Breastfeeding State Program Highlights

Marissa Zwald, MPH
Program Development and Translation Team
Division of Nutrition, Physical Activity, and Obesity

Presentation Overview

• DNPAO state-based program
• Project background
• General breastfeeding findings
• How documents can be used
• Next steps
State Breastfeeding Coalitions
Teleconference

DNPAO State-Based Program

805 Program Objectives

- Decrease prevalence of obesity
- Increase physical activity
- Improve dietary behaviors related to population burden of obesity and chronic diseases

Marissa Zwald, MPH, ORISE Fellow
CDC DNPAO
DNPAO Principal Target Areas

Breastfeeding  Fruits and vegetables  High energy dense foods

Physical activity  Sugar sweetened beverages  Television viewing

Project Background

• Compilation of brief descriptions of 805-funded state activities by DNPAO’s principal target areas and recommended strategies

• Two important things to note:
  – Suggested responses are brief
  – States are not required to submit an example
Previous State Program Highlights

http://www.cdc.gov/obesity/stateprograms/statetestsories.html

Breastfeeding State Program Highlights
State Submission Form

- Title of state activity
- Start and end date
- Health problem and target population
- Description of state activity that was implemented
- Specific role of the state health department
- Accomplishments to date
- Future plans
- Resources that were considered or developed
- Contact information

Breastfeeding State Submissions

- Received **10** examples from **6** states on maternity care practices
- Received **11** examples from **7** states on breastfeeding support in the workplace
Results: Maternity Care Practices

<table>
<thead>
<tr>
<th>State</th>
<th>Type of Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Colorado</td>
<td>Provided training, technical assistance, or tools to hospitals related to maternity care practices.</td>
</tr>
<tr>
<td>Indiana</td>
<td></td>
</tr>
<tr>
<td>New Mexico</td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>Assessed hospital data related to breastfeeding to create hospital-specific indicator reports.</td>
</tr>
<tr>
<td>Texas</td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td></td>
</tr>
</tbody>
</table>

Received 10 submissions with representation from 6 states
Colorado Can Do 5!

- Facilitated informational sessions on 5 recommended maternity care practices for over 900 health care providers at 51 of 55 hospitals in Colorado.
- Over 30,000 crib cards reinforcing the Can Do 5! message were distributed.

http://www.cdphe.state.co.us/ps/mch/gettingitright.pdf

Online Training in New York

- Purchased access to the online training of Ten Steps to Successful Breastfeeding: 18-Hour Interdisciplinary Breastfeeding Management Course in the United States.
- Every maternity care hospital in the state was provided up to 8 access codes for the training.
- Since December 2009, more than 550 codes have been distributed.
State Breastfeeding Coalitions
Teleconference

8/10/2010

Reviewing and Analyzing Policies in New York

- Collected, reviewed, and analyzed breastfeeding policies and practices from 139 New York maternity care hospitals.
- Scored hospitals and disseminated reports electronically.

Texas Ten Step Star Achiever Program

- Targeting hospitals already experiencing small successes in incorporating the WHO-UNICEF Ten Steps to Successful Breastfeeding.
- Will provide tailored technical assistance, training, tools, and collaborative opportunities to hospitals.

http://www.dshs.state.tx.us/wichd/lactate/TXfact.shtm

Marissa Zwald, MPH, ORISE Fellow
CDC DNPAO
**Washington Within Reach Project**

- Reviewed hospital data and conducted a small chart audit at Yakima Valley Memorial Hospital.
- Provided tailored training for Yakima Valley Memorial Hospital follow-up technical assistance.

[http://www.withinreachwa.org](http://www.withinreachwa.org)

---

**Results:**
**Support for Breastfeeding in the Workplace**
Support for BF in the Workplace

<table>
<thead>
<tr>
<th>State</th>
<th>Type of Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>New York</td>
<td>Implemented Business Case for Breastfeeding Training.</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
<tr>
<td>West Virginia</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
<tr>
<td>Texas</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
<tr>
<td>South Carolina</td>
<td>Provided businesses or organizations with trainings, technical assistance, tools, or funding for breastfeeding.</td>
</tr>
</tbody>
</table>

Received 11 submissions with representation from 7 states

Massachusetts is Working on Wellness

- Developed the Worksite Wellness Program Toolkit, which includes recommendations for worksite lactation support policies, programs, and resources.
- Twelve worksites are currently implementing the toolkit.

Business Case for Breastfeeding

- NY, RI, SC, WV, and WI implemented the Business Case for Breastfeeding.
- SC provided outreach and training to 10 businesses this year.
- The training prompted NY to develop a Return to Work Toolkit for low-income breastfeeding mothers making the transition back to work.

Lactation Support Program in South Carolina

- University of South Carolina was funded to establish a campus-wide lactation support program.
- The program included lactation rooms, breastfeeding education classes, the development of a peer mentoring listserv, and the creation of a lending library.

http://www.sc.edu/healthycarolina/lsp.html
Lactation Support Rooms at USC

http://www.sc.edu/healthycarolina/lsp.html

Mother-Friendly Worksite Policy Initiative in Texas

- Providing training, technical assistance, and educational materials to state agencies to encourage worksite breastfeeding policies.
- These efforts were prompted by the success of the Texas Mother-Friendly Worksite Program, which recognizes businesses for voluntarily establishing breastfeeding support policies.

http://www.dshs.state.tx.us/wichd/lactate/mother.shtm
Efforts in Wisconsin Child Care Centers

- Developed a resource toolkit for child care center employees and owners to plan and implement an action plan to support breastfeeding mothers.
- The toolkit has been distributed to 26 local breastfeeding coalitions, 70 WIC breastfeeding coordinators, various state libraries, and other NPAO partners.

How documents can be used

- Promote DNPAO state program
- Facilitate peer to peer learning
- Identify potential collaborations
- Demonstrate program successes to funders
- Share lessons learned
Next Steps

• Developing state program highlights for the remaining target areas, including energy density, sugar-sweetened beverages, physical activity, and television viewing
• Creating state program highlights by setting

Questions?

Marissa Zwald
Email MZwald@cdc.gov
Phone (770) 488-5545