

# The 6<sup>th</sup> Annual Breast is Best Conference

## **Financial Disclosures** **PLANNING COMMITTEE**

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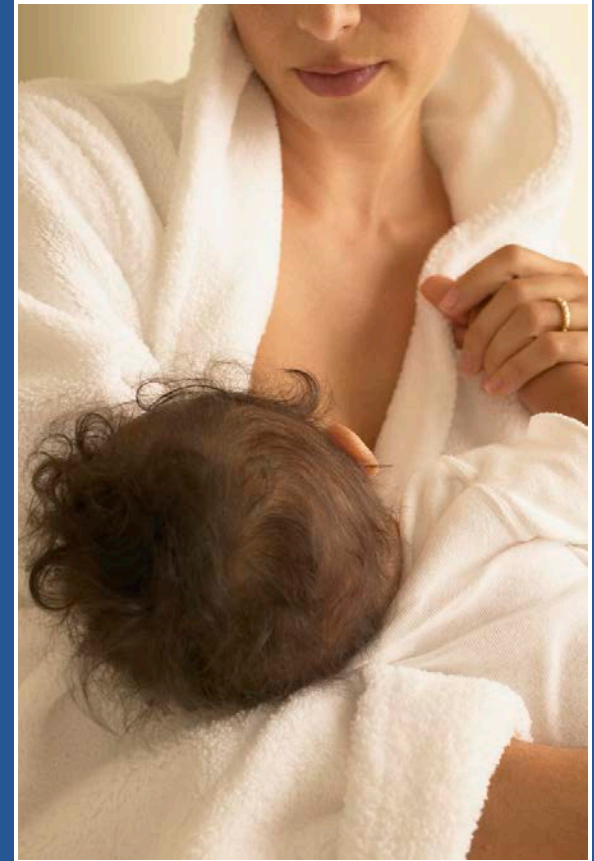
**None of the members of the Planning Committee have any relevant  
financial relationships to disclose.**

## **FACULTY**

Suzanne Colson, PhD, MSc BA RGN, RM retired

**Ms. Colson has no relevant financial relationships to disclose.**

# BREASTFEEDING AND PUBLIC HEALTH



# Excess health risks of not breastfeeding

<u>Outcome Excess Risk</u>	<u>(%)</u>
<b><i>Among full-term infants</i></b>	
▪ Acute ear infection (otitis media)	100
▪ Eczema (atopic dermatitis)	47
▪ Diarrhea and vomiting (GI infection)	178
▪ Hospitalization for lower respiratory tract diseases in the first year	257
▪ Asthma (with family history)	67
▪ Asthma (no family history)	35
▪ Childhood obesity	32
▪ Type 2 diabetes mellitus	64
▪ Acute lymphocytic leukemia	23
▪ Acute myelogenous leukemia	18
▪ Sudden infant death syndrome	56
<b><i>Among preterm infants</i></b>	
▪ Necrotizing enterocolitis	138
<b><i>Among mothers</i></b>	
▪ Breast cancer	4
▪ Ovarian cancer	27

# Healthcare Savings, Optimal Breastfeeding Rates

Disease	90% Exclusive Breastfeeding for 6 months, National SAVINGS in Dollars/year (\$)
SIDS	\$4.7 Billion
Necrotizing Enterocolitis	\$2.9 Billion
Pneumonia/Lower Respiratory Infection	\$2.3 Billion
Otitis Media (Ear Infections)	\$0.9 Billion
Childhood Obesity	\$0.6 Billion
Childhood Asthma	\$0.6 Billion
Gastroenteritis	\$0.2 Billion
Leukemia	\$0.1 Billion
Type 1 Diabetes	\$0.1 Billion
Potential Cost Savings	\$12,000,000,000 per year

# Healthy People 2020

- ◆ 81.9% of infants should be breastfed in the early post partum period.

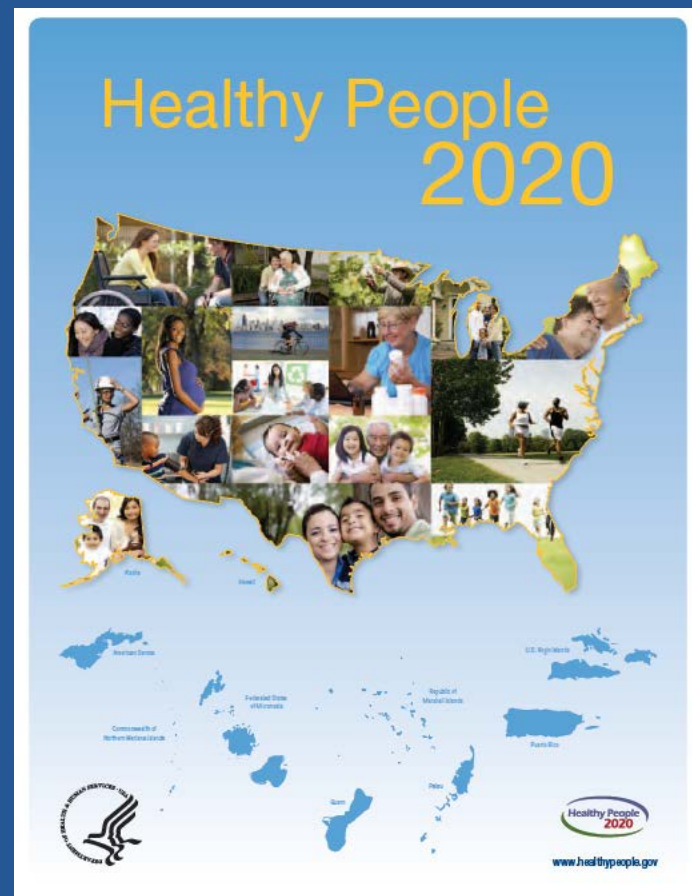
Current U.S. – 76.5%; DE – 68.0%

- ◆ 60.6% should continue through 6 months.

Current U.S. – 49%; DE – 39.1%

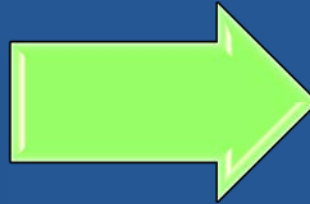
- ◆ 34.1% should continue through 1 year.

Current U.S. – 27%; DE – 17.4%



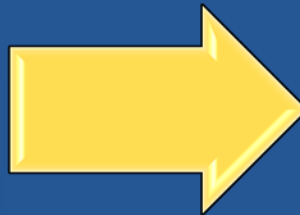
# New objectives - Healthy People 2020

Worksite lactation programs



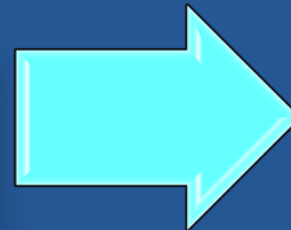
↑ To 38%

Breast-fed newborns receiving formula



↓ By 15.6%

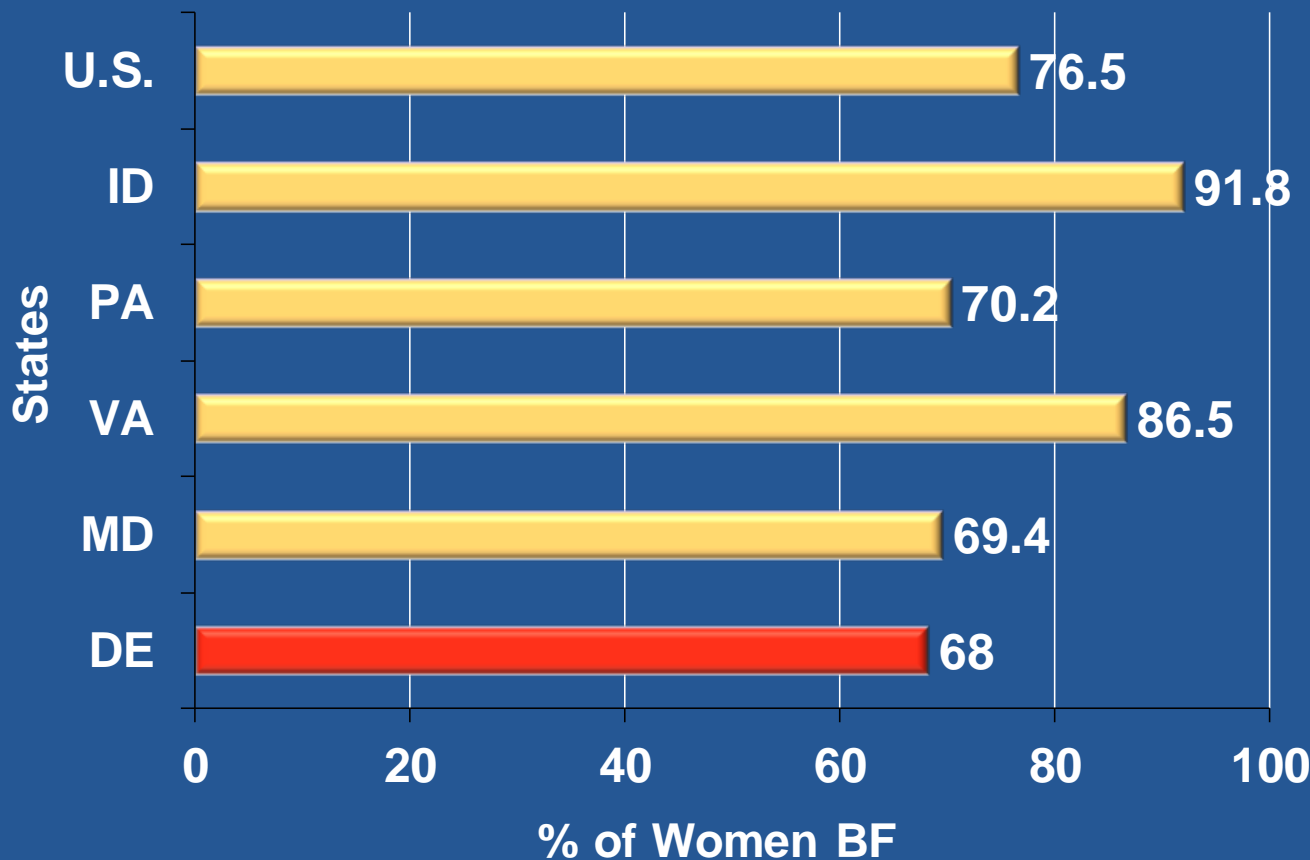
Live births in facilities providing recommended lactating care



↑ To 8.1%

# Ever Breastfed

## Delaware Ranks 41<sup>st</sup> in the Nation

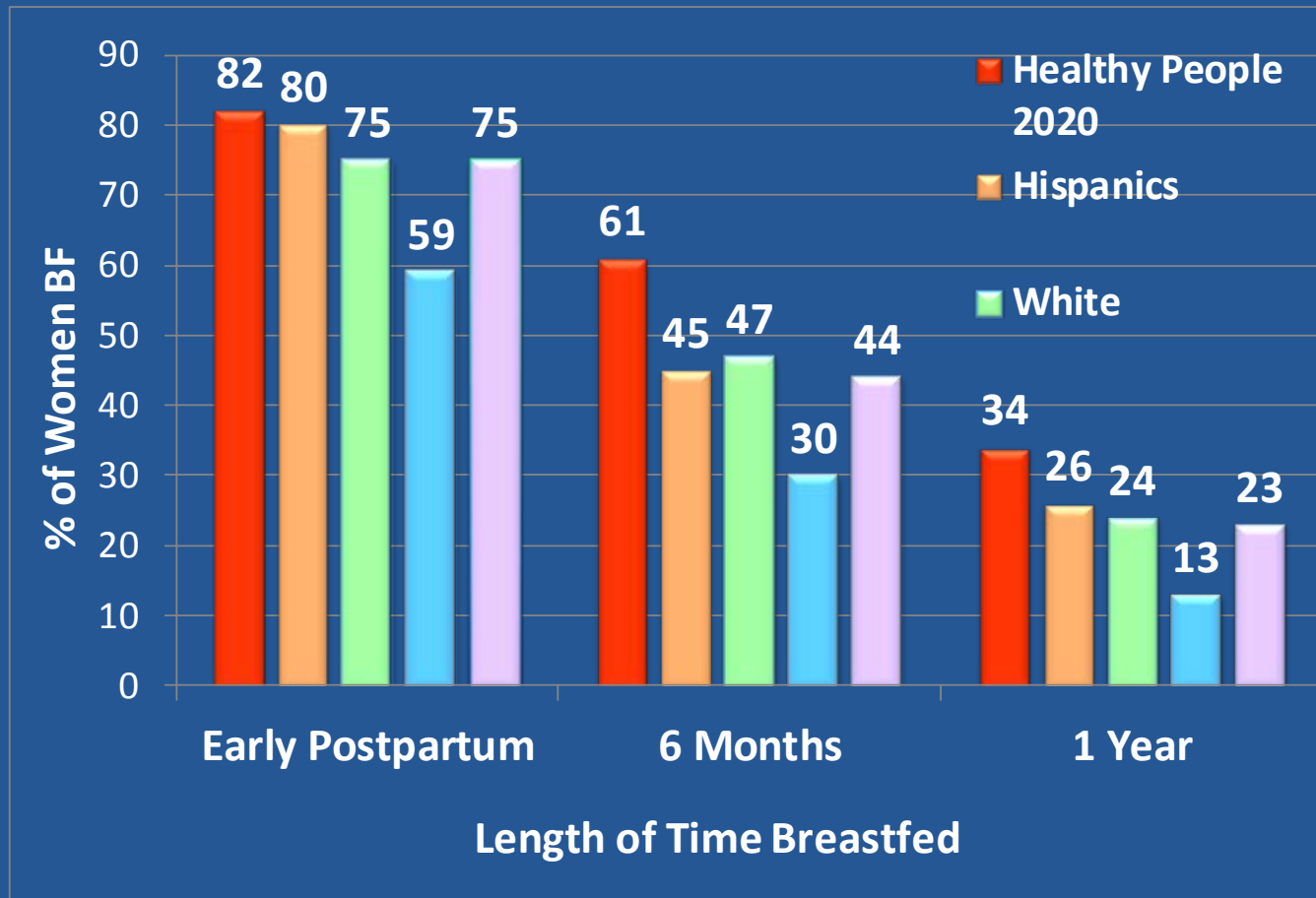








# Racial/Ethnic Differences, Breastfeeding in the U.S.



# It's Only Natural



Breastfeeding  
is great for  
babies and  
moms.

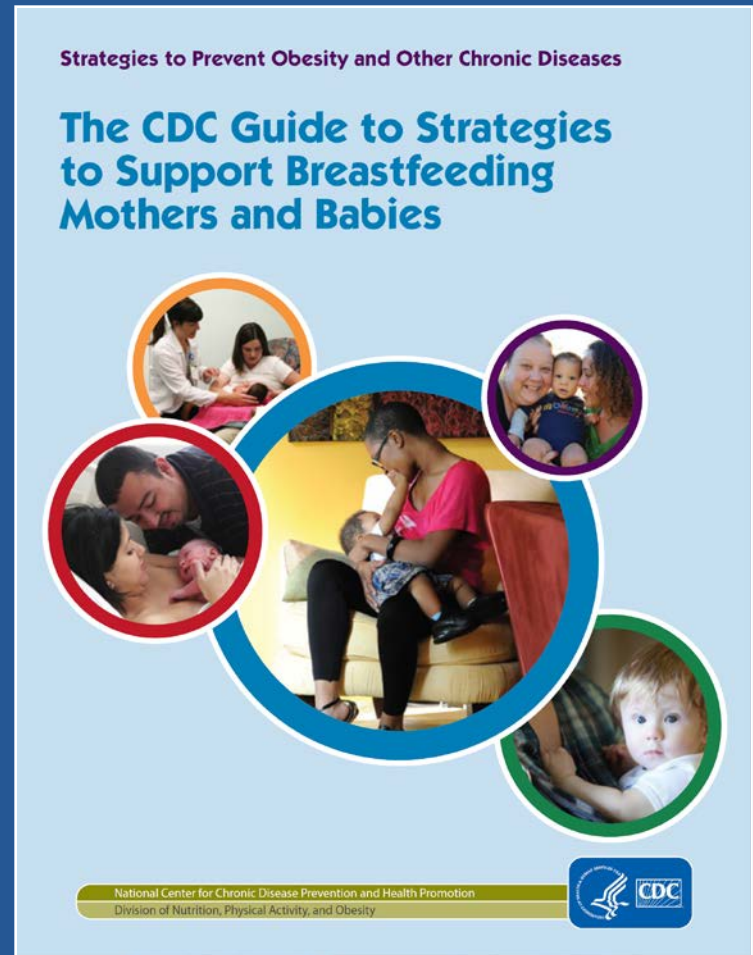


**It's only  
natural**  
mother's love. mother's milk.

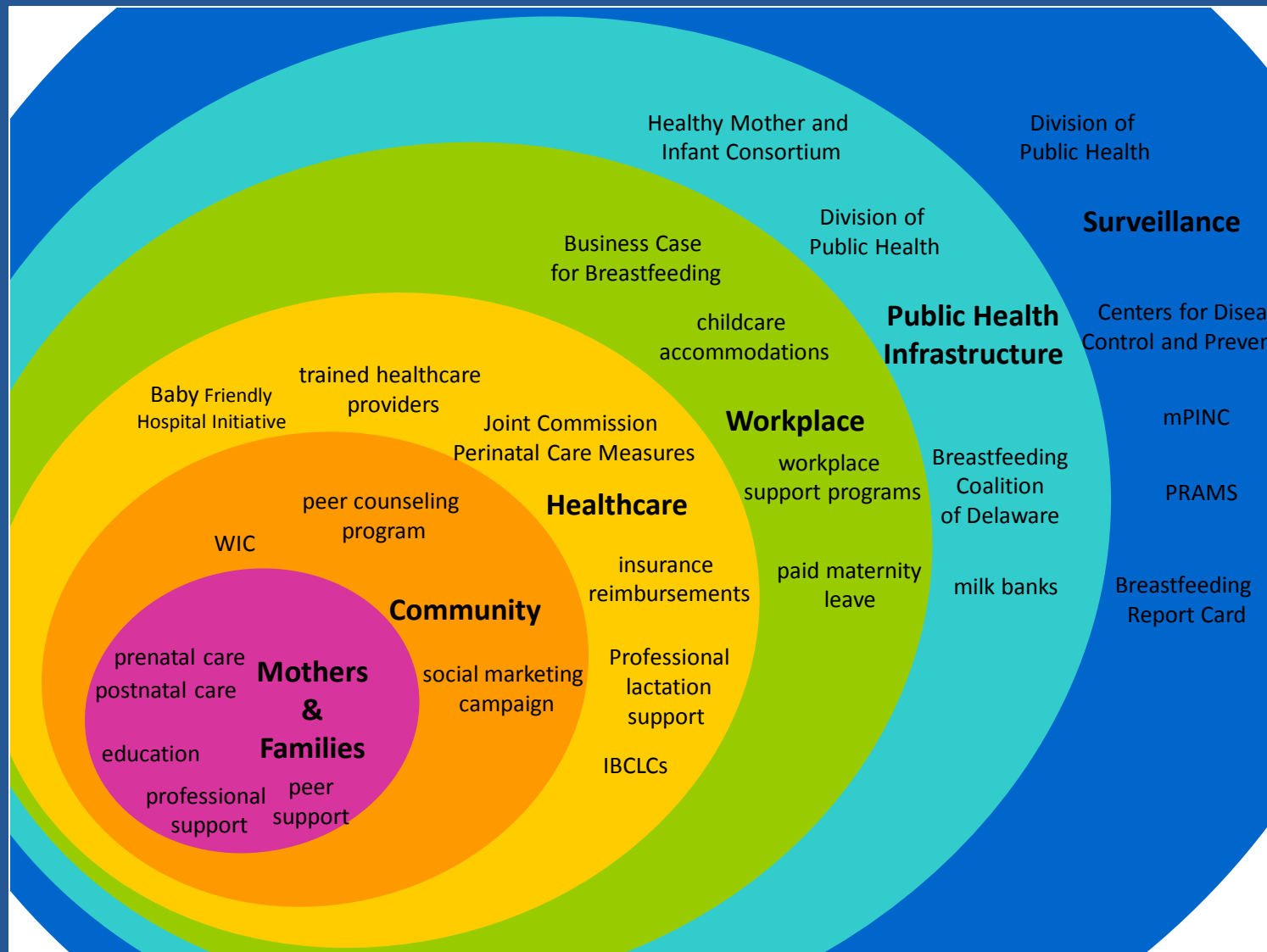


# CDC Breastfeeding Strategy Guide

- ◆ Provides guidance -- selecting strategies to support breastfeeding mothers and increase breastfeeding rates.
- ◆ Builds upon the evidence demonstrating effective intervention strategies and offers relevant information for each.
- ◆ Nine strategies.



# The Circles of Influence



# 10 Steps to Successful Breastfeeding

Have a written breastfeeding policy that is routinely communicated to all health care staff.

Train all health care staff in skills necessary to implement this policy.

Inform all pregnant women about the benefits and management of breastfeeding.

Help mothers initiate breastfeeding within a half-hour of birth.

Show mothers how to breastfeed and maintain lactation even if separated from their infants.

# 10 Steps to Successful Breastfeeding

Give newborn infants no food or drink other than breast-milk, unless medically indicated.

Practice “rooming-in.” Allow mothers and infants to remain together 24 hours a day.

Encourage breastfeeding on demand.

Give no artificial teats or pacifiers to breastfeeding infants.

Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.



# Baby-Friendly Hospital Initiative

- ◆ A global program sponsored by the WHO and UNICEF.
- ◆ Encourages and recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding.
- ◆ Assists hospitals in giving mothers information, confidence and skills to successfully initiate and continue breastfeeding their babies or feeding formula safely.
- ◆ Gives special recognition to hospitals that promote breastfeeding.

# Baby-Friendly Hospitals in the U.S.

- ◆ 181 Baby-Friendly Birthing Centers in U.S.
- ◆ 6.9% of births occur in Baby-Friendly facilities.
- ◆ Very exciting news for Delaware!

Baby Friendly usa™  
*The gold standard of care*



# Delaware's Baby-Friendly Status

- ◆ **Beebe Healthcare** - received designation on Jan. 31, 2014!
- ◆ **Bayhealth Milford** - site visit was May 14 and 15, 2014.
- ◆ **Bayhealth Kent** - site visit is scheduled.
- ◆ **St. Francis** - entering dissemination phase (2<sup>nd</sup> of 4).
- ◆ **Christiana** - scheduling October site visit.
- ◆ **Nanticoke** - initiating informal efforts toward some steps.



# mPINC Survey

## Maternity Practices in Infant Nutrition and Care

- ◆ Delaware scored 77 out of 100.
- ◆ Nationally ranked 9<sup>th</sup> out of 53.



- ◆ Needed improvements:
  - Appropriate use of supplements.
  - Inclusion of model breastfeeding policy.
  - Protection of patients from formula marketing.
  - Provision of hospital discharge planning support.

# Breastfeeding Coalition of Delaware (BCD) Recent Achievements

- ◆ Completed a strategic plan.
- ◆ Awarded a grant from the United States Breastfeeding Committee to assist hospitals in becoming Baby Friendly and create connections across the continuum of care.
- ◆ Provided non-judgmental consulting services to businesses on legislation supporting breastfeeding in public.
- ◆ Currently constructing a letter to providers to request the limiting of formula marketing in their practices.



# Breastfeeding Coalition of Delaware (BCD) Strategic Plan



- ◆ Breastfeeding-friendly environments
  - Health care
  - Child care
  - Workplace
- ◆ Education
- ◆ Policy and advocacy
- ◆ Internal Organization

[www.delawarebreastfeeding.org](http://www.delawarebreastfeeding.org)





# Materials Available from the BCD

- ◆ English and Spanish
  - Posters
  - “Delivering in DE? What to Expect” handout
  - Top 10 Reasons to Breastfeed rack card
- ◆ White/Black
  - Your Guide to Breastfeeding

**Delivering in Delaware? What to Expect.**

The Baby-Friendly Hospital Initiative (BFHI) recognizes hospitals that provide the best care to support infant feeding and mother/baby bonding. One Delaware hospital, Beebe Healthcare, has received the “Baby-Friendly Hospital” designation. Four hospitals are working toward designation: Christiana Care Health System, East General Hospital, Milford Memorial Hospital and Saint Francis Hospital. **What does this mean for you and your baby?**

**We Promote and Support Breastfeeding**  
Health care providers recommend only breastfeeding (no formula, food or drink) as the best way to feed baby. Breast milk gives baby powerful health benefits that formula can't match. It helps to prevent ear infections, lung infections, diabetes, asthma, allergies, obesity and more. Breastfeeding also helps mom lose the baby weight and protects against some types of cancer.

**What We Do to Support You**  
Policy and Training: We have a policy to support all mothers in breastfeeding. All of our staff members are trained in how to best support breastfeeding moms and babies.  
Rooming-in: You and baby will share the same room, so you can stay together 24 hours a day. Rooming-in helps you learn baby's signs of hunger so you can feed on demand, whenever your baby is hungry. Baby will feed a lot—8-12 times a day! This is normal and will help your milk supply increase more quickly.  
Skin-to-Skin: Baby will be placed on your chest, skin-to-skin, right after birth until the first breastfeeding is complete. These “magical minutes” are calm and relaxing. The close contact promotes bonding between mom and baby. It keeps your baby warm and helps breastfeeding begin right away.  
Formula Use: Exclusive breastfeeding (no other food or drink) is best for you and your baby. Our goal is to build your confidence in your ability to breastfeed. Giving formula can make breastfeeding more difficult for you both. Weakened, it is our job to tell you about the benefits of breastfeeding. After you know the facts, if you prefer to use formula, we will provide information on safe preparation and feeding of formula.  
Nipples and Bottles: At our hospitals, babies do not get pacifiers or bottles unless there is a medical need. Plastic nipples may confuse your baby. They should not be used in the early days while you and baby are learning how to breastfeed.

Logos: Bayhealth, Saint Francis Healthcare, Christiana Care, Beebe, Milford Memorial Hospital.

**TOP TEN REASONS TO BREASTFEED YOUR BABY**

1. Breastmilk is the best and most natural food for baby. It is the only food needed for the first six months.
2. Breastmilk has health benefits that formula can't match. Breastfed babies are sick less often. They are also better protected from diabetes, obesity, allergies, asthma, and even Sudden Infant Death Syndrome (SIDS).
3. Breastfeeding will save you over \$1,200 a year, since you won't need to buy formula.
4. Breastfeeding is healthy for mom, too. It helps you heal and lose weight after having a baby. It also protects against diabetes and some kinds of cancer.
5. You can continue to breastfeed after you return to work. It's your legal right to pump breastmilk when away from your baby.
6. Breastmilk is the perfect food for your baby and changes to meet baby's needs as he grows.
7. Breastfeeding helps mother and baby share a close and special bond.
8. Breastfeeding is especially important for babies born before their due date.
9. The first few weeks of breastfeeding can be hard. With practice and support, it will get easier.
10. Every ounce of breastmilk is important for baby's health.

**Breast milk. Every ounce counts.**

We support you in breastfeeding or pumping milk for your baby. If you have questions or need help, speak with your health care provider.

Logos: Saint Francis Healthcare, Christiana Care, Bayhealth, Milford Memorial Hospital, Nemours.

# WIC Breastfeeding Peer Counselors

- ◆ Provide seamless support, encouragement of all WIC mothers, from pregnancy through delivery and discharge.
- ◆ Address barriers:
  - Electric breast pumps
  - Cover-me wraps
- ◆ Increase in breastfeeding rates (WIC clients):
  - Breastfeeding initiation: 35% in 2005 → 64% in 2010.
  - Exclusive breastfeeding: 34% in 2005 → 43% in 2010.



*“Whether you’re a clinician, a family member, a friend, or an employer, you can play an important part in helping mothers who want to breastfeed.”*

*- Former Surgeon General  
Regina M. Benjamin, MD,  
MBA*

# For more information

## *Our website:*

[www.dhss.delaware.gov/dhss/dph](http://www.dhss.delaware.gov/dhss/dph)

## *Contact us:*

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