SKILLED SUPPORT FOR BREASTFEEDING AND MATERNITY CARE: U.S. EXPERIENCE AND CURRENT STATE OF AFFAIRS

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60% of mothers stop breastfeeding sooner than they planned.

WARNING:
HOSPITAL PRACTICES IMPACT BREASTFEEDING DURATION

Evidence-based practices measured:
- Early breastfeeding initiation
- Exclusive breast milk feeds
- Rooming-in
- Breastfeeding on-demand
- No pacifiers
- Support information provided

10 STEPS TO SUCCESSFUL BREASTFEEDING

Step 1: Have a **written breastfeeding policy** that is routinely communicated to all healthcare staff

Step 2: **Train all healthcare staff** in the skills necessary to implement this policy

Step 3: Inform all pregnant women about the **benefits and management** of breastfeeding

Step 4: Help mothers initiate **breastfeeding within one hour** of birth

Step 5: Show mothers **how to breastfeed** and **how to maintain lactation**, even if they are separated from their infants

Step 6: Give infants **no food or drink other than breast milk**, unless medically indicated

Step 7: Practice **rooming-in**, allowing mothers and infants to remain together 24 hr./day

Step 8: Encourage **breastfeeding on demand**

Step 9: Give **no pacifiers or artificial nipples** to breastfeeding infants

Step 10: Foster the establishment of breastfeeding **support groups and refer mothers** to them on discharge from the hospital or birth center

We collect data to learn how best to improve breastfeeding rates in the United States

We promote best practices in healthcare settings

We support mothers at work and in their communities
ENHANCING MATERNITY PRACTICES

- Increase number of Baby-Friendly designated hospitals
- Improve maternity care practices that support breastfeeding
- 2011-2014

Impact
- 85% achieved designation
- Est. 230,000 annual births

- Implementation of the Ten Steps and Baby-Friendly designation
- Tailored technical assistance
- Quality improvement approaches
- 2014-2017

Impact
- 73% achieved designation
- Est. 154,448 annual births
ENHANCING MATERNITY PRACTICES

EMPower Training
• Safety Focus
• Tailored Technical Assistance
• Train-the-Trainer Model
• Skills-Based Competency Training
• Online Training Manual and Materials
• Project Period, September 2017-August 2019

Impact
• 89 US hospitals representing 27 states
• Train-the-Trainer manual (coming soon)
Babies Born in Baby-Friendly Facilities

Percent of annual U.S. live births

\[ \sim 28\% \]
DNPAO’S MATERNITY PRACTICES IN INFANT NUTRITION AND CARE (MPINC) SURVEY

- Started in 2007; conducted every other year through 2015
- Census – ALL birth facilities in U.S. states and territories (~3100 facilities)
- 82-83% response rate
- Total score, comprising 7 domains of care (0-100)
  - Labor and Delivery
  - Feeding of Breastfed Infants
  - Breastfeeding Assistance
  - Contact Between Mother and Infant
  - Discharge Care
  - Staff Training
  - Structural and Organizational Aspects
HOSPITAL- AND STATE-SPECIFIC BENCHMARK REPORTS

https://www.cdc.gov/breastfeeding/data/mpinc
AVERAGE MPINC TOTAL SCORE, 2007–2015

https://www.cdc.gov/breastfeeding/data/mpinc/results-tables.htm
MPINC 2.0

- Completely revised questionnaire
  - Delayed umbilical cord clamping
  - Neonatal Abstinence Syndrome
  - Safety
- New scoring; no continuation of trends
AAP Section on Breastfeeding

- Project Advisory Committee
- Recent work:
  - Developed statement of support for implementing physician education
  - Developed model policy for support of breastfeeding medical trainees
  - Evaluated usability of AAP’s Breastfeeding Residency Curriculum

AAFP Policy website: https://www.aafp.org/about/policies/all/breastfeeding-accommodations-trainees.html
AAP’S INSTITUTE FOR HEALTHY CHILDHOOD WEIGHT

Provider

Building a Foundation for Healthy Active Living

Continuing Education
A series of 15 continuing education modules to support primary care providers in helping families establish healthy active living right from the start and prevent childhood obesity.

Overview and Introduction
An exploration of the importance of early feeding, relationships, the environment and how primary care providers can help prevent obesity.

Sound Nutrition
- Breastfeeding
- Bottles Feeding
- Food Introduction
- Healthy Snacks
- Healthy Beverages

Website: https://ihcw.aap.org/Pages/EFHALF_CME.aspx

Parent

Stick with Breastfeeding — It’s Worth It!

You probably already know that breastfeeding has many benefits for your baby. But did you know it can lower your risk of certain cancers (breast and ovarian), type 2 diabetes, and heart disease?

Even though it’s natural, breastfeeding isn’t always easy — and many more stop breastfeeding sooner than they planned. The good news is that there’s a lot you can do to make it more likely that you’ll reach your breastfeeding goals.

Website: https://ihcw.aap.org/Pages/EFHALF_parents.aspx
COLLABORATING WITH PARTNERS TO INCREASE BREASTFEEDING RATES and Decrease Breastfeeding Disparities
FUNDING FOR STATES, COMMUNITIES, AND TRIBES

• State Physical Activity and Nutrition Program (SPAN)

• Racial and Ethnic Approaches to Community Health (REACH)

• Good Health and Wellness in Indian Country (GHWIC)
  • https://www.cdc.gov/healthytribes/factsheet.htm
• Association of State and Territorial Health Officials (ASTHO)
  • State Breastfeeding Learning Community

• National Association of County and City Officials (NACCHO)
  • Reducing disparities through continuity of care
WEB Resources
DISASTER PLANNING

• Parents/Caregivers
• Breastfeeding
• Formula Feeding
• Emergency Relief Workers
• Healthcare Providers
• CDC Resources
• Other Resources

https://www.cdc.gov/features/disasters-infant-feeding/index.html
Storage and Preparation of Breast Milk Handout

Human Milk Storage Guidelines Magnet

Human Milk Storage Guidelines

https://www.cdc.gov/breastfeeding/recommendations/handling_breastmilk.htm
DNPAO ONLINE RESOURCES

Data Trends and Maps

State Community Health Media Center
Collection of free and low-cost, audience-tested advertising and support materials
https://nccd.cdc.gov/schmc/apps/overview.aspx

DNPAO Facebook Page
Facebook.com/CDCEatWellBeActive

DNPAO Twitter
@CDCObesity
@CDCMakeHealthEZ
THANK YOU

For more information, contact: zcn6@cdc.gov

Help us keep America healthy and strong. See how at: cdc.gov/nccdphp/dnпао