12.64</td>
</tr>
</tbody>
</table>

BF Report Card
Process Indicators

• Professional Support
  – Number of IBCLCs per 1,000 live births

<table>
<thead>
<tr>
<th>State</th>
<th>Number of IBCLCs per 1,000 live births</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>1.90</td>
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<tr>
<td>Alaska</td>
<td>5.83</td>
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<td>Arizona</td>
<td>1.31</td>
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<td>California</td>
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<tr>
<td>Connecticut</td>
<td>3.76</td>
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</tbody>
</table>
BF Report Card
Process Indicators

- **Mother-to-Mother Support**
  - Number of La Leche League Leaders per 1,000 live births

<table>
<thead>
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<th>State</th>
<th>Number of La Leche League Leaders per 1,000 live births</th>
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<tbody>
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<td>Alaska</td>
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<tr>
<td>Colorado</td>
<td>0.48</td>
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<tr>
<td>Connecticut</td>
<td>0.67</td>
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</tbody>
</table>

BF Report Card
Process Indicators

- **Legislation**
  - Breastfeeding in Public
  - Breastfeeding women who return to work

<table>
<thead>
<tr>
<th>State</th>
<th>Breastfeeding in Public</th>
<th>Breastfeeding women who return to work</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>No</td>
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<tr>
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<tr>
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<td>Colorado</td>
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<tr>
<td>Connecticut</td>
<td>Yes</td>
<td>Yes</td>
</tr>
</tbody>
</table>
BF Report Card
Process Indicators

• Infrastructure
  – State Health Department FTEs dedicated to BF
  – Presence of active state BF Coalition
  – BF Coalition website

BF Report Card
Outcome Indicators

Progress toward HP 2010 Goals
Increase the proportion of women who breastfeed their babies...

- In the early postpartum period to 75%
- At six months to 50%
- At one year to 25%
- Exclusive BF at 3 months to 60%
- Exclusive BF at 6 months to 25%
BF Report Card – Outcome Indicators

National Immunization Survey (NIS)
Breastfeeding Data by Survey Year

- Each year, parents of children aged 19-35 mo are interviewed about BF practices
- Currently 2003, 2004, 2005 survey results are on CDC website
- 2005 survey data represent children born from February 2002 through May 2004

BF Report Card – Outcome Indicators

Birth Months Represented Each Survey Year

<table>
<thead>
<tr>
<th>NIS Survey Year</th>
<th>Birth Months</th>
<th>Birth Cohort 2002</th>
<th>Birth Cohort 2003</th>
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<tbody>
<tr>
<td>2003</td>
<td>2/00-5/02</td>
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<tr>
<td>2004</td>
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<tr>
<td>2005</td>
<td>2/02-5/04</td>
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<td>X</td>
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<tr>
<td>2006</td>
<td>2/03-5/05</td>
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<td>X</td>
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</table>
BF Report Card – Outcome Indicators

Presentation of NIS Breastfeeding Data by Year of Child’s Birth

- Combined survey years 2001 through 2005
- Provided data on children born 8/98 through 5/04
- Weighted observations to reflect actual number of births per month in US in 2000
- Weighting permits presentation of data by birth year, which facilitates evaluation of breastfeeding trends and comparison to other data sources
- August 2007 data release - children born in 2004
Breastfeeding Report Card
State Profile

• Detailed information on each individual state’s indicators
  – Process Measures
  – Outcome Measures
  – State contact information

• Not replacement for state-generated coalition information

Breastfeeding State Profile

• State NIS breastfeeding data
• Hospital Support
  – Facilities designated as Baby Friendly (BFHI)
• Professional Support
  – IBCLCs per 1,000 live births
• Mother-to-Mother Support
  – LLL leaders per 1,000 live births
• State Health Department Support
  – Contact information, URL
• State legislation
  – Mandate name, number, year
• State coalition information
  – Name, contact information, URL

Timeline and Dissemination Plan
• Post Breastfeeding Report Card on CDC Website, WBW
• Highlight BF Report card with “spotlight” on CDC Home Page
• Provide hard copies to states
  – 10 per state
  – Additional copies as needed


Ongoing Activities:
• Update information periodically
• Include additional indicators as they become available

How can you help?
• Provide feedback prior to launch
  – Identify errors and omissions
  – Provide feedback on use
  – Suggest new indicators that meet criteria
• Create awareness within your states among...
  – Employers
  – Hospitals
  – Public Health professionals
  – Local coalitions and advocates
  – Policy makers
  – Media


Calls to Action
• Improve Public Health infrastructure for BF
• Identify opportunities to improve maternity care
• Improve access to professional support
• Broaden community support
• Strengthen legislative protection and support of breastfeeding
• Incorporate project into WBW plans
Thank You!

Contact Information:
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770 488 5449  770 488 5626

CDC Breastfeeding Information:
http://www.cdc.gov/breastfeeding