PUBLIC HEALTH BREASTFEEDING: EMPOWERING PARTNERSHIPS TO INCREASE CARE ACCESS

Nikia Sankofa, MPH, MPA, Director, Breastfeeding Project
2017 Southern Obesity Conference    Atlanta, GA    October, 2017
The Reducing Disparities Through Peer and Professional Lactation Support Project is funded by a cooperative agreement with the Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity, and Obesity.

The presenters have no financial or commercial relationships to disclose.

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the funder.
NACCHO is comprised of nearly 3,000 local health departments across the United States. Our mission is to serve as a leader, partner, catalyst, and voice with local health departments.
Public Health Breastfeeding

Breastfeeding Moderates Effect of Poor Health Outcomes for Mothers and Babies

- Post-neonatal IMR
- Diabetes & Obesity
- Infectious Disease
- Cancers
- CV Disease
Breastfeeding Impact Pyramid

1-on-1 Education
(e.g. latch/position, mastitis treatment, etc.)

Clinical Management
(e.g. Donor Milk for Preemies)

Changing the Context
(e.g. universal paid family leave in sync with breastfeeding recommendations, baby and breastfeeding-friendly environments, etc.)

Socioeconomic Factors
(e.g. tackling social issues like poverty and education, addressing the root causes of health inequity such as racism, sexism and classism, etc.)

Increasing Population Impact

Increasing Individual Effort Needed
Changing the Context

POLICY, SYSTEMS & ENVIRONMENTAL CHANGES

- World Health Organization’s global program
- Baby-Friendly Hospital Initiative
- States may have own programs with evidence-based breastfeeding friendly maternity practices

- CDC/DNPAO funded hospital-based QI initiative to support Baby-Friendly designation.
- 97 hospitals in 24 states- 42 hospitals, in 11 are Southern States.
Exploring Public Health Strategies to Close the Breastfeeding Care Gap by increasing care access

Reducing Breastfeeding Disparities through Peer & Professional Support
NACCHO Provided Sub-Award Funding to 72 Demonstration Sites

- **Awarded** $2,500,000
- **Reimbursed** $2,165,000

<table>
<thead>
<tr>
<th>$395K</th>
<th>$2.5M</th>
</tr>
</thead>
<tbody>
<tr>
<td>LHD &amp; Hospital Partnerships</td>
<td>LHDs &amp; Communities</td>
</tr>
<tr>
<td>9 Projects</td>
<td>63 Projects</td>
</tr>
<tr>
<td>5 Months</td>
<td>17 Months</td>
</tr>
<tr>
<td>Avg Award $43,888</td>
<td>Avg Award $20,160/year</td>
</tr>
</tbody>
</table>

- **Avg Award $43,888**
- **Avg Award $20,160/year**
Grantees Utilized Funds …

Peer counselors
Support groups

Systems Change
Maternity Care
Policies

Workplace Support
Community Support
Prenatal Support

Underserved Communities
Transportation

Home Visits
Lactation

Referral Network
Normalizing Breastfeeding
Reduced barriers

Education
Incentives
Training Staff
Social Marketing

Environment Change
Hospital Visits
**EMPower-NACCHO Overview**

**Purpose:**
Support EMPower hospital communities with Steps 3 & 10 from through community and hospital partnerships

**Step 3:** Inform all pregnant women about the BF benefits

**Step 10:** Foster the establishment of support groups and refer mothers on discharge from the hospital

- Funding provided by the Centers for Disease Control and Prevention (CDC), DNPAO
- 9 EMPower communities: 7 health departments, 2 non-profits CBOs
Community Continuity of Care (CCOC) is the process by which families are given consistent high quality breastfeeding education and support and adequate care coordination across all providers and service institutions within their community from the prenatal period through weaning.

*NACCHO Breastfeeding Project Team*
Leveraging Community Partnerships

- Expand Programs and Services
- Share Policy and Systems
- Share Resources (e.g. facilities & training)
### Innovative Examples from EMPower

<table>
<thead>
<tr>
<th>Coastal Health District</th>
<th>Elyria City</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Hospital lactation staff trained LHD staff to ensure knowledge of BFHI within front line staff</td>
<td>• Partnered with hospital to begin texting service to offer tips as well as reminders for support groups as they occurred</td>
</tr>
<tr>
<td>• Worked with housing authority to nest prenatal classes on Saturday in location already utilized by community</td>
<td></td>
</tr>
</tbody>
</table>
### Innovative Examples from EMPower

#### Broward County
- In-hospital Peer Counseling Program.
- Expanded into a hospital with WIC PC, offered services, identified women needing to be enrolled.

#### Lee County
- Created a local breastfeeding coalition.
- Incorporated breastfeeding as an OBESITY prevention strategy for the county coalition.
## Innovative Examples from EMPower

### Sarasota County
- Co-located support groups within community spaces already used and trusted & transformed space at HD for use
- Partnered across many groups to create Sarasota Move to Action summit (200+ attendees)

### Shelby County
- Worked across hospitals, public health, community groups and local healthcare providers to be trained and utilize Ready, Set, Baby across the community to coordinate messages and education
- Used airport as a location for placing up community hotline information
Breastfeeding is the golden thread woven through all of our public health initiatives.

Jarene Fleming
Virginia Department of Health
Conclusion

Enable BREASTFEEDING to be consistently supported, by:

- Ensuring support is consistent, frequent and predictable, and not offered reactively, in which women are responsible to initiate the contact
- Partner with hospitals and other healthcare organizations to assure that women are served throughout pregnancy to baby weaning
- Implementing organizational PSE changes over time and leveraging funds to achieve collective impact