Moving from Data to Strategic Action for Change

CityMatCH Conference
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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

<table>
<thead>
<tr>
<th></th>
<th>Illinois 2007 (%)</th>
<th>HP2020 Objective (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breastfeeding Initiation</td>
<td>70.2</td>
<td>≥ 81.9</td>
</tr>
<tr>
<td>Breastfeeding to 6 Months</td>
<td>36.0</td>
<td>≥ 60.5</td>
</tr>
<tr>
<td>Breastfeeding to 12 Months</td>
<td>16.4</td>
<td>≥ 34.1</td>
</tr>
<tr>
<td>Exclusive Breastfeeding to 3 Months</td>
<td>27.9</td>
<td>≥ 44.3</td>
</tr>
<tr>
<td>Exclusive Breastfeeding to 6 Months</td>
<td>11.2</td>
<td>≥ 23.7</td>
</tr>
<tr>
<td>Percent of live births occurring at Baby Friendly facilities</td>
<td>1.3</td>
<td>≥ 8.1</td>
</tr>
<tr>
<td>Percent of breastfed infants receiving formula before 2 days of age</td>
<td>28.1</td>
<td>≤ 15.6</td>
</tr>
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## Data Drives Policy

### Where is breastfeeding in Illinois now?

- Initiation
- Duration
- Exclusivity
- **Disparities (strategic focus)**
Overview of Blueprint

- 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)

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

Figure 6. Breastfeeding Duration Among Illinois Women who Started Breastfeeding 2004-2008 Combined

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

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?
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.

**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:
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Thank you!