THE FUTURE OF PUBLIC HEALTH:

Implications for Breastfeeding

Connie Mitchell, MD, MPH, Deputy Director
Center for Family Health
California Department of Public Health

7th Annual California Breastfeeding Summit
January 26, 2016

Public Health Approach to Breastfeeding Promotion

• Applying data to guide our efforts
• Working through collaboration & partnerships
• Using a systems approach, focusing on upstream prevention and public health policy
• Using a portfolio of interventions
  • Surgeon General Call to Action to Support Breastfeeding
  • CDC Guide to Strategies to Support Breastfeeding
• Leveraging funding opportunities
CDPH Data-Driven Program Policies and Practices

- Maternal and Infant Health Assessment (MIHA) Survey
- In-hospital Breastfeeding Initiation Data - Genetic Disease Screening Program (GDSP)
- Maternity Practices in Infant Nutrition and Care Survey (mPINC) - Centers for Disease Control and Prevention (CDC)
- CDPH Program Data: WIC Program, Black Infant Health Program, Home Visiting Program, etc.

Breastfeeding and Health Disparities

Black and Hispanic children who experience sub-optimal breastfeeding are at greater risk for childhood disease and death than children who were breastfed for six months or more.

- 1.7 (B) | 1.4 (H) times more likely EAR INFECTION
- 1.3 (B) | 1.4 (H) times more likely GI INFECTION

DISPARITIES IMPACT MOPS
Black mothers who breastfeed sub-optimally are 1.4 times more likely to develop Type 2 diabetes.

Learn more about the study:

Used with permission from Cambridge Health Alliance
Racial/ethnic disparities in exclusive breastfeeding rates at 3 months postpartum MIHA 2013-2014

Source: California Maternal and Infant Health Assessment Survey, 2013-14
Note: Three-month indicator limited to women whose infant was at least 3 months old at the time of survey completion.

Exclusive Breastfeeding rates at 3 months postpartum across California Counties MIHA 2013-2014

Source: California Maternal and Infant Health Assessment Survey, 2013-14
Note: Three-month indicator limited to women whose infant was at least 3 months old at the time of survey completion.
Place Matters:
Exclusive breastfeeding rates vary greatly across California counties


Structural Inequities Across the Life Course
Collaborating to Improve Breastfeeding Outcomes

- Hospitals and Birthing Facilities
- Health Care Providers
- Policy Makers
- Employers
- Daycare Providers
- Schools
- Community Based Organizations
- Statewide and Local Coalitions

Portfolio of Interventions

- Societal
- Community
- Relationship
- Individual
Portfolio of Interventions: Societal & Public Policy Level

California State Policy

• “Ten Steps” Baby-Friendly Hospital Initiative or Model Hospital Policies by 2025
• Enhanced WIC Food Package for exclusively breastfeeding mothers
• Lactation Accommodation for the Low Wage Worker

Public Health Policy Successes in California

Key California Laws Supporting Breastfeeding


- Right to breastfeed, fed in public
- Denial of Jury Service for Breastfeeding Women
- Expanding the WIC Peer Counseling Program
- Improved Access to lactation Support and Support Funds
- Public support for breastfeeding Discriminates
- Airports to provide lactation accommodations
- "10 Day" required initiative
- State lactation support
Portfolio of Interventions: Societal & Public Policy Level

**US Federal Policy**
- Patient Protection and Affordable Care Act, 2010
- Cures Act, 2016
- BABES Act, 2016

Affordable Care Act and Breastfeeding

1. Funding for breastfeeding initiatives—especially maternity care practice improvement—led by the Centers for Disease Control and Prevention (CDC)
2. The requirement for health plans to cover breastfeeding support, supplies, and counseling as a preventive service
3. The requirement for employers to provide break time and a private place for employees (nonexempt workers) to express breast milk at work
Cures Act

“The 21st Century Cures Act includes two longstanding priorities for ACOG that will pave the way for breakthroughs by increasing research on medications used by pregnant and breastfeeding women and ensuring women suffering from postpartum depression get needed care.”

*American Congress of Obstetricians and Gynecologists.*

Portfolio of Interventions: Community Level

- Local WIC programs
  - WIC Regional Breastfeeding Liaisons
  - WIC Breastfeeding Coordinators
  - Competency based breastfeeding training for WIC staff
- Guidelines for Community Clinics: *9 Steps to Breastfeeding Friendly*
- Built Environment Toolkit for Optimal Nutrition, Physical Activity and Breastfeeding
The purpose of this toolkit is to support optimal nutrition, physical activity, and breastfeeding through fostering partnerships between local health jurisdiction's Maternal, Child, and Adolescent Health (MCAH) Programs and existing organizations to promote healthy environmental changes.

https://www.cdph.ca.gov/programs/NutritionandPhysicalActivity/Pages/MO-NUPA-SystemsandEnvironmentalChange.aspx
Portfolio of Interventions: Interpersonal Level

- Support from Partner, Family, and Friends
- WIC Peer Counselors
  - Available in more than ½ of the WIC programs statewide
- Program that support family and the individual (e.g., Home Visiting, Black Infant Health Program, etc)

Portfolio of Interventions: Individual Level

- **WIC**: Breastfeeding support, peer counseling, Baby Behavior education
- **MCAH Programs**: CPSP, Black Infant Health Program, Adolescent Family Life Program, California Home Visiting Program
- **Lactation consultants**
Vision for Breastfeeding in California, 2035

Breastfeeding in 2035

- All health plans will provide and reimburse for lactation consultant services for breastfeeding dyads.
- All health plans will provide and reimburse for breast pumps, if found necessary by a lactation specialist.
- Breast pumps provided by health plans will meet quality specifications.
- All clinics serving moms and babies will meet breastfeeding friendly guidelines.
- All birthing centers will meet model hospital breastfeeding policies.
Breastfeeding in 2035

- One-year paid maternity leave will be the norm.
- Mothers returning to work or school will have the option to bring their child to work or use an onsite lactation room to pump.
- Schools, prisons, and public spaces will accommodate breastfeeding mothers.
- Childcare sites will educate breastfeeding dyads and follow best practices to store and feed breastmilk.

Breastfeeding in 2035

- All emergency plans will consider co-locating breastfeeding dyads as a priority.
- Hollywood will proclaim that all TV and movies need to show 99% of infant feeding is breastfeeding.
- Instructional materials will regularly show nursing dyads in the photos.
- CDPH will have Breastfeeding Hotline.
Let’s Get Healthy California Website: Mock Up of Breastfeeding as Featured Topic

Breastfeeding

Exclusive Breastfeeding at Three Months Postpartum by Maternal Demographics

Exclusive Breastfeeding 3 Months after Delivery, by Demographic Category

Exclusive Breastfeeding at Three Months Postpartum by County

Center for Family Health
We cannot achieve these goals without you. Thank you for your continued efforts to support moms, helping them to achieve their breastfeeding goals.

CDPH staff contributors:
Elizabeth Bilek, Laura Osborne, Patti Paddock, Jen Goldbronn, Catherine Lopez, Linda Cowling, Suzanne Haydu, Carina Saraiva, Karen Ramstrom