

9 Steps to Breastfeeding Friendly Guidelines

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Learning Objectives

- * Describe the development of the Breastfeeding-Friendly Guidelines.
- * Discuss the purpose of the Breastfeeding-Friendly Guidelines.
- * Discuss the Breastfeeding-Friendly Guidelines Steps and Desired Outcomes.



How Did We Get Here?

- * 2012, CDC released a Funding Opportunity Announcement aimed at increasing breastfeeding duration rates.
- * Grant recipients were required to:
 - * Select specific organizations
 - * Collaborate
 - * Enhance

Breastfeeding Momentum



Why Clinics and Outpatient Care Settings?

- * Lack of support identified as major barrier.
- * Support and encouragement from provider the most important intervention.

1. Tenora DM, Lita, Gremmer-Stewart LM, et al. Opinions and practices of clinicians associated with continuation of exclusive breast feeding. *Pediatrics* 2014;134(5):879-90.

2. Zhan YL, Wilbur C, Greenwell T, et al. Predictors of breast-feeding success after early newborn discharge. *Pediatric Research* 1999; 45:105A (abstract).

Why Clinics and Outpatient Care Settings? (cont)

- * On going support increase proportion of women who continue breastfeeding for up to 6 months.
- * Clinicians report feeling they had insufficient knowledge, low levels of confidence and clinical competence.

3. Galus JM, Paldani V, Westhoff C, et al. The effectiveness of primary care based interventions to promote breastfeeding: systematic evidence review and meta-analysis for the U.S. Preventive Services Task Force. *Annals of Family Medicine* 2010; 12(2):91-8.

4. Ruffrey MJ, McFarlane A, Dwyer F, Wallace LM, Abbott S, Burn S, et al. Addressing the learning deficit in breastfeeding: strategies for change. *Matern Child Nutr* 2006;12(3):144 [Published].

15 Community Clinics



Purpose of the Guidelines

Guidelines were developed to support community health centers and outpatient care settings to:

- * Successfully implement practices and policies that protect, promote and support breastfeeding,
- * Provide a framework for creating and sustaining a community-based, universally assessable, quality care and support system for breastfeeding mothers and their families.

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* 9 Steps Guidelines



Thank You

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