District of Columbia Breastfeeding Coalition

CREATING A CULTURALLY COMPETENT COALITION

Mudiwah A. Kadeshe, MSN/RN/CCE/IBCLC
Vice President/DC Breastfeeding Coalition
Director of Programs/Grant Management

United States Breastfeeding Committee-CDC
2-2-2 Webinar
April 11, 2017

Disclosures

In the past 12 months, I have no relevant financial relationships with the manufacturer(s) of any commercial product(s) and/or provider(s) of commercial services discussed in today’s webinar.

I do not intend to discuss an unapproved/investigative use of a commercial produce/device in my presentation.

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Mudiwah Kadeshe is a Children’s National Health Systems employee whose position is supported by funding awarded to the D.C. Breastfeeding Coalition by the D.C. Department of Health.
District of Columbia Breastfeeding Coalition

By the end of this presentation, the learner will be able to:

- Differentiate between visible and non-visible aspects of culture
- Identify at least 3 cultural factors that influence African American women’s breastfeeding decisions
- Identify at least 4 strategies to help expand and sustain the reach of your Coalition
District of Columbia Breastfeeding Coalition

Creating a Culturally Competent Coalition
Creating a Culturally Competent Coalition

District of Columbia Breastfeeding Coalition

AFRICAN–AMERICAN CULTURE
AFRICAN–AMERICAN BREASTFEEDING CULTURE

THEN

NOW

Cultural Impact Synopsis

- Values
- Beliefs
- Ways of Being

DCBFC primary cultures served

African-American
Hispanic
Ethiopian
## Cultural Impact Synopsis

<table>
<thead>
<tr>
<th></th>
<th>African-American</th>
<th>Hispanic</th>
<th>Ethiopian</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Family</strong></td>
<td>Strong kinship bonds</td>
<td>Strong family ties, group more important than self</td>
<td>Honor and respect for family and friends at all times</td>
</tr>
<tr>
<td></td>
<td>take care of own</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>respect of elders</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Religion</strong></td>
<td>Strong religious</td>
<td>Strong church and community orientation</td>
<td>Central to all things</td>
</tr>
<tr>
<td></td>
<td>orientation</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Gender roles</strong></td>
<td>Adaptable family roles</td>
<td>Male dominant</td>
<td>Male dominant, always head of family</td>
</tr>
<tr>
<td></td>
<td>Decision maker</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>eldest adult</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Approach to</strong></td>
<td>Natural remedies,</td>
<td>Modesty important</td>
<td>Prefer female providers, speak with male first</td>
</tr>
<tr>
<td><strong>health/medicine</strong></td>
<td>faith healing</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Breastfeeding Predictors

<table>
<thead>
<tr>
<th><strong>Likely</strong></th>
<th><strong>Unlikely</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Non US born or raised</td>
<td>• Non Hispanic blacks</td>
</tr>
<tr>
<td>• White</td>
<td>• Low social economic status</td>
</tr>
<tr>
<td>• Upper middle income</td>
<td></td>
</tr>
<tr>
<td>• Married</td>
<td></td>
</tr>
<tr>
<td>• Highly educated</td>
<td></td>
</tr>
</tbody>
</table>
Breastfeeding rates: National, DC and Healthy People 2020 Target

<table>
<thead>
<tr>
<th>Objective: Increase the proportion of infants who are breastfed</th>
<th>2020 Target (%)</th>
<th>Baseline U.S. (%) 2013 Births</th>
<th>Washington, DC rate (%) 2013 Births</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever</td>
<td>81.9</td>
<td>81.1</td>
<td>82.8</td>
</tr>
<tr>
<td>At 6 months</td>
<td>60.6</td>
<td>51.8</td>
<td>57.4</td>
</tr>
<tr>
<td>At 1 year</td>
<td>34.1</td>
<td>30.7</td>
<td>33.1</td>
</tr>
<tr>
<td>Exclusively through 3 months</td>
<td>46.2</td>
<td>44.4</td>
<td>43.5</td>
</tr>
<tr>
<td>Exclusively through 6 months</td>
<td>25.5</td>
<td>22.3</td>
<td>23.2</td>
</tr>
</tbody>
</table>

1. The 2013 rates are based on the landline and cellular telephone samples in NIS 2014-2015, referred to as the dual-frame sample.
2. All of the BF rate indicators are the percent of infants breastfeeding at the specified time points, calculated among all infants.
3. Data from Puerto Rico are not included in the national average for any breastfeeding rates.

Racial Disparities for Breastfeeding Rates in Washington, DC

<table>
<thead>
<tr>
<th>Breastfeeding Rates</th>
<th>Caucasian</th>
<th>Hispanic</th>
<th>African American</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initiation</td>
<td>97%</td>
<td>83.7%</td>
<td>54.8%</td>
</tr>
<tr>
<td>6 months</td>
<td>78.9%</td>
<td>54.6%</td>
<td>26.5%</td>
</tr>
<tr>
<td>At 12 months</td>
<td>42%</td>
<td>36.5%</td>
<td>11%</td>
</tr>
</tbody>
</table>

http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5911a2.htm
A Tale of Three Cities

DC Breastfeeding Rates by Race, 2009-2011 births

Source: CDC National Immunization Survey

A Tale of Three Cities

DC Breastfeeding Rates by Race, 2009-2011 births

Source: CDC National Immunization Survey
The Perfect Storm

- Low Income African American
- Limited BF Support
- Lack of Knowledge

Moving the Disparity Needle

- DC Breastfeeding-Friendly Hospital Initiative (2008)
- Surgeon General’s Call to Action to Support Breastfeeding (2011)
- Breastfeeding-Friendly Workplace Awards (2010)
- CDC Best Fed Beginnings Collaborative (2012)
- Children’s National East of the River Lactation Support Center (2011)
- Lactation Consultant Prep Course (2014)
The DC Breastfeeding Coalition was established to reduce health disparities -- particularly among the most vulnerable infants and children living in our communities.

DC Breastfeeding Task Force organized in 2003

OWH Community Demonstration Project:

- National Breastfeeding Awareness Campaign
- DC Breastfeeding Resource Guide

DC Breastfeeding Coalition incorporated as 501(c)(3) organization in 2004

20-25 paid members per year (1-3 corporate)

Volunteer-driven: 3 part-time grant-paid program staff
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Programs

Creating a Baby-Friendly District of Columbia Initiative

East of the River Lactation Support Center

Advocacy

Membership > Scholarship Fund > Volunteer Mentoring

DC Public Schools Breastfeeding Education

Lactation Certification Preparation Course

RESEARCH PROTOCOL: East of the River Lactation Support Center: Improving African-American Breastfeeding Rates through Prenatal Education

East of the River Lactation Support Center
Creating a Culturally Competent Coalition

Addressing Limited Breastfeeding Support

–
–
– Pacify App
– Breastfeeding Supplies
– WIC/Newborn appointment scheduling at hospital participating in our CBFDCI
– Referrals > Social Work > Children’s Law Center
Addressing Lack of Knowledge

Wait-a-Minute Sessions

Prenatal Breastfeeding Education

- 4 week class rotating sessions
- Reminder calls/emails offered to participants

Class Overview

- Getting Started
- Breastfeeding in the First Few Weeks
- Keeping Things Up When Life Returns
- Breastfeeding After 6 Months

Staffing Model

- 2 full time, 3 part time, lactation peer educators
- 1 part time IBCLC
- Breastfeeding Medicine Specialist
- 3 sites located in pediatric medical homes
- 2 located east of the river
Lactation Peer Educator

✓ Breastfeeding Classes
✓ DC Public Schools Breastfeeding Education
✓ Shadowed by medical students and residents
✓ MGM Club Facilitation
✓ WIC and Pediatric Follow-up Appointments
✓ Research Assistant

Lactation Peer Educator

✓ Entry Level Position/JD Developed
✓ WIC Peer Counselor Training
✓ IBCLC Supervised Clinical Hours
✓ Lactation Consults
✓ EMR Documentation
✓ Database Management
Clients Served (January 2014-December 2016)

<table>
<thead>
<tr>
<th>Breastfeeding Consults</th>
<th>WIC</th>
<th>Non-WIC</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 14</td>
<td>FY 15</td>
<td>FY 16</td>
</tr>
<tr>
<td>Prenatal</td>
<td>FY 14</td>
<td>FY 15</td>
</tr>
<tr>
<td>In Person</td>
<td>48</td>
<td>9</td>
</tr>
<tr>
<td>By Phone</td>
<td>119</td>
<td>5</td>
</tr>
<tr>
<td>Postpartum</td>
<td>FY 14</td>
<td>FY 15</td>
</tr>
<tr>
<td>In Person</td>
<td>51</td>
<td>28</td>
</tr>
<tr>
<td>By Phone</td>
<td>79</td>
<td>9</td>
</tr>
</tbody>
</table>

PRENATAL CLASSES

<table>
<thead>
<tr>
<th></th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants</td>
<td>46</td>
<td>52</td>
<td>46</td>
</tr>
<tr>
<td>Classes</td>
<td>11</td>
<td>16</td>
<td>35</td>
</tr>
</tbody>
</table>

Creating a Baby-Friendly District of Columbia Initiative

DC Baby-Friendly Designated Hospitals

#1 MedStar Georgetown University Hospital (2/12)
#2 Providence Health Foundation (2/16)

DC Birthing Facilities Seeking Designation

Community of Hope/Family Health and Birth Center
Howard University Hospital
MedStar Washington Hospital Center
United Medical Center
Lactation Certification Preparation Course

Advocacy: Legislation

- Lactation Commission (DC City Council)
  - Component of un-funded Breast milk bank and Lactation Support Act of 2013
  - Develop recommendations to promote and support breastfeeding in DC
  - 1st meeting 4/24/17

- Consulted on the Infant and Toddler Developmental Health Services Act of 2017
  - increase lactation support and education in low income communities
  - lactation courses to increase IBCLC diversity

- Testimony
  - Universal Paid Leave Act of 2015—(passed for 8 weeks)
  - Defending Women’s Access to Health Care
    - Continues lactation support if ACA is replaced
Advocacy: Department of Health Care Finance

**Medicaid Coverage to Promote Breastfeeding policy (2014)**

- Coverage of IBCLCs—need to be Medicaid providers
  - Created a rule to allow IBCLCs to become Medicaid providers
    - Plan to expand to CLCs in future

- Breast pumps and lactation supplies
  - Reimbursement rate too low
  - Collaborated with durable medical equipment (DME) company who negotiated with medical management care organizations (MCOs)
  - Distributing breast pumps in outpatient clinics

- Outpatient coverage of donated human milk
- Inpatient
  - Working on coverage of donor milk and Prolacta

Advocacy: Airports

- Encouraged creation of lactation rooms at Dulles and National

- TSA training video
  - Advised and helped create video about how to handle breast milk and supplies
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Culture is......

R.O.S.E.
Reaching Our Sisters Everywhere

Reach Requires:

<table>
<thead>
<tr>
<th>R.O.S.E.</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources/Finances</td>
<td>Grant Funding Philanthropist</td>
</tr>
<tr>
<td>Others/Collaboration</td>
<td>State Health Department State Coalition</td>
</tr>
<tr>
<td>Support/Partnership</td>
<td>School System Churches</td>
</tr>
<tr>
<td>Expertise/Knowledge</td>
<td>Public Health Research Based</td>
</tr>
</tbody>
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Sustainability Requires:

<table>
<thead>
<tr>
<th>R.O.S.E</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Realistic goals</td>
<td>S.M.A.R.T</td>
</tr>
<tr>
<td></td>
<td>Organizational Capacity</td>
</tr>
<tr>
<td>On time reporting</td>
<td>Data Measurement</td>
</tr>
<tr>
<td></td>
<td>Process Outcomes</td>
</tr>
<tr>
<td>Serving the target population</td>
<td>Healthy People 2020</td>
</tr>
<tr>
<td></td>
<td>Community Based</td>
</tr>
<tr>
<td>Extreme effort</td>
<td>Purpose Driven</td>
</tr>
<tr>
<td></td>
<td>Market Driven</td>
</tr>
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Leveraging Funds to Make It Work
Leveraging Funds to Make It Work

- The work we do means more than a paycheck.
- Establish a solid voluntary track record.
- Grant writing and management is a skill; learn it!
- The team must be high functioning.
- Collaboration is key, private, state and local government, birthing facilities, outpatient clinics, public schools, advocacy groups.

Leveraging Funds to Make It Work

- Accurate accounting is a must, timely spend down essential.
- Expect the unexpected, plan B.
- Stay current, know your market.
- Following the work plan and achieving indicators is a must. Quantifiable data.
- Be visionary, be adaptable, be accessible!
A Look Ahead

• Clinical ladder
  lactation peer educator
  certified lactation counselor
  International board certified lactation consultant

• Breastfeeding Friendly Provider and Work
  Place Award
  in collaboration Maryland Breastfeeding Coalition

• Healthy Children’s
  Certified Lactation Counselor Course July 21-25, 2017

• Lactation Certification Preparation Course
  August 4-6 and 11-13, 2017

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  Activity, and Obesity, National Center for Chronic Disease Prevention and Health Promotion

DC Breastfeeding Coalition

Contact us:

www.dcbfc.org
mkadeshe@dcbfc.org
lactationsupportc@cnmc.org
202.470.2732