The Status of Improving Hospital Breastfeeding Support Policies and Practices in California

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Disclosures

• Funding for the projects discussed in this presentation:
  – Title V Block Grant
  – CDC
  – USDA

• The presenter has no conflicts to disclose.
Overview of Presentation

• A key law related to hospital policies
• Data regarding status of baby friendly and model hospital policies
• Ongoing CDPH efforts
• Breastfeeding and Let’s Get Healthy California
• “Let’s Talk Cannabis” campaign

Shaping the Future of Public Health

Protecting the Health of ALL Californians...

Photos from https://www.cdph.ca.gov/Programs/DO/Pages/CDPH%20Director%20Welcome%20Page.aspx
Vision for Breastfeeding in California, 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.
• 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.

Vision for Breastfeeding in California, 2035

• Schools, prisons, and public spaces will accommodate breastfeeding mothers.
• Childcare sites will educate breastfeeding dyads and follow best practices to store and feed breastmilk.
• 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 as breastfeeding.
Vision for Breastfeeding in California, 2035

- Instructional materials will regularly show nursing dyads in the photos.
- CDPH will have a Breastfeeding Hotline.
- All birthing centers will meet model hospital breastfeeding policies.
- All clinics serving moms and babies will meet breastfeeding friendly guidelines.

Cal. Health and Safety Code § 123367

All general acute care hospitals and special hospitals that have a perinatal unit will adopt the "Ten Steps to Successful Breastfeeding" or an alternate process adopted by a health care service plan that includes evidence-based policies and practices and targeted outcomes, or the Model Hospital Policy Recommendations by January 1, 2025.
California Baby Friendly Hospital Initiative Status

256 Total Birthing Hospitals
- 104 Designated as Baby Friendly as of December 2017*
- 95 On the pathway to become Baby Friendly*
- 56 Model Hospital Policies/Other/Unknown**

*Data as 12/2017 from California Breastfeeding Coalition [http://californiabreastfeeding.org](http://californiabreastfeeding.org) and 1/2/2018 from Baby Friendly USA [https://www.babyfriendlyusa.org/](https://www.babyfriendlyusa.org/).

**Information gathered by the Regional Perinatal Program Coordinators during 2016-2017 hospital site visits.

Proportion of Births Occurring in Baby-Friendly Hospitals on the Rise, 2010-2015

Black Women are now more likely to give birth in a Baby-Friendly Hospital than White Women, 2010-2015

Data Source: Birth Statistical Master File, 2010-2015 and Baby-Friendly USA https://www.babyfriendlyusa.org/find-facilities

We have eliminated the gap between Medi-Cal and non-Medi-Cal paid births occurring in Baby-Friendly Hospitals, 2010-2015

Data Source: Birth Statistical Master File, 2010-2015 and Baby-Friendly USA https://www.babyfriendlyusa.org/find-facilities
Place Matters

Not all women giving birth have equal access to quality maternity health care that supports breastfeeding

Graphic: Permission of the California WIC Association and California Breastfeeding Coalition

https://www.cdph.ca.gov/Programs/CFH/DMCAH/Breastfeeding/Pages/General.aspx
CDPH Leaders

Center for Family Health

Comprised of 3 Divisions:
- Genetic Disease Screening Program
- Maternal, Child and Adolescent Health Division
- Women, Infant & Children Program

Work Together to:
- Coordinate Center for Family Health breastfeeding efforts
- Deliberately address health disparities and cultural relevancy
- Prioritize breastfeeding interventions based on science
MCAH Title V Goal: increase the percentage of women who report exclusive breastfeeding at 3 months

Strategies:

1. Conduct surveillance and evaluation of breastfeeding outcomes
2. Promote breastfeeding best practices
3. Build and sustain partnerships and collaborations with national, state and local partners to promote breastfeeding.
Regional Perinatal Programs of California (RPPC)

1. Assure the well-being of pregnant women and their babies
2. Promote access to appropriate levels of high quality care
3. Provide quality improvement assistance including increasing the number of labor and delivery facilities that provide recommended care for lactating mothers and their babies

Revisions to Model Hospital Policies

The revised Model Hospital Policies will:

- Address the new science-based Baby Friendly Hospital Initiative (BFHI) guidelines proposed by WHO/UNICEF
- Provide breastfeeding guidance for different periods of perinatal care (ie: Antepartum, Intrapartum and Immediate Postpartum, Postpartum, Prior to Discharge)
- Provide Resources/Tools
- Include a policy for Breastfeeding Employees and Visitors
- Address substance use and HIV infection.
CDPH WIC Program Purpose

To improve health and nutrition status of WIC-eligible families

CDPH WIC Breastfeeding Vision

Photos: Provided by Contra Costa WIC Program
How does WIC support breastfeeding?

• Providing extra services to breastfeeding women, in the form of a larger amount of healthy foods
• Pre- and postpartum breastfeeding education
• Breastfeeding support

California WIC Regional Breastfeeding Liaisons (RBL)

Partners for Healthy Children

Photo: iStock
RBLs successes include

• Collaborating with hospitals who are working toward becoming Baby Friendly
• Working with health care provider clinics to have breastfeeding friendly clinics
• Helping interested employers find innovative ways of accommodating employees who are pumping or breastfeeding
• Playing an active role in local breastfeeding coalitions

California Counties with a WIC RBL
Center for Health Care Quality: Licensing and Certification

- License, regulate, inspect and/or certify healthcare facilities in CA
- Enforcement program in accordance with state laws and regulations, including the Health and Safety Codes.
- Hospitals undergo State Licensing Surveys at a minimum of every three years.

Center for Chronic Disease Prevention and Health Promotion: Nutrition Education and Obesity Prevention Branch (NEOPB)

Through statewide, regional and local partnerships, programs, and policy initiatives, NEOPB promotes healthy eating, physical activity, and food security with an emphasis on communities with the greatest health disparities.

Photos: courtesy NEOPB
Breastfeeding Friendly Guidelines

Let’s Get Healthy California Website: Mock Up of Breastfeeding as Featured Topic

Featured Topic on Healthy Beginnings Goal Page

Increasing Breastfeeding Duration

The multiple health benefits of exclusive breastfeeding for the first six months of life are well known and understood. Exclusive breastfeeding provides protection from infections and illnesses and reduces the risk of chronic conditions such as diabetes, asthma, and obesity in life. The physical and emotional bonds that are formed during breastfeeding are important for developing healthy relationships. Breastfeeding also has economic benefits, including health care, and can improve the health of breast and breast cancer, diabetes, and cardiovascular disease.

Links to the Breastfeeding post
Let’s Get Healthy California Website: Mock Up of Breastfeeding Data

Exclusive Breastfeeding at Three Months Postpartum by Maternal Demographics

California Exclusive Breastfeeding 3 Months after Delivery, by Demographic Category

<table>
<thead>
<tr>
<th>Maternal Demographic</th>
<th>Exclusive Breastfeeding Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>75.4%</td>
</tr>
<tr>
<td>Race/ethnicity</td>
<td></td>
</tr>
<tr>
<td>Non-Hispanic</td>
<td>75.4%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>75.4%</td>
</tr>
<tr>
<td>Age</td>
<td></td>
</tr>
<tr>
<td>18-24 years</td>
<td>75.4%</td>
</tr>
<tr>
<td>25-34 years</td>
<td>75.4%</td>
</tr>
<tr>
<td>35+ years</td>
<td>75.4%</td>
</tr>
<tr>
<td>Education</td>
<td></td>
</tr>
<tr>
<td>Less than High School</td>
<td>75.4%</td>
</tr>
<tr>
<td>High School</td>
<td>75.4%</td>
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<tr>
<td>Some College</td>
<td>75.4%</td>
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<tr>
<td>College or More</td>
<td>75.4%</td>
</tr>
<tr>
<td>Marital status</td>
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</tr>
<tr>
<td>Married</td>
<td>75.4%</td>
</tr>
<tr>
<td>Never Married</td>
<td>75.4%</td>
</tr>
<tr>
<td>Employment status</td>
<td></td>
</tr>
<tr>
<td>Full-time</td>
<td>75.4%</td>
</tr>
<tr>
<td>Part-time</td>
<td>75.4%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>75.4%</td>
</tr>
<tr>
<td>Total deliveries</td>
<td></td>
</tr>
<tr>
<td>1-4 deliveries</td>
<td>75.4%</td>
</tr>
<tr>
<td>5+ deliveries</td>
<td>75.4%</td>
</tr>
</tbody>
</table>

Data Source: Maternal and Infant Health Assessment (MIHA) Survey

California Cannabis Health Information Initiative

CA Breastfeeding Summit 2018
Campaign Mission

The California Department of Public Health (CDPH) is committed to providing you with the facts you need to make safe and informed choices.

By sharing science-based information, CDPH is working to increase awareness about cannabis and how it affects our bodies, minds and health.

Campaign’s Responsibilities

- The provisions of the Control, Regulate, and Tax Adult Use of Marijuana Act of 2016
- Scientific basis for restricting access of cannabis to people 21 and older
- Penalties for providing access to cannabis to youth under 21
- Potential harm of using cannabis while pregnant or breastfeeding
- Potential harm of overusing cannabis
Campaign Deliverables

Phase I – By September 1, 2017
• Formative Research
• Website launch
  – www.letstalkcannabisca.com
  – www.letstalkcannabisca.com/espanol
• Factsheets
  1. What’s Legal for Adult Use
  2. Adult Use Penalties
  3. Medicinal Use Cannabis
  4. Medicinal Use Cannabis Penalties
  5. Responsible Use
  6. Pregnant and Breastfeeding Women
  7. Youth
  8. Parents and Mentors
  9. Health Care Providers (OB-GYN and Pediatricians)

Phase II – by June 30, 2018
• Formative Research
• Health Communication Items:
  • Videos
  • Social Media Assets
  • Digital Advertisement
  • Posters
• Community Engagement
  • LTC Community Toolkit
• Campaign Evaluation:
  • Effectiveness of the campaign
  • Quality improvement messages and approaches

Statewide Formative Research

• Formative Research
• Robust focus groups and surveys across the State
  • Identify key messages
  • Assess attitudes, beliefs, perceptions, etc.
  • Creative concepts

• Targeted messaging for target groups
  • Youth
  • Pregnant and breastfeeding women
  • Parents 18 yrs. +
  • General audience
THANK YOU!

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