Oakland Breastfeeding Promotion Project

Supporting African American Breastfeeding for Health Equity
Alameda County

- 19,000 - 20,000 AC births annually (~3.9% CA births)
- 2,307 African American babies born in AC (~12%)

14 African American babies die in the first few months of life

20 African American babies will die before their first birthday

Formula fed babies die at a rate 1.5 x breastfed babies

Half of African American mothers in Alameda County exclusively breastfeed for one month or less
Women Infants & Children (WIC)

7 WIC Agencies - 16 Sites
41,300 women infants and children
7,000 infants born to mothers on WIC during pregnancy

60% of all African American mothers who give birth in Alameda County each year (1,400) are WIC eligible

~20% all WIC pregnancy births
~25% Alameda County African Americans live in the Oakland Area
Health Disparities From Care Inequities

Prenatal education inconsistent or absent

Out patient referral to IBCLC not promoted

Home visiting programs understaffed or unavailable

Deficit of skilled culturally congruent staff

History of perverse incentives stagnate systems change
“Cultural preference” discredited

- policies and practices
- access to education
- evidence-based care for all

Disparities in breastfeeding close

Common practices are distinguished from cultural values
African American Breastfeeding Cultural Outreach Taskforce (BCOT)
Improve breastfeeding and health outcomes for African American mothers & babies
Oakland Breastfeeding Promotion

West/East Oakland Health Centers

On the Way to Breastfeeding Friendly Community Clinics
OBP GOALS

- Prevent overweight and obesity for low-income African Americans in East and West Oakland by increasing breastfeeding

- Increase West and East Oakland clinic capacity and staff skills to support breastfeeding

- Create breastfeeding friendly clinic environments that promote breastfeeding
Goal 1
Prevent overweight and obesity

- Increase the percentage of women successfully breastfeeding through the critical first week from 50% to 75%
- Increase effective breastfeeding from 30 days to 90 days and any breastfeeding to 6 months
Goal 2

Increase West and East Oakland clinic capacity and staff skills to support breastfeeding

- Clinicians, perinatal support staff and community members will be provided in-service education
- Lactation consultants will provide staff 1:1 mentoring and support services to improve best practice delivery
Lactation Consultants and WIC Regional Breastfeeding Liaison will assist staff in assessing clinic environment and making changes:

- private spaces to breastfeed/express
- information readily available to all clinic visitors
- promote breastfeeding with attractive informative posters throughout the clinic sites

Goal 3

Create breastfeeding friendly clinic environments that promote breastfeeding
Comprehensive Perinatal Services Program

Family Health Services
Black Infant Health

ALAMEDA COUNTY MEDICAL CENTER
Highland Campus • Fairmont Campus
John George Psychiatric Pavilion
Ambulatory Healthcare Services
Open House
Staff Survey

- Readiness
- Confidence
- Current practices
- Resource priorities
- Knowledge of WIC resources
- Training priorities
- Facts vs. myths
- Barriers to breastfeeding
- How best can OBP help clinic and patients?
Spreading the word

West Oakland Health Council Supports Breastfeeding...

by providing a private space and adequate break time for mothers to express milk in office.

A private space for breastfeeding mothers to express milk is located in the COHC office.

For more information contact COHC at 510-433-4590.
Supporting relationships
Health education
Collaborating with Doctors and Midwives
West Oakland Health Council
Supports Breastfeeding...

by providing a private space and adequate break time for mothers to express milk at work.

A private space for breastfeeding mothers to breastfeed or express milk is located at the WIC office. Stop by WIC for more information.

For more information about breastfeeding and returning to work, visit www.wicstate.org.

Breastfeeding... the gift that lasts a lifetime.
Welcoming Breastfeeding
All Staff Trainings

- Health risks of formula
- Health benefits of BF
- Latch and positioning
- Motivational counseling
- Infant feeding patterns
- Ways WIC supports BF
- Community resources and referrals
- BF and maternal drug use
- Influence of BF on parenting and bonding
- Baby behavior
Mothers’ Tree

- Murals designed by counseling services groups
- All breastfeeding babies represented
- Different leaf color for how long breastfeeding
“Star Supporters” Tea

Celebrating supportive family and community
Community Partners

BCOT and other forums help engage joint efforts, improve referrals and ensure continuity of care for mothers

WIC
CPSP
CHDP
IPOP
BIH
PHN
MCAH
First Five – ECC
Hospitals
Breastfeeding Coalition
Faith based organizations
Baby Friendly County Hospital

- 4 outpatient clinics going Baby Friendly
- CNM at many other community clinics
Expanding through networks

- Asian Health Services
- Axis Community Health Center
- La Clinica De La Raza
- Life Long Medical Center
- Native American Health Center
- Tiburcio Vasquez Health Center
- Tri-City Health Center
- West Oakland Health Council
Revenue & Sustainability

- Greater rate of FQHC reimbursement for lactation services
- May bill for infant assessment *and* breastfeeding consult for mother in same day coordinated care
- Utilize joint consult of Lactation Consultant or Nurse with Physician to maximize utilization of care and reimbursement
- Track services delivered
Breastfeeding & Community Clinics

“Community Clinics & Health Centers need to think strategically and invest in training and support at all levels of the organization to manage change and the stress that comes with it... including development of partnerships with other providers.”

- California Primary Care Association Strategic Plan 2011-2013
Thank you!

For more information please contact:

Jeanne Kettles, MA, DEM, CLE
Regional Breastfeeding Liaison – Alameda County
Women Infants & Children (WIC) Program

Jeanne.Kettles@acgov.org
(510) 393-9632