**5th Annual Breast is Best Conference**

June 5, 2013

Financial Disclosures

**PLANNING COMMITTEE**

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- Katie Dupont Phillips, MPH, CHES, PAPHS—nothing to disclose

**CONTENT REVIEWER**

- Karyl Rattay, MD, MS Activity Director—nothing to disclose

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**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

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**Healthcare Cost Savings Using Optimal Breastfeeding Rates**

<table>
<thead>
<tr>
<th>Disease</th>
<th>90% Exclusive Breastfeeding for 4 months National SAVINGS in Dollars/year ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIDS</td>
<td>4.7 Billion</td>
</tr>
<tr>
<td>Necrotizing Enterocolitis</td>
<td>2.9 Billion</td>
</tr>
<tr>
<td>Pneumonia/Lower Respiratory Infection</td>
<td>2.3 Billion</td>
</tr>
<tr>
<td>Otitis Media (Ear Infections)</td>
<td>0.9 Billion</td>
</tr>
<tr>
<td>Childhood Obesity</td>
<td>0.6 Billion</td>
</tr>
<tr>
<td>Childhood Asthma</td>
<td>0.6 Billion</td>
</tr>
<tr>
<td>Gastroenteritis</td>
<td>0.2 Billion</td>
</tr>
<tr>
<td>Leukemia</td>
<td>0.1 Billion</td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>0.1 Billion</td>
</tr>
<tr>
<td>Potential Cost Savings</td>
<td>$12,000,000,000 per year</td>
</tr>
</tbody>
</table>

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**Healthy People 2020**

- 81.9% of infants should be breastfed in the early post partum period.
- 60.6% should continue through 6 months.
- 34.1% should continue through 1 year.

Source: www.healthypeople.gov
Objectives new to 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%


Delaware Ranks 42nd in the Nation


- Exclusive BF for 6 months
- Continuation of BF for 1 year or longer.
- Monitor infant growth with World Health Organization Growth Curve Standards.
- Hospital routines to encourage and support exclusive BF should be based on the World Health Organization (WHO)/UNICEF “Ten Steps to Successful Breastfeeding”.
- Pediatricians should serve as breastfeeding advocates and not delegate this role to staff or non-medical lay volunteers.

Source: Centers for Disease Control and Prevention

The 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.

**The 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.

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**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.

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**Baby Friendly Hospitals in the U.S.**

- 154 Baby-Friendly Birthing Centers in U.S.
- 6.7% of births occur in Baby-Friendly facilities.
- There are no BF facilities in MD or DE.

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**Baby Friendly Hospital Initiative in Delaware**

- 5 out of 6 hospitals in Delaware are committed to the process.
- 3 -- Beebe and Bayhealth (Milford and Kent) -- are over halfway through the process. Efforts are underway at Christiana and St. Francis.

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**mPINC Survey: Maternity Practices in Infant Nutrition and Care**

- Delaware scored 77 out of 100.
- Ranked 9th in the Nation (out of 53).
- **Strengths:**
  - Availability of Prenatal Breastfeeding Instruction
  - Provision of Breastfeeding Advice and Counseling
- **Needed Improvements:**
  - Appropriate Use of Supplements
  - Inclusion of Model Breastfeeding Policy
  - Protection of Patients from Formula Marketing
  - Provision of Hospital Discharge Planning Support

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**WIC Breastfeeding Peer Counselors**

- Provides seamless support and encouragement of all WIC mothers from pregnancy through delivery and discharge.
- **Addresses barriers**
  - Electric breast pumps
  - Cover-me wraps
- **Increases in breastfeeding rates (WIC clients):**
  - Breastfeeding initiation: 35% in 2005 → 64% in 2010
  - Exclusive breastfeeding: 34% in 2005 → 43% in 2010
A Healthier Delaware Begins with Breastfeeding

Work together as partners in the public health system.

“Many barriers exist for mothers who want to breastfeed, they shouldn’t have to go it alone.

“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.”

- Surgeon General Regina M. Benjamin, MD, MBA

For more information

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