Advancing Promising Policy & Practice Changes: 
*
*Equity in Lactation Support*

March 31, 2016
WKKF First Food Forum 2016
Outline

- Convening national stakeholders: Lactation Support Providers (LSP) Constellation
- Pathways to equity and access:
  - for moms
  - for lactation support providers
- Next steps: how to engage
REVIEWING THE LANDSCAPE
LSP Field is Unique

- It’s relatively new field
- It’s brand new to payment sphere...
- Several provider types
- All non-licensed (except in RI)
Convening Stakeholders

- CDC Funding: National Innovative Partnership for Addressing Obesity through Environmental Supports for Nutrition and Physical Activity
- June 2014: initial facilitated meeting
- Formalized into Constellation (action-focused work team of organizational stakeholders)
- Overall goal: Increased access to lactation support
# LSP Constellation Members

<table>
<thead>
<tr>
<th>Community-Based &amp; Advocacy</th>
<th>Training &amp; Accreditation</th>
<th>Public Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black Mothers Breastfeeding Association</td>
<td>Academy of Lactation Policy &amp; Practice</td>
<td>AMCHP</td>
</tr>
<tr>
<td>Breastfeeding USA</td>
<td>Childbirth &amp; Postpartum Professional Association</td>
<td>CDC</td>
</tr>
<tr>
<td>HealthConnect One</td>
<td>Healthy Children Project</td>
<td>HRSA/MCHB</td>
</tr>
<tr>
<td>La Leche League USA</td>
<td>International Board of Lactation Consultant Examiners</td>
<td>NACCHO</td>
</tr>
<tr>
<td>National Association of Peer &amp; Professional Lactation Supporters of Color</td>
<td>Lactation Consultant Services</td>
<td>USDA/WIC</td>
</tr>
<tr>
<td>National WIC Association</td>
<td>Lactation Education Accreditation &amp; Approval Review Committee</td>
<td></td>
</tr>
<tr>
<td>Reaching Our Sisters Everywhere (ROSE)</td>
<td>Lactation Education Consultants</td>
<td></td>
</tr>
<tr>
<td>U.S. Lactation Consultant Assn.</td>
<td>Lactation Education Resources</td>
<td></td>
</tr>
</tbody>
</table>
LSP Declaration of Intent

- “Whereas all mothers & babies have a right to access to trained lactation support to reach their goals;
- Whereas all lactation support providers bring value to the landscape of care;
- Therefore we agree to work collaboratively to influence opportunities for change to increase access to lactation support.”
PATHWAYS TO EQUITY FOR MOMS
How is benefit defined?

- Breastfeeding preventive services intended to be covered with no cost sharing
  - What does “preventive” mean in this content? How are payers interpreting?
  - Are moms receiving full intended benefit?

- Under Women’s Preventive Services
  - What does it mean that service is only included/defined with reference to the woman?
  - Is benefit available to all moms through this mechanism?
Levers to Address Interpretation Issues

- **FAQs on ACA Implementation Part XXIX**
  - HHS Office of Health Reform responsive to feedback, can add more FAQs
  - Compiling stories and billing examples

- **Women’s Preventive Services guidelines**
  - HRSA funding update process starting this year
  - LSP group consensus to ask for broadest interpretation, USBC will promote
Where does benefit “live”? 

- Under Women’s Preventive Services
  - Mandate for private plans, exchange plans and Medicaid expansion plans
  - NOT mandated for Medicaid
  - (Politics, politics, politics!)
Levers to Address Who is Covered

- What would it take to get into Children’s Preventive Services?
  - These *are* mandated for Medicaid...
  - Early and Periodic Screening, Diagnosis, and Treatment (EPSDT) program
  - *Bright Futures: Guidelines for Health Supervision of Infants, Children, and Adolescents* (AAP)
PATHWAYS TO EQUITY FOR PROVIDERS
What if no licensed counseling providers?

HHS FAQs have clarified:

- Must be covered when performed “by any provider acting within scope of license or certification under applicable State law”
  - Doesn’t have to be licensed, just trained
  - “Certification” not defined, per HHS interpreting broadly
  - Defined scope
  - Recognized in state law
State Law Developments

- **Licensure**
  - Licensure law passed in RI
  - Many other states have pending bills, varied approaches

- **CHW legislation/policy**
  - Efforts in most states
  - CHW Common Core (C3) Project: core roles, core skills, core qualities
Model of comprehensive, inclusive bill

- Comprehensive definition of coverage
- Pumps and breastfeeding equipment
- Lactation counseling
  - In-person (home and office)
  - Telephone
  - Peer counseling
- “Lactation provider”: individual who is certified or licensed and works within their scope (broad HHS language)
Strategies for Medicaid Coverage

- State Plan Amendment (CMS Rule Change)
- Medicaid Waiver Process
- Medicaid Managed Care
NEXT STEPS: LEVERS FOR CHANGE
How to Engage?

- Submit stories: www.usbreastfeeding.org/health-plan-stories
- Sign on to recommendations
- Complaint to your state insurance commissioner
- Connect with breastfeeding coalitions
  - Ensure conversations and policy work in your state/community are inclusive
- Seeking funding for state pilot projects
  - USBC working with partners
  - Provide TA for multi-pronged, inclusive policy approaches to expand network of providers
Resources

USBC:

- Advocacy HQ: www.usbreastfeeding.org/advocacy
- Learning Communities: www.usbreastfeeding.org/learning-communities

National Women’s Law Center:

- Report: *State of Breastfeeding Coverage: Health Plan Violations of the Affordable Care Act*
- Fact Sheets, Toolkit, Sample Letters
- Hotline: coverher.org
Remember…

We are better, together!