Breastfeeding Public Health Partners
Collaborating for Change from the Local to the National Level

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The views expressed within do not necessarily represent those of the sponsor.
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Objectives

Objective 1: Define breastfeeding as an issue of public health significance.

- Define breastfeeding as an issue of public health significance.
- Describe the role of the Breastfeeding Public Health partnership and its individual work as representatives of the diverse needs in the breastfeeding field.

AMCHP ASPHN asthо NACCHO USBC

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8/9/2016
Public Health is...

The science and practice of saving lives millions at a time by...
- protecting & improving the health of families, communities and populations:
  - Promotion of healthy lifestyles
  - Research for disease detection, injury prevention, and control of infectious diseases
  - Elimination of health disparities through promotion of healthcare equity, quality & accessibility

Core Functions of Public Health

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Is breastfeeding a public health issue?

Breastfeeding Public Health Partners:
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Racial & Ethnic Disparities in Breastfeeding Rates

<table>
<thead>
<tr>
<th>Ever</th>
<th>Target</th>
<th>Black</th>
<th>White</th>
<th>Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>81.9</td>
<td>66.4</td>
<td>83</td>
<td>82.4</td>
<td></td>
</tr>
<tr>
<td>At 6 Months</td>
<td>35.3</td>
<td>55.8</td>
<td>51.4</td>
<td></td>
</tr>
<tr>
<td>At 1 Year</td>
<td>16.9</td>
<td>32.8</td>
<td>27.9</td>
<td></td>
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Breastfeeding & Health Inequities

- Breastfeeding is as an infant mortality moderator (Ip S. et al. 2007)
- Breastfed babies have a lower incidence of obesity later in life
- Breastfeeding is associated with 36% decreased risk of SIDS (Ip S. et al. 2007)
- Infants who were ever breastfed had a 21% reduction in odds of post-neonatal death (Chen & Rogan, 2004)

Breastfeeding and Public Health

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Breastfeeding Public Health Partners: Collaborating for Change from the Local to National Level
Assisting with the implementation of worksite lactation support

Increasing access to peer and professional support for breastfeeding
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Objective 2: Describe the role of the Breastfeeding Public Health partnership

BREASTFEEDING PUBLIC HEALTH PARTNERS

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Role of BPHP

- **Purpose to:**
  - Inform the various project activities,
  - Increase resources and information sharing
  - Improve collaboration and coordination

- **Coordination of national activities to increase access to breastfeeding support through three core strategies**

- **Support & expand efforts to coordinate local and state breastfeeding collaborations & partnerships**

  Maximize every federal dollar invested in breastfeeding programs

Partnering Priorities

- **Joint advocacy for public health partner organization leaders**
- **Promote grantees to build the evidence and share best practices**
- **Sharing resources and landscape at community, state, and national levels**
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ACA-breastfeeding related information
- State efforts to improve breastfeeding rates
- Pilot project with Arkansas Breastfeeding Coalition on workplace lactation support
- Transformation: Title V Block Grant: baby-friendly designation, community partnerships, workplace, father initiatives

- Erin Bonzon | ebonzon@amchp.org

**AMCHP next steps**
- Dissemination of state best practices on breastfeeding through Title V work
- TA to 4 states on worksite accommodation/model policy development
- Partnering to advance work on breastfeeding issues and health equity promotion
- **Webinar Series:** Strategies to increase Opportunities for Women of Color to become International Board Certified Lactation Consultants (IBCLCs)
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Funded 19 states to support maternity care practices, workplace support, and peer/professional support
- Conducts an Action Learning Collaborative to support state efforts
- Created educational opportunities
- Promoted cross-sharing of ideas and resources between states
- Action Learning Collaborative
  - Sanaa Akbarali | sakbarali@astho.org

States increased the number of breastfeeding-friendly facilities roughly 80% over baseline
> 800 health-care professionals trained
~ 500 hospital-related professionals attended state breastfeeding summits

Success in Numbers: Year One

8/9/2016
**ASTHO Next Steps**

- Year Two of Learning Community on launched on September 10, 2015
  - Continue to support states in their key area of focus
  - Spread and sustain Year One Successes
  - Disseminate lessons learned and increase visibility of state breastfeeding support efforts

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**ASPHN**

- Pediatric Obesity mini-CoILN
- Proposal for MCHB Children’s Healthy Weight CoILN
- Brief about integration of Clinical-Community-Public Health Systems
  - Examples of breastfeeding promotion / management
- Action Learning Collaborative
  - [http://www.asphn.org](http://www.asphn.org)
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NACCHO Next Steps

- Public Health Breastfeeding Webinar Series (pending CDC continuing education credits)
  - www.breastfeeding.naccho.org
- Breastfeeding Program Implementation Boot Camp

Public Health Breastfeeding Training

**What?**
6-part Webinar Series, funded by CDC

**Why?**
Promising practices and lessons learned from the largest nationally coordinated implementation of community-level breastfeeding support initiatives.

**Topics?**
- creating continuity of care in the community,
- engaging and retaining hard to reach groups,
- ensuring sustainability through billing, and
- building sustainability through policy, systems and environmental changes.
Breastfeeding in the Community: Implementations that Work!

This interactive webinar will pinpoint what worked in the field and identify implications for current and future public health breastfeeding initiatives in the community!

Learning Objectives
1. Differentiate between clinical and public health perspectives as it relates to breastfeeding promotion, protection, and support.
2. Identify core program components needed to implement a local level breastfeeding support program.
3. List at least two barriers and facilitators to community implementation of breastfeeding support programs in underserved communities.

www.breastfeeding.naccho.org

National WIC Association

- Promote utilization of peer counselors in WIC programs
- Create training opportunities and connections between hospitals and WIC peer counselors
- Address breastfeeding barriers through community-level support
- NWA-ACOG Partnership [funded by CDC]
  - Community Partnerships for Healthy Mothers and Children (CPHMC) Project

NWA – [https://www.nwica.org/](https://www.nwica.org/)
Martelle Esposito | mesposito@nwica.org

70%
The percentage of WIC mothers who initiated breastfeeding in 2014.

6
The number of steps NWA outlines for WIC clinics to achieve breastfeeding goals.
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**CPHMC Project: Coalition Building**

WIC Agencies convene multi-sectoral coalitions to conduct community needs assessment & implement a community action plan

- 10 Coalition members, representing at least 7 sectors

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<th>Health Department</th>
<th>Public school administrators</th>
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<tr>
<td>Cooperative Extension</td>
<td>Local legislators and officials</td>
</tr>
<tr>
<td>YMCA</td>
<td>Head Start</td>
</tr>
<tr>
<td>United Way</td>
<td>Daycares/Out of School Care Facilities</td>
</tr>
<tr>
<td>Chamber of Commerce</td>
<td>Military facilities</td>
</tr>
<tr>
<td>Local and state insurers</td>
<td></td>
</tr>
<tr>
<td>Faith Based Organizations</td>
<td></td>
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<tr>
<td>Social service agencies</td>
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- Mission:
  - To drive collaborative efforts for policy and practices that create a landscape of breastfeeding support across the United States
  - Develop hub for state/local breastfeeding resources and referrals
  - Provide capacity-building assistance to state and local breastfeeding coalitions.
  - Work with non-traditional partners to expand support networks.
WKKF Grant

- Mainstream racial equity values & practices within USBC and First Food Field
  - Learning community with bi-monthly webinar series
  - Focused on building capacity of field to apply both "equity lens" to inform/guide external strategies and activities, and "equity mirror" to examine internal structures, culture, & policies
- Maximize utilization of technology for coalition capacity building (grassroots to treetops) through Collective Impact principles

CDC Cooperative Agreement: Public Health Infrastructure

- Capacity building learning collaborative for STLT (State, Territorial, Local and Tribal) coalitions
- Increase working relationships between STLT coalitions & their health depts and other orgs => integration of breastfeeding into other areas of public health agenda.
- Build national, integrated web-based resource directory as central hub for mothers to find state/local resources, and hospitals/providers to find patient referrals

www.usbreastfeeding.org/coalitions-connect
www.usbreastfeeding.org/conference
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**Future BPHP Activities**

- Visioning
- Refine Priority Activities
- Define Partner Roles
- Align Priority Activities with Partner Strengths and Explore the Need for growth
- Explore opportunities and challenges associated with shifting political landscape

**Strategizing**
Public Health Breastfeeding Webinar Series
To register:
www.breastfeeding.naccho.org
Kick-off: Black Breastfeeding Week
Wednesday, August 31

*CDC Continuing education for the series (module 2-6) is pending. See final announcement for details.

Questions?