

Breastfeeding and Public Health



DELAWARE HEALTH AND SOCIAL SERVICES

Division of Public Health

Breastfeeding Benefits

- ◆ Protects against infection
- ◆ Reduces chronic disease risk
- ◆ Reduces allergies
- ◆ Prevents overweight and obesity
- ◆ Aids in development
- ◆ Maternal-infant bonding
- ◆ Improves maternal health
- ◆ Saves money



New Research: Breastfeeding and Metabolic Syndrome

Depending on the duration, breastfeeding lowers the risk of Metabolic Syndrome:

◆ **By 39% to 56%** in women overall

◆ **By 44% to 86%** in women with gestational diabetes

Source: Kaiser Permanente (2009, December 3). Breastfeeding protects women from metabolic syndrome, a diabetes and heart disease predictor. *ScienceDaily*. Retrieved April 15, 2010, from <http://www.sciencedaily.com>.



Healthy People 2010

- ◆ 75% of infants should be breastfed in the early post partum period.
- ◆ 50% should continue through 6 months.
- ◆ 25% should continue through 1 year.



Source: www.healthypeople.gov



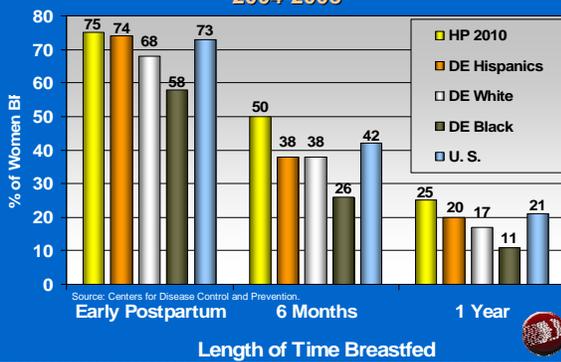
Lives saved, fewer costs

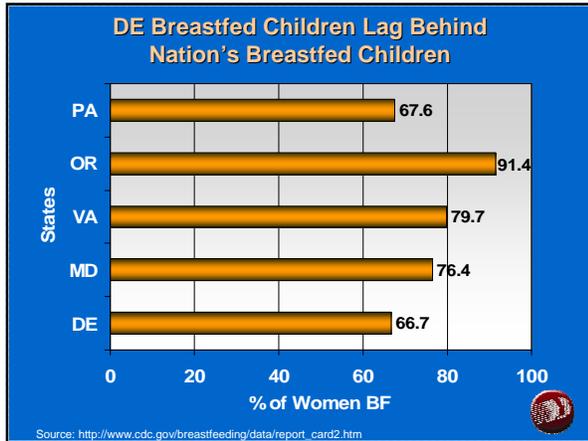
- ◆ If 90% of women followed the Healthy People 2010 goals:
 - \$13 billion would be saved annually
 - 911 deaths would be avoided annually
- ◆ If 80% of women followed the Healthy People 2010 goals:
 - \$10.5 billion would be saved annually
 - 741 deaths would be avoided annually

Source: Bartick, M. & Reinhold, A. The Burden of Suboptimal Breastfeeding in the United States: A Pediatric Cost Analysis. *Pediatrics*, 2010; e1048–e1056.



DE and U.S. Breastfeeding Rates, 2004-2008

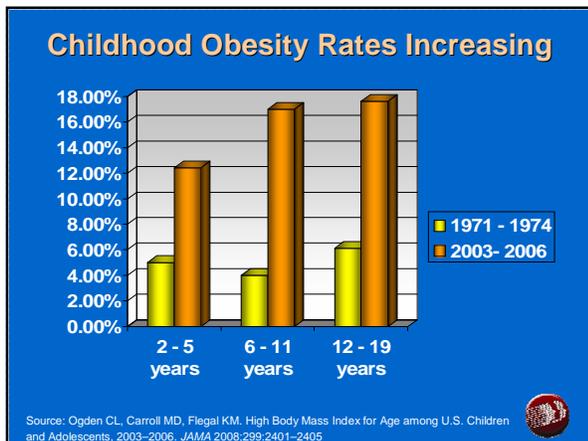




Objectives new to Healthy People 2020

- 1.) ***"To increase the percentage of employers who have worksite lactation programs."***
- 2.) ***"To decrease the percentage of breast-fed newborns who receive formula supplementation within the first 2 days of life."***
- 3.) ***"Increase the percentage of live births that occur in facilities that provide recommended care for lactating mothers and their babies."***

Source: <http://www.healthypeople.gov/hp2020/Objectives>



How does Breastfeeding Reduce Childhood Obesity?

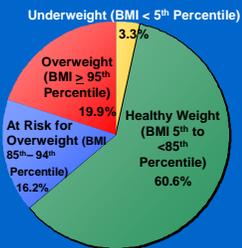
1. Improved self-regulation of energy intake and response to satiety cues.
2. Insulin concentrations in the blood vary by feeding mode.
3. Concentrations of leptin (the hormone that is thought to inhibit appetite and control body fatness) may be influenced by breastfeeding.

Division of Nutrition and Physical Activity: Research to Practice Series No. 4: Does breastfeeding reduce the risk of pediatric overweight? Atlanta: Centers for Disease Control and Prevention, 2007.



Delaware Children at Nemours Clinics, Ages 2-17, 2003

➤ **1/3**
overweight
or at risk



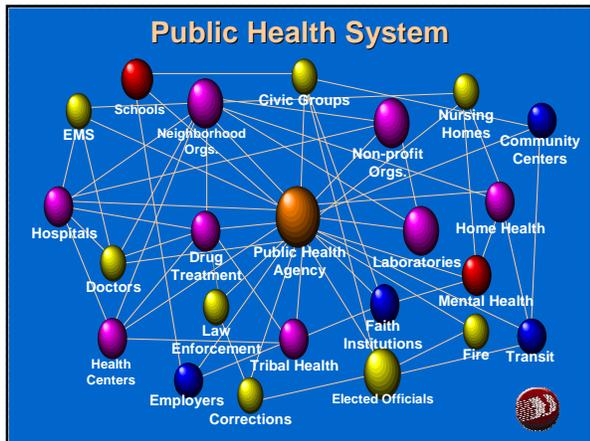
Source: Nemours Delaware Outpatient and Specialty Care Electronic Medical Record data, 2003. Data are not adjusted for demographics or co-morbid conditions.



What Can We Do?

**Ensuring Breastfeeding Success =
Responsibility of the Entire
Public Health System!**





Effects of Provider Encouragement



In populations traditionally less likely to breastfeed, provider encouragement significantly increased breastfeeding initiation:

- ◆ By 3X among low-income, young, and less educated women.
- ◆ By almost 5X among black women
- ◆ By almost 11X among single women

Source: Lu, M., et al. 2001. (Provider encouragement of breast-feeding: evidence from a national survey. *Obstetrics & Gynecology* 97:290-95).

Delaware Healthy Mothers and Infant Consortium

- ◆ Supports training Health Care Professionals on promoting breastfeeding best practices
- ◆ Partners with DE WIC to promote breastfeeding
- ◆ “Breast Feed with Confidence” commercial - 2008



Family Practice Team Model

- ◆ The Division of Public Health provides enhanced prenatal care and care for women and their new baby for 2 years post partum.
- ◆ Overall goal: prevent poor birth outcomes.
- ◆ We provide breastfeeding promotion and support.
- ◆ Sites:
 - Wilmington Hospital Health Center
 - Women's Health Group at Christiana Hospital;
 - Delmarva Rural Ministries of Dover;
 - Westside Health of Wilmington and Newark; and
 - La Red Health Center of Georgetown.

Source: <http://dhss.delaware.gov/dhss/dph/chca/imprenatalcare.html>



DE Women, Infants and Children (WIC)

- ◆ Promotes, encourages and supports breastfeeding mother-to-mother.
- ◆ Breastfeeding Peer Counselors

PEER COUNSELORS:

- 12-hour training;
- Breastfed their children;
- Contact all pregnant WIC clients
- Lead breastfeeding classes
- Provide telephone support and home visits



Source: DPH WIC Program

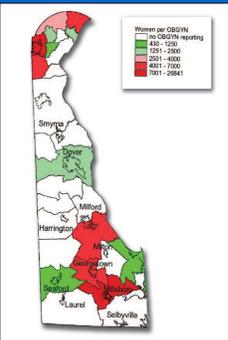


Smart Start/Best Start Program

- Provides enhanced breastfeeding education for Smart Start clients.
- Sponsors statewide breastfeeding conferences.
- Provides incentives for mothers that opt to breastfeed.
- Works closely with hospital-based lactation consultants to provide continuity of care.
- Increasing number of lactation consultants on staff in all three counties.
- Collaborates with local employers to establish appropriate pumping sites.



OB/GYN Provider Shortage Areas



Women per OB/GYNs, FY08

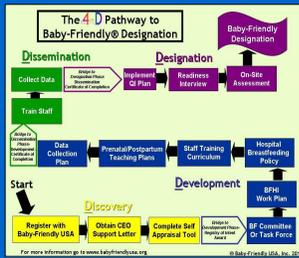
REGIONS OF CONCERN

- Potential shortage
- Some shortage
- Significant shortage
(Greater Newark and Millsboro
Census County Divisions)

Source: Center for Applied Demography and Survey Research, University of Delaware, Annual DHMIC Report, FY08



Nemours Initiative: The Baby-Friendly® 4-D Pathway



- **Discovery Phase** – Qualifying for the Baby-Friendly Designation.
- **Development Phase** – Planning to implement the 10 Steps to Successful Breastfeeding.
- **Dissemination Phase** – Sharing plans.
- **Designation Phase** – Receiving Baby-Friendly® Designation.



The Baby-Friendly Hospital Initiative in Delaware

- 0% of live Delaware newborns are born in Baby-Friendly designated hospitals.
- Goal: Increase to 100% the number of live newborns in Baby-Friendly hospitals.
- St. Francis Hospital, Christiana Care, Kent General Hospital, Milford Memorial Hospital, Beebe Medical Center, Nanticoke Hospital.



10 Steps to Successful Breastfeeding

1. Maintain a written breastfeeding policy for staff.
2. Train health care staff to implement the policy.
3. Inform pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within 1 hr. of birth.
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.



10 Steps to Successful Breastfeeding (cont.)

6. Give infants no food or drink other than breastmilk, unless medically indicated.
7. Practice "rooming in"-- allow mothers and infants to remain together 24 hours a day.
8. Encourage unrestricted breastfeeding.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer discharged mothers to them.



How You Can Help

◆ **Convince employers/schools to make breastfeeding possible for mothers returning to work or school.**

◆ **Encourage women to breastfeed publicly so breastfeeding becomes the social norm.**

◆ **Using many sources, inundate the public with the message: "Breastfeeding is the best choice."**



A Healthier Delaware Begins with Breastfeeding

- ◆ Work together as partners in the public health system.



"Unless someone like you cares a whole lot, nothing is going to get better. It's not."

(The Lorax, Dr. Seuss)



"Formula feeding is the longest lasting uncontrolled experiment lacking informed consent in the history of medicine."

- Frank Oski, M.D.
retired editor
Journal of Pediatrics.



For more information

Please visit our website:

www.dhss.delaware.gov/dhss/dph

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