Promoting, Protecting and Supporting Breastfeeding
New Initiatives in North Carolina

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USBC/CDC State Coalitions Teleconference
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North Carolina Child Fatality Task Force (CFTF)

- Legislative study commission established by the North Carolina General Assembly in 1991
- Created out of growing concern over the preventable deaths of children in North Carolina
- Focus: Infant and child morbidity and mortality
- Executive Director: Selena Childs
- Chair: Tom Vitaglione
Breastfeeding Workgroup

- *Selena Childs: Director CFTF
- Corrine Giannini
- *Joe Holliday: Co-Chair PHC
- Miriam Labbok
- Alice Lenihan
- Steve Shore
- Catherine Sullivan
- Mary Rose Tully
- *Sarah Verbiest: Co-Chair PHC
- *Tom Vitaglione: Chair CFTF
Our Charge...

Study the link between breastfeeding and the reduction of infant mortality, disease and obesity

Breastfeeding = Best Practice
Evidence Based Reports 2007
WHO Summary of Evidence

Children who have been breastfed have
- Lower mean blood pressure
- Lower total cholesterol
- Higher performance on intelligence tests
- Reduced risk of overweight/obesity
- Reduced risk of Type 2 Diabetes


AHRQ Report

Reduced risk for the mother
- Breast cancer
- Ovarian cancer
- Diabetes
- Post partum depression (small effect)

AHRQ Report

Reduced infant risk of

- Otitis media*
- Gastroenteritis*
- Severe lower respiratory tract infections*
- Asthma* (infant and children <10 strongest impact)
- Obesity*
- Type 2 Diabetes*
- SIDS*
- Atopic dermatitis
- Necrotizing enterocolitis (*preterm infants)

* strongest evidence

American Institute for Cancer Research

“It’s best for mothers to breastfeed exclusively for six months and then add other liquids and foods.”

Vision

North Carolina mothers will be enabled to begin their children’s lives by breastfeeding - the best possible foundation for infant and young child feeding.

Recommendations

I. Encourage the adoption of activities that create breastfeeding-friendly communities.
II. Create a breastfeeding-friendly health care system.
III. Encourage the adoption of breastfeeding-friendly workplaces.
IV. Assist child care facilities in promoting, protecting and supporting breastfeeding.
V. Advocate for insurance coverage by all third-party payers for breastfeeding care, services, and equipment when necessary.
VI. Involve media and use social marketing and public education to promote breastfeeding.
VII. Promote and enforce new and existing laws, policies and regulations that support and protect breastfeeding.
VIII. Encourage research and evaluation on breastfeeding outcomes, trends, quality of care, and best practices.
From Recommendations to Action

- Communities
- Health Care System
- Workplaces
- Child Care Facilities
- Insurance Coverage
- Media, Social Marketing, and Public Education
- Laws, Policies, and Regulations
- Research and Evaluation

Breastfeeding Work Group Recommendations
Communities

Implement a statewide campaign to enhance public awareness about the benefits of breastfeeding

- Foundation funding
- Legislative appropriations

* Other states with language/laws: California, Illinois, Missouri, Vermont

Breastfeeding-Friendly Healthcare System

Engage the North Carolina Hospital Association in championing the implementation of the UNICEF/WHO Baby Friendly Hospital Initiative, which offers policies and practices to promote and clinically support breastfeeding

* Other states with language/laws: Florida, California, Missouri, Texas
Breastfeeding Friendly Workplaces

Work with employers, starting with state agencies, to

- Provide employees with a private place for breastfeeding and/or expressing milk
- Provide paid break time for either


Assist Child Care Facilities

Work with
- Division of Child Development
- North Carolina Partnership with Children
To
- Assure that breastfed infants and their mothers receive equal access and care in all child care facilities
- All child care facilities know how to handle mother’s milk appropriately

* Other states with language/laws: Louisiana, Mississippi
Media, Social Marketing & Public Education

Work with the Department of Public Instruction to incorporate breastfeeding information into K-12 school health curriculum

* K-12 curriculum: New York

Law, Policy and Regulations

Seek legislation to create a jury exemption for breastfeeding women

* Other states with language/laws related to jury duty exemption: California, Idaho, Illinois, Iowa, Kansas, Kentucky, Minnesota, Mississippi, Nebraska, Oklahoma, Oregon, Virginia
Law, Policy and Regulations

Enhance access to support services
- Create of a registry for board certified lactation consultants
- Define a scope of practice for registered lactation consultants
- Support insurance coverage for services post hospital discharge
- Expand insurance coverage for the use of donor human milk in NICU’s

*Joint study for insurance coverage: Louisiana
*Regulation minimum guidelines for distribution of human milk and operation of donor human milk banks: Texas, California, New York, Maryland

Work Group Progress: Recommendations for Action
Proposal submitted to the NC Health and Wellness Trust Fund
- Focus on public awareness campaign to address
  - cultural beliefs
  - Obesity prevention/breastfeeding relationship

Breastfeeding Friendly Hospital Award System (Voluntary)
- Early stages of planning
- Award will be housed in the Division of Public Health
- Partners will help encourage participation and implementation

Worksite Guidance
- Proposed additions to the NC Wellness Policy for state employees
  - Paid break time in addition to lunch break
  - Provision of space for breastfeeding and/or expressing milk
- Coordination of efforts with the NC Breastfeeding Coalition
  - Disseminate and train community groups to use *HRSA Toolkit: Business Case for Breastfeeding*
Division of Child Development

– Joint letter of support for breastfeed to childcare providers from DCD and DPH is planned
– Childcare manual and curriculum are being updated to include breastfeeding and human milk storage and handling information

Law, Policy and Regulations

– CFTF will not pursue jury duty exemption at this time.
  • Exemptions are handled by the Judicial Branch, so doing so would be politically negative
– Nursing Mothers Room established in the General Assembly
Law, Policy and Regulations
– Members are looking at creative ways to find a home for a NC R-LC registry
  • This is the first step toward insurance coverage efforts
– Early discussions with insurers about coverage for donor milk processing fees

Other alliances are developing
– CDC Report Card information on breastfeeding is now included in the North Carolina Child Health Report Card
### Progress-Measurable Outcomes Using Statewide Data

#### 2008 CDC Breastfeeding Report Card

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<th>Healthy People 2010 Goal</th>
<th>Nation</th>
<th>North Carolina</th>
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<tr>
<td>&quot;Ever&quot; Breastfed</td>
<td>75%</td>
<td>74.2%</td>
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<td>Breastfed 6 months</td>
<td>50%</td>
<td>43.1%</td>
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<td>Exclusivity for 3 mo</td>
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<tr>
<td>Exclusivity for 6 mo</td>
<td>17%</td>
<td>11.9%</td>
<td>9.5%</td>
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[http://www.cdc.gov/breastfeeding](http://www.cdc.gov/breastfeeding)

Based on 2005 National Immunization Survey Data