Improving Support for Breastfeeding
A National and State Priority

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Paradigm Shifts in National Breastfeeding Efforts in the United States

1990s

- Personal choice
- Promotion to initiate
- Individual recommendations
- Maternal responsibility
- Maintenance mode

2010s

- Public health priority
- Support to continue
- Environment/policy changes
- Shared accountability
- Unprecedented activity
Dyad
(Mother/Baby)
Dyad (Mother/Baby)

- Work
- Child Care
- Health Care
- Family
- Friends and Others
Dyad (Mother/Baby)

- Work
- Child Care
- Health Care
- Family
- Friends
- Others

Programs

Laws

Media
Dyad (Mother/Baby)

- Work
- Child Care
- Health Care
- Family
- Friends and Others

Programs
- Laws
- Media

Coordination
- Data and Information
- National Policy
Dyad (Mother/Baby) Programs

Work

Child Care

Health Care

Family

Friends and Others

Laws

Media

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Data and Information

National Policy
The Surgeon General’s 
*Call to Action to Support Breastfeeding*

• Launched January 2011

• 20 Action Steps
  – Mothers and their families
  – Communities
  – Health Care
  – Employment
  – Research
  – Public Health Infrastructure
Healthy People 2020

Behavioral Indicators
- Initiation
- Duration (6 & 12 months)
- Exclusivity (3 & 6 months)

Supportive Systems
- Workplace accommodation
- Baby Friendly hospitals
- In-hospital supplementation
CDC Breastfeeding Report Card

• Annual since 2007
• State level data
• Breastfeeding rates
• Process indicators
  – Birth Facility Support
  – Mother-to-Mother Support
  – Professional Support
  – Support in Child Care Settings
Interactive Database on Nutrition, Physical Activity, and Obesity

- Launching this Spring
- All report card indicators
- Demographic stratification within states
- Dynamic maps, bar charts, trend lines
- Ten-year trends
Infant Feeding Practices Study-II: Follow-up Study

- Launched March 2012
- IFPS-II 2005 followed ~monthly from pregnancy to 12 months
- Detailed information on feeding and determinants
- Follow-up study examines dietary, behavioral, developmental & health characteristics at 6 years
- Analyses underway
• 44 organizational members
• 6 staff members
• All 50 states have breastfeeding coalitions
• Teleconferences, regional representation, online communications
• Biennial state breastfeeding coalitions conference
Federal Interagency Breastfeeding Workgroup

Began May 2011, meets monthly

Members include:
- Department of Labor
- Department of Defense
- Office of Personnel Management
- USDA Food and Nutrition Service
- HHS
  - Office of the Surgeon General (OSG)
  - Office of Women’s Health (OWH)
  - Administration on Children and Families
  - Agency for Healthcare Research and Quality (AHRQ)
  - Centers for Disease Control and Prevention (CDC)
  - Center for Medicare and Medicaid Services (CMS)
  - Food and Drug Administration (FDA)
  - Health Resources and Services Administration (HRSA)
  - Indian Health Service (IHS)
  - National Institutes for Health (NIH)
Affordable Care Act

• Reasonable Breaks for Nursing Mothers
• Coverage of Women’s Health Services with no copay
• Incentives in Medicaid for preventive services
• Expansion of home visiting program
National Media Campaigns

HHS:
Campaign to improve breastfeeding rates among African Americans

USDA:
*Loving Support* Makes Breastfeeding Work
- Launched by WIC in 1997
- Institute of Medicine convened panels in 2011/12 to reassess/revitalize campaign
WIC: USDA Supplemental Nutrition Programs for Women, Infants, and Children

- Expanded Peer Counseling program ($80M)—FY2010

- New standard food packages (October 2010)
  - Fully breastfed babies receive no formula in 1st mo (or 1 can)
  - Mothers of fully breastfed babies get more food
  - Solid foods delayed to 6 months
  - More solid food if no formula issued
CDC State and Community Public Health Programs

• Nutrition, Physical Activity, and Obesity State Cooperative Agreements
• Communities Putting Prevention to Work
• Community Transformation Grants
• All include funding for activities to support mothers to breastfeed
  – Maternity care/Baby Friendly Hospital Initiative
  – Support for employed mothers/Workplace accommodations
  – Childcare Policies
• Launched June 2011
• Promotes improved nutrition/physical activity in early childhood education
• Five elements including:
  – Provide breast milk to infants
  – Welcome mothers to breastfeed during the child care day
• PPHF funds for learning collaboratives
Employment

- Business Case for Breastfeeding
- Compilation of “Nursing Breaks” solutions
- Renewed call for Paid Maternity Leave
Cooperative agreement between CDC and NICHQ launched January 2012
  – 3 years for $2M per year

3 project aims
  – 90 Baby-Friendly hospitals (via participation in collaborative learning groups)
    – Improved capacity of Baby Friendly USA
  – Create materials to help future hospitals
CDC Survey of Maternity Practices in Infant Nutrition and Care (mPINC)

- Assesses Ten Steps to Successful Breastfeeding in all birthing facilities
  - 2 functions
    - Education of hospital leadership & staff
    - National monitoring of practices
- August 2011: CDC director issued Vital Signs report (1.3 billion media impressions)
CDC Survey of Maternity Practices in Infant Nutrition and Care (mPINC)

- Labor & delivery care
- Feeding of breastfed infant
- Breastfeeding assistance
- Mother/infant contact
- Discharge care
- Staff training
- Structural & Organizational Aspects

Year:
2007 vs. 2011

Bars for each category show the scores for each year.
Access to Skilled Lactation Support

• Clinical Preventive Services for Women
  – Includes lactation counseling and equipment for breastfeeding
  – Effective August 2012, all new health plans must cover these services with no copay

• Medicaid Issue Brief
  – January 2012 guidance to state Medicaid officials on importance and means to cover lactation services
Breastfeeding is healthier for babies than formula feeding

Feeding a baby formula instead of breast milk increases the chances the baby will get sick

I believe women should have the right to breastfeed in public places *

* Asked in 2001 & 2007
Dyad (Mother/Baby)

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National Breastfeeding Trends

- **Early postpartum**
- **At 6 months**
- **At 12 months**
- **Exclusive at 3 mo**
- **Exclusive at 6 mo**

Healthy People 2020 Goals
Breastfeeding Trends 2004-2009
National vs. California

Year

- Initiation
- 6 months
- 6 mo excl

National

California

2004
2009
Thank you!

www.cdc.gov/breastfeeding