



Moving from Data to Strategic Action for Change

CityMatCH Conference
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Rachel Abramson, MS, RN, IBCLC
Executive Director, HealthConnect One

National: Time for Breastfeeding!

- Surgeon General's Call to Action
- Healthy People 2020
- *Let's Move* Campaign
- Communities Putting Prevention to Work (CPPW) funded by CDC
 - Funding for obesity prevention in the City of Chicago and suburban Cook County

Healthy People 2020: Breastfeeding Targets

- 81.9% of mothers breastfeed in the early postpartum period
- 60.5% of mothers breastfeed at 6 months of age
- 34.1% of mothers breastfeed at 1 year of age
- 44.3% of mothers exclusively breastfeed through 3 months of age
- 23.7% of mothers exclusively breastfeed through 6 months of age

New Healthy People 2020 Objectives

- 38% of employers provide an on-site lactation/mother's room
- 8.1% of live births occur in facilities that provide recommended care for lactating mothers and their babies
- 15.6% of breastfed newborns receive formula supplementation within the first 2 days of life (a decrease)



Illinois and Healthy People 2020

The 2010 CDC Breastfeeding Report Card: Data from the National Immunization Survey

	Illinois 2007 (%)	HP2020 Objective (%)
Breastfeeding Initiation	70.2	≥ 81.9
Breastfeeding to 6 Months	36.0	≥ 60.5
Breastfeeding to 12 Months	16.4	≥ 34.1
Exclusive Breastfeeding to 3 Months	27.9	≥ 44.3
Exclusive Breastfeeding to 6 Months	11.2	≥ 23.7
Percent of live births occurring at Baby Friendly facilities	1.3	≥ 8.1
Percent of breastfed infants receiving formula before 2 days of age	28.1	≤ 15.6

Data Drives Policy

Where is breastfeeding in Illinois now?

- Initiation
- Duration
- Exclusivity
- ***Disparities (strategic focus)***

Overview of Blueprint



Photo by Flint Chenay

- Collaboration of HealthConnect One, IDHS Title V, WIC, University of Illinois
- Three-year process
- Spin-off efforts developed during the process (Chicago, Cook County, other systems)

Overview of Blueprint

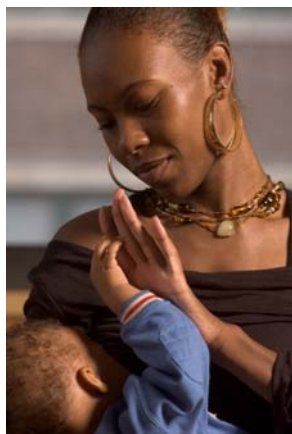
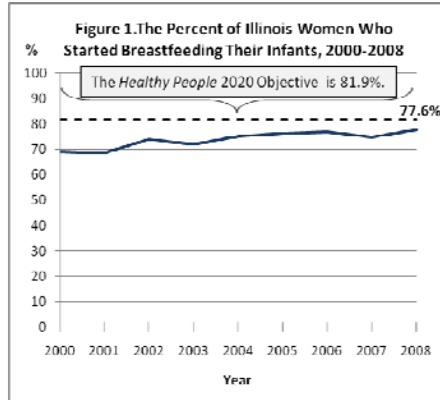


Photo by Flint Chenay

- Outreach to diverse stakeholders to identify barriers to breastfeeding and priority strategies
- Analyze existing statewide data (qualitative and quantitative data)
- Develop strategy recommendations incorporate feedback (Expert Panel and Implementation Working Group)
- Launched April 25-27, 2011

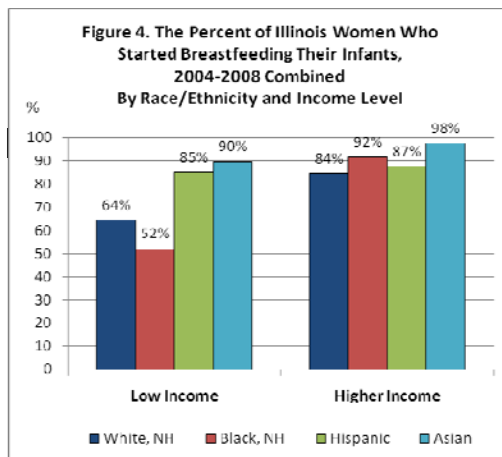
Breastfeeding Initiation



Overall, the percent of Illinois women who started breastfeeding increased from 70% in 2000 to almost 78% in 2008.

More than 37,000 babies born in Illinois in 2008 were never breastfed and therefore could not benefit from its positive health effects.

Breastfeeding Initiation Disparities



The racial/ethnic disparity among higher income women was quite small.

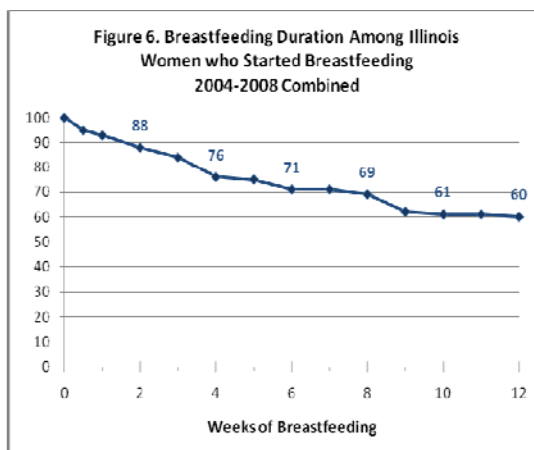
Among low-income women, there are wide racial/ethnic disparities.

For both black and white low income women the rate of breastfeeding falls far below *The Healthy People 2020* objective.

Outreach forums (qualitative data)

“Nobody told me I should breastfeed.”

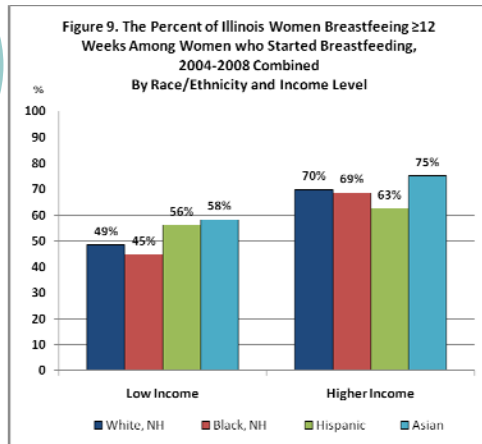
Breastfeeding Duration



Only about 6 in 10 women who start breastfeeding continue for at least 3 months.

Women were most likely to stop breastfeeding during the first 6 weeks after the birth of their baby.

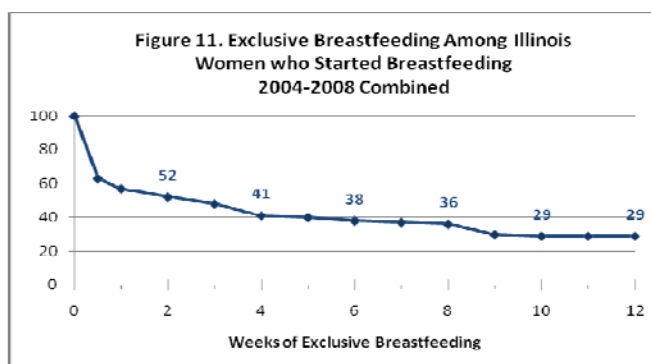
Breastfeeding Duration Disparities



More than half of low income black and white women had stopped breastfeeding before 3 months. About 4 in 10 Hispanic and Asian low income women stopped breastfeeding before 3 months.

Among higher income women, about 3 in 10 black, white, and Hispanic women had stopped breastfeeding before 3 months, and one-quarter of Asian women had stopped.

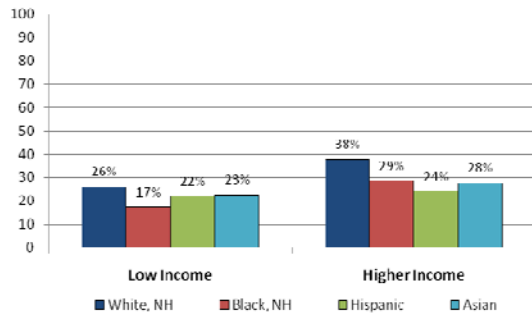
Breastfeeding Exclusivity



Even among those women in Illinois who started breastfeeding, fewer than 1 in 3 exclusively breastfeed for at least 3 months.

Breastfeeding Exclusivity Disparities

Figure 14. The Percent of Illinois Women Exclusively Breastfeeding ≥ 12 Weeks Among Women who Started Breastfeeding 2004-2008 Combined, By Race/Ethnicity & Income Level

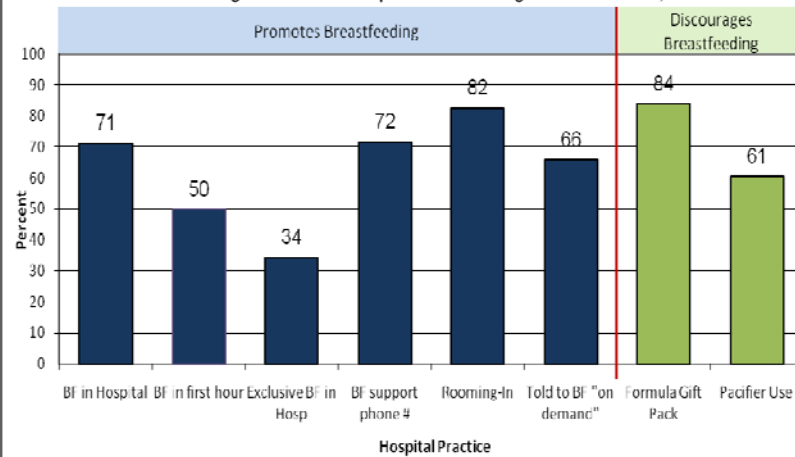


Racial/ethnic and income disparities almost disappear when we look at exclusive breastfeeding, but this “equality” is for the wrong reason.

Fewer than 2 in 5 women were feeding their babies only breast milk at 3 months regardless of their race/ethnicity or income.

How Common Are BF-Supportive Practices in Illinois Hospitals?

Figure 15. Illinois Hospital Breastfeeding-Related Practices, 2008





Impact of Hospital Practices in IL

- About 70% of women reported breastfeeding their infants in the hospital, and only 50% said they breastfed within the first hour after delivery. Still fewer women—only 35%—reported that their infants were fed only breast milk in the hospital.
- More than 80% or 4 out of every 5 women said they received a formula gift pack and 3 out of 5 said they received a pacifier.
- Pacifier use was more common in 2008 than in 2000.



Impact of Hospital Practices in IL

- Illinois women do not all share the same hospital experience in terms of breastfeeding support practices.
 - Black women are less likely to benefit from breastfeeding-supportive practices than white and/or Hispanic women.
 - Black women are also more likely than white and Hispanic women to experience the hospital practices that discourage breastfeeding: pacifier use and formula gift packs.



Public Health Implications

- The first six weeks after delivery is the most crucial period to support women in breastfeeding
 - African-American low income women are particularly in need of breastfeeding support during the early period
- Promoting breastfeeding in the hospital through the eight effective practices will improve breastfeeding continuation rates
- Clear data instruments for measuring exclusive breastfeeding on a hospital by hospital level are needed in IL
- Use of other breastfeeding promotion and support activities in the perinatal period may also improve the ability of women to continue breastfeeding



Conclusions

- Infants of low-income mothers in IL are not benefiting from recommended duration of breastfeeding
- Even among infants who start breastfeeding, disparities in continuation exist
- The fastest drop-off in breastfeeding occurs during the first six weeks after delivery for all racial-ethnic groups
- Eight hospital practices were identified as effectively supporting breastfeeding continuation to six weeks



Recommendations

Hospitals, clinics and health professionals

- Encourage every maternity hospital in Illinois to work toward achieving Baby-Friendly designation (implementation of the Ten Steps to Successful Breastfeeding for Hospitals).

State, County and Local Government

- Prioritize funding for breastfeeding in those populations with high disparities, including African-American and low-income communities.



Recommendations

Community-Based Organizations and Families

- Expand the number of paid breastfeeding peer counselors in community and faith based organizations in Illinois, and expand resources for training and technical assistance to increase peer-to-peer support.

Workplaces

- Educate employers about breastfeeding laws, the importance of lactation support programs.

Insurers

- Identify and expand private insurance coverage for breastfeeding support, including peer counselors and lactation consultants, and breast pumps



Next Steps: Implementation

- Blueprint Implementation Working Group Meetings: HealthConnect One
- Web site:
www.ilbreastfeedingblueprint.org
- Pursue new funding opportunities made available through federal and private foundation projects
- Expand collaborations with CDPH and other Illinois local health departments



Accomplishments

- Blueprint recommendations included in proposals for Community Transformation Grants
- Breastfeeding quality improvement initiative being developed by State Quality Council for Perinatal Advisory Committee, to be implemented through Perinatal Network
- IDPH commitment to include exclusive breastfeeding measure at hospital discharge on IL birth certificate

Accomplishments

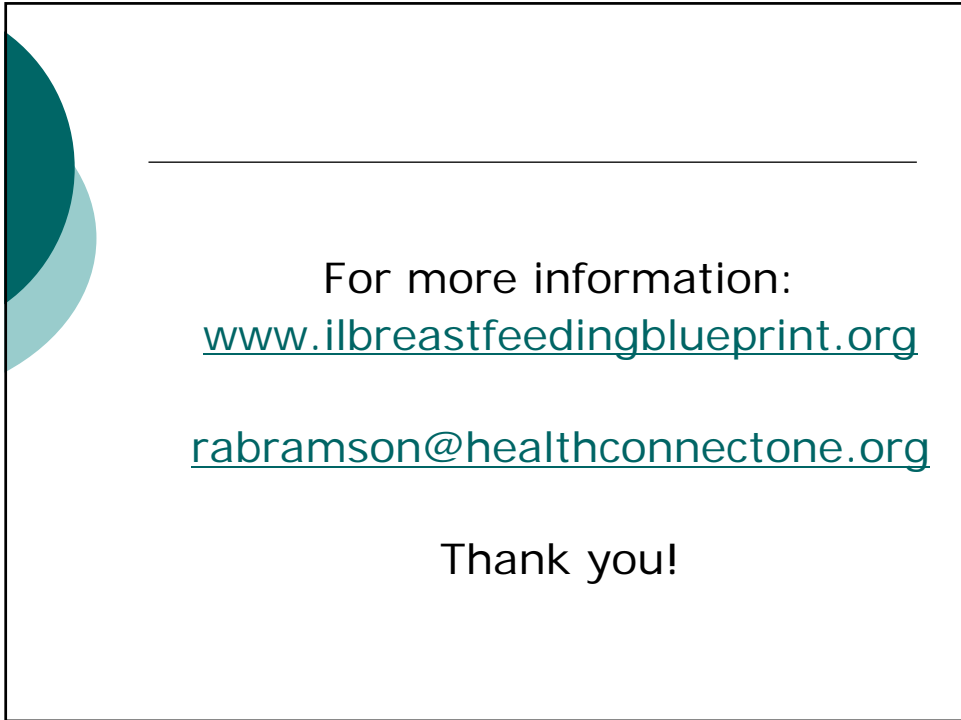
- Media coverage (print, radio)
- First hospital in Chicago registered for Baby-Friendly Hospital status (Holy Cross Hospital)!
- Illinois March of Dimes used Blueprint as basis of RFP
- IL Breastfeeding Blueprint being shared in national forums (MCH Epidemiology Conference, Academy of Breastfeeding Medicine, CityMatch).

Chicago: Healthy Places



- Chicago Department of Public Health in partnership with Consortium to Lower Obesity in Chicago Children (CLOCC), CLOCC
- Partnership on breastfeeding practices includes HealthConnect One and the Illinois Chapter of the American Academy of Pediatrics (ICAAP)





For more information:
www.ilbreastfeedingblueprint.org

rabramson@healthconnectone.org

Thank you!