



Building Healthy Communities to  
Improve Maternal and Child Health



# APHA

## Maternal Child Health Leadership Institute

### *The NY Experience 2001-2007*

*Developing a Breastfeeding Coalition on Long Island (2001)*

*Creating a Breastfeeding Friendly Workplace (2005)*

# Background

- NY Team attended the Maternal Child Health Leadership Institute in 2001 & 2005 with ultimate goals of reestablishing breastfeeding as a **cultural norm** by **protecting, promoting and supporting breastfeeding** in the community and the workplace.
- Surgeon General's *Blueprint for Action on Breastfeeding* (2000)
- USBC *Accommodations for Breastfeeding in the Workplace Checklist* (2002)
- CDC Guide to Breastfeeding Interventions (2005)
- Healthy People 2010 Breastfeeding Goals



# Healthy People 2010 Breastfeeding Goals



<b>Increase in Mothers who Breastfeed</b>	1999	2004	2010
In Early Post Partum	68.3±2.9	73.8±1.0	75%
At 6 months	32.6±2.9	41.5±1.1	50%
At one year	15.0±2.1	20.9±0.9	25%

[http://www.cdc.gov/breastfeeding/data/NIS\\_data/data\\_2004.htm](http://www.cdc.gov/breastfeeding/data/NIS_data/data_2004.htm)

# The NY MCHI Team



- 2001
  - APHA member and AAP Chapter Breastfeeding Coordinator
  - University Hospital Lactation Coordinator
  - La Leche League Representative
  - SCDHS PHN
  - CCNY MPH Student

- 2005
  - APHA member and AAP Chapter Breastfeeding Coordinator
  - University Hospital Lactation Coordinator
  - La Leche League Representative
  - School of Social Work Student
  - NYS WIC BC

*Long Island*

# MCHI 2001 & 2005 Goals

- Establish a coalition of professional and volunteer organizations and government agencies in our community to protect, promote and support breastfeeding women on Long Island.
- Create a Breastfeeding Friendly Workplace Implementation Project to improve workplace support for employed women.

# MCHI 2001 & 2005 Tasks

- Define model, rationale, purpose
- Establish logistics, timeline, meeting sites
- Explore by-laws, funding, and data sources
- Assess community resources and needs
- Evaluate commitment of representative agencies
- Develop Logic Model
- Design Methodology
  - Pretest
  - Posttest
- Create Implementation Tool
- Create “Come Back to Work” Incentive Kit
- Evaluate Project and reassess

# Advanced MCHI Invitation

- “Three of our five original team are still together working on our original goal and we are interested in the advanced training ...NY will apply...”
- “I knew you would! GREAT.”
- What to do with \$5000 Mini-grant ???!!!
- “Congratulations! We would like to welcome you and your team to the Maternal & Child Health Advanced Leadership Institute.”

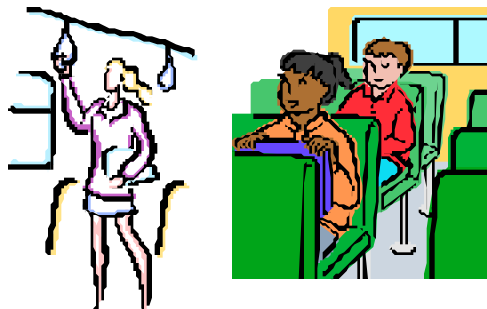
# MCHI 2005 Modules

- Logic Model
- Collaborative Partnerships for Building Healthy Communities, Strategic Planning for Community Coalitions to Improve Maternal and Child Health
- Social Capital
- Program Evaluation
- Marketing, Resource Development, Sustainability



# MCHI 2005 Rationale

- 70% of employed mothers with children under the age of 3 years work full time
- 1/3 return to work within 3 months after the baby and 2/3 return within 6 months
- Lower- income women often return sooner and may have jobs that present greater challenges to continue with breastfeeding
- Working outside the home leads to lower initiation and duration of breastfeeding



The CDC Guide to Breastfeeding Interventions, 2005, [www.cdc.gov](http://www.cdc.gov)

# Evidence –Based Interventions



Guide to  
*Breastfeeding*  
Interventions



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES



- Maternity Care Practices (10 Steps)
- **Workplace Support**
- Peer Support (BPCP)
- Educating Mothers
- Professional Support
- Media and Social Marketing (NBAC, WIC Loving Support)

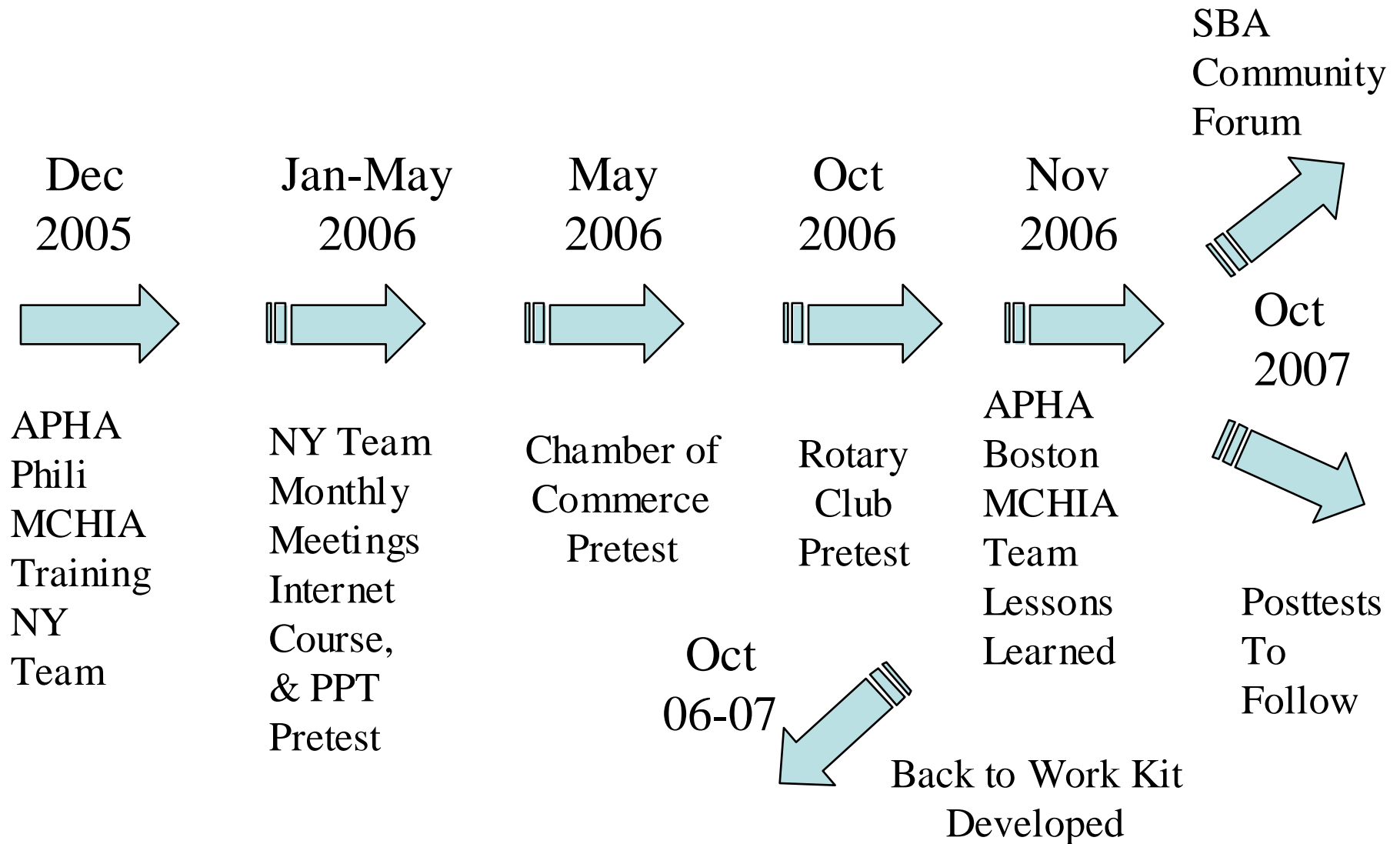
# MCHI 2005 Goals

- To protect and support women who choose to breastfeed
- To promote breastfeeding as the cultural norm.
- To support the continuance of breastfeeding in the workplace.

# MCHI 2005 Objectives

- Develop a “Why Become a Breastfeeding-Friendly Workplace?” and a “Come Back to Work Pack”.
- Engage the business community to increase breastfeeding awareness through presentation of “Why Become a Breastfeeding-Friendly Workplace?”
- Demonstrate a change in accommodation practices and policies as a result of increasing awareness and knowledge using pre- and post-test survey

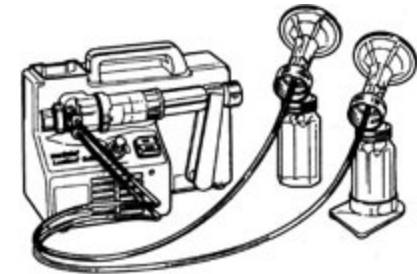
# MCHIA 2005 Project Timeline



# MCHI 2005 Logic Model

Inputs	Activities	Outputs	Participation	Outcomes
Mini-grant	Pretest/Post-test		SPC BC	Come Back to Work Kit
Healthy People 2010	Target Audiences		SPC BC	Needs Assessment
Workplace affect on breastfeeding continuance	PPT: Why Become a Breastfeeding-Friendly Workplace ?		SPC BC	Baseline Workplace Practices
Employer awareness/knowledge	Come Back to Work Kit		SPC BC	Change in Workplace Practices

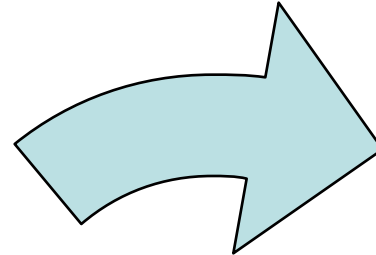
# Why Become a Breastfeeding –Friendly Workplace ?



# Workplace Benefits of Breastfeeding

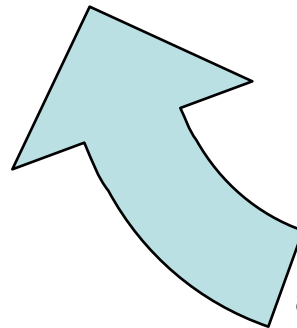
- ↓ Breast Cancer
- ↓ Ovarian Cancers
- ↓ Osteoporosis
- ↓ Anxiety
- ↑ Confidence
- ↑ Return to Pre-pregnancy Weight

HEALTHY MOM

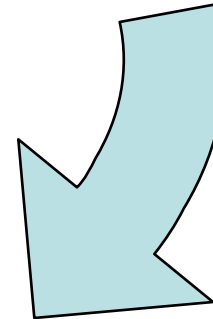


HEALTHY BABY

- ↓ URI's
- ↓ GI Illness
- ↓ Asthma
- ↓ Obesity
- ↓ Dental carries
- ↑ Test Scores
- ↑ Visual Acuity



Better Work Performance and Attendance  
Decreased Health Care Costs For Employer



AAP, 2005, Breastfeeding and the use of human milk



# Components of a Workplace Breastfeeding Support Program ([www.usbreastfeeding.org](http://www.usbreastfeeding.org))

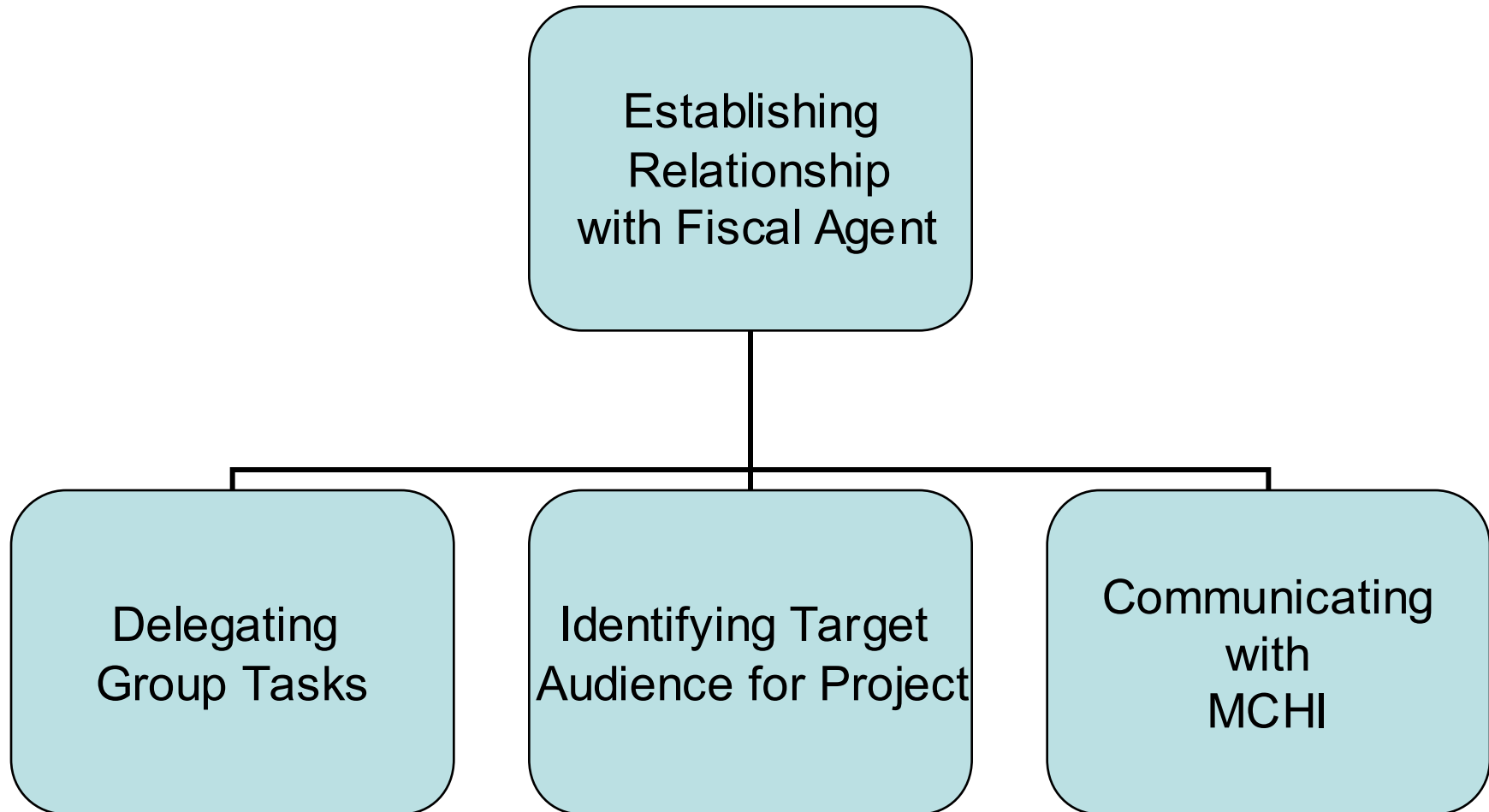
BASIC	EXPANDED	COMPREHENSIVE
	<b>Facilities</b>	
<ul style="list-style-type: none"> <li>•Clean, private multipurpose space with table &amp; chair with electric to pump or breastfeed</li> <li>•Employee owned pump</li>   <li>•Employee provides milk storage</li>   <li>•Place to wash hands and pumping parts</li> </ul>	<ul style="list-style-type: none"> <li>•Room for use only by breastfeeding women</li>   <li>•Employer provided one multi-user electric breastpump, employees provide own collection kits</li> <li>•Employer provides refrigerator space for expressed milk</li> <li>•+Wash area near breastfeeding room</li> </ul>	<ul style="list-style-type: none"> <li>•Room or rooms close to women's worksite. Size to accommodate users</li>   <li>•+Employer provided collection kits and additional pumps</li>   <li>•Employer provided small refrigerator for breastmilk</li> <li>•+Wash area in breastfeeding room</li> </ul>
	<b>Written Company Policy</b>	
<ul style="list-style-type: none"> <li>•6-wk unpaid maternity leave</li> <li>•Creative use of accrued time</li> <li>•2 breaks and lunch for 8 hr day to express milk</li> </ul>	<ul style="list-style-type: none"> <li>• 12-wk unpaid mat leave (FMLA)</li> <li>•+Part-time, flex hours, job-share</li> <li>•Expanded unpaid breaks to express milk or breastfeed the baby</li> </ul>	<ul style="list-style-type: none"> <li>•6 to 14 wk paid mat leave</li> <li>•+bring child to work. caregiver brings child to work, on site day care</li> <li>•Paid nursing breaks as work time</li> </ul>
	<b>Workplace Education</b>	
<ul style="list-style-type: none"> <li>•Company breastfeeding policy communicated to all pregnant employees</li> <li>•List of Community Resources</li> </ul>	<ul style="list-style-type: none"> <li>•Employees, supervisors receive training on policy</li> <li>•Contract with Lactation Provider as needed</li> </ul>	<ul style="list-style-type: none"> <li>•Breastfeeding education offered to partners of employees who are expectant fathers</li> <li>•Hired Lactation Provider to coordinate support program</li> </ul>



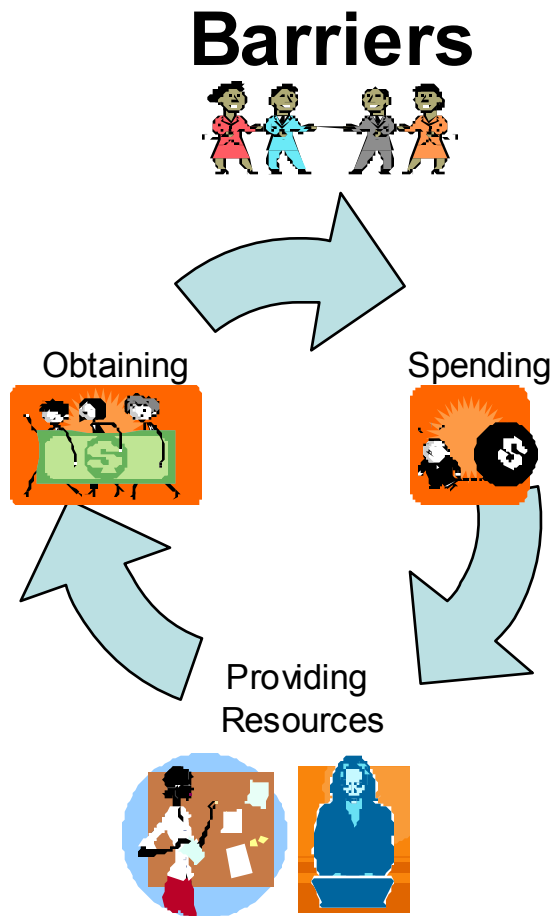
# Methodology

- Pretest: USBC *Accommodations for Breastfeeding in the Workplace* (2002)  
[www.usbreastfeeding.org](http://www.usbreastfeeding.org)
  - Cover sheet (contact information)
  - Demographic information (size, functions, locale)
  - Checklist of policies and practices
- Post-test
  - “Come Back to Work Kit Incentive

# Challenges



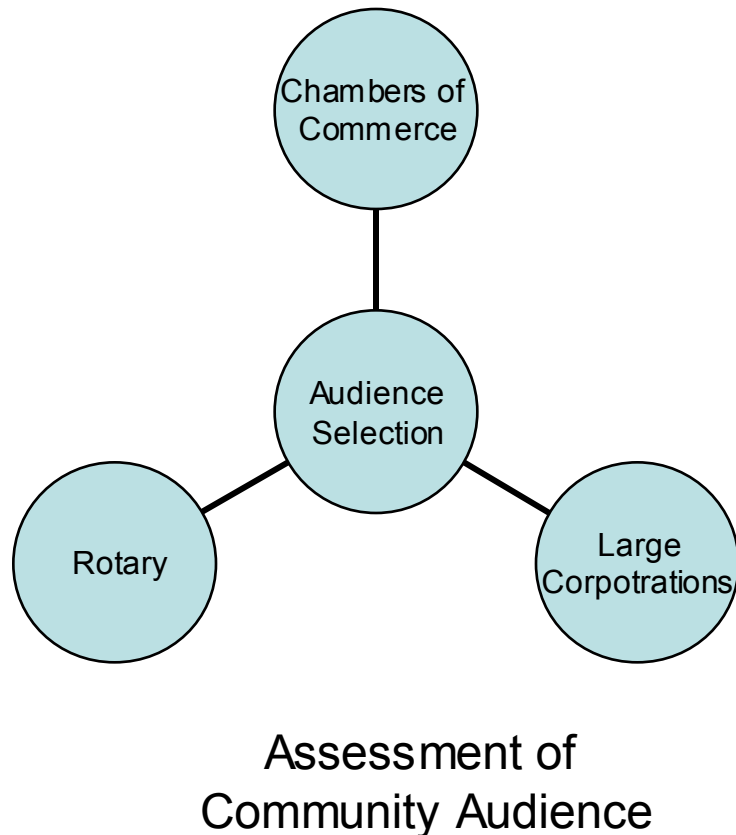
# MCHI 2005 Fiscal Issues



## Solutions

- Misalignment of grant allocation and Fiscal Agent Budget Funding
  - Repeated discussions
  - Assistance from MCHI
  - 20% remaining grant remains unavailable to team
- FTE salaries disallowed by grantee => no personnel for project

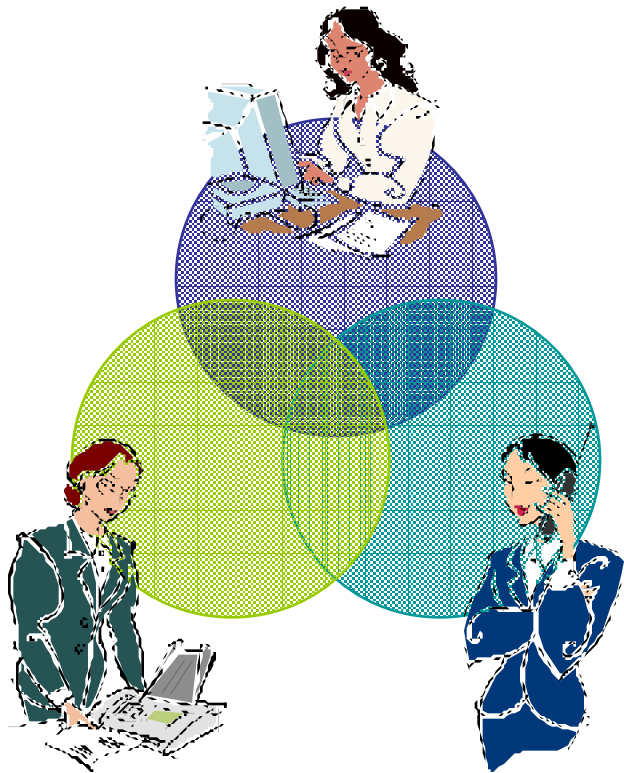
# MCHI 2005 Target Audiences



- Challenges/Solutions:
  - Improved research and selection of target audience before presentation
  - Improved communication with audience contact/leadership

# MCHI 2005 Delegating Tasks

- Challenges/Solutions:



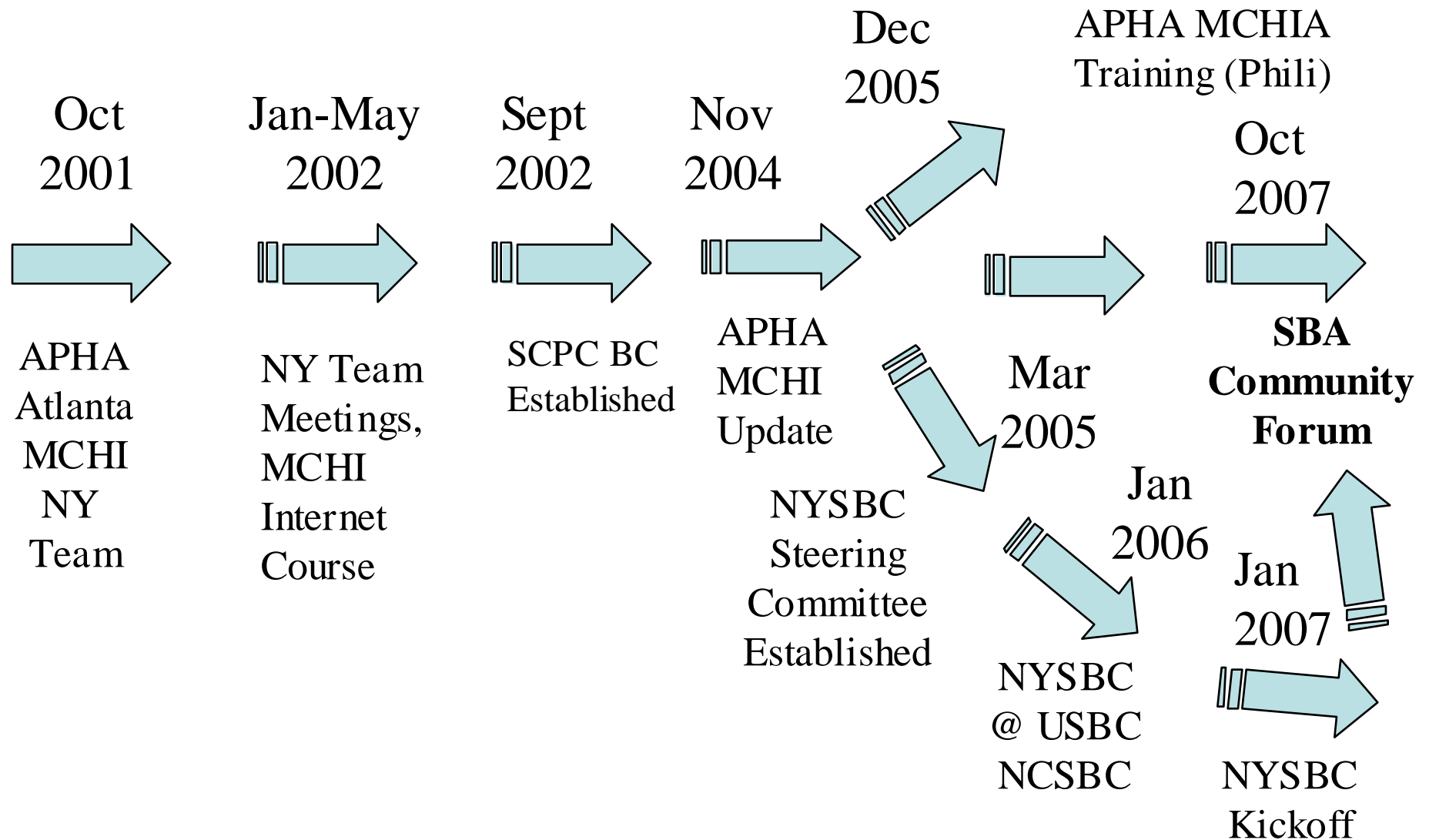
- Expanding Task force
- Communication research design to volunteers
- Obtaining volunteer statistical analysis

# Meanwhile...

- Diversions:
  - Concurrent continuation of MCHI 2001 goals
  - Statewide Breastfeeding Coalition Development
  - Breastfeeding Seminar



# MCHI 2001 Concurrent Timeline



# Successes

- Chamber of Commerce and Rotary Presentations
- First County Breastfeeding Seminar
- NY Statewide Breastfeeding Coalition (NYSBC)
  - Steering Committee
  - Representation, USBC NCSBC 2006 and 2008
  - NYSBC Kickoff
- NYS Workplace Breastfeeding Protection Act
- Bags banned at NYC HHHC Hospitals

# NYC Health and Hospital Corporation (HHC)

- “HHC is excluding free baby formula samples from gift bags, banning formula promotion materials from labor and delivery units and encouraging initiation of breastfeeding in the baby’s first hour.” Launched to coincide with World Breast Feeding Week, August 1 – 7, the new HHC program gathered national media attention, including the Today Show, ABC World News Tonight, the View, and CNN. It also garnered support from breastfeeding advocates.”

# Babies were born to be breastfed.



## Workplace Breastfeeding Support

### How do employers benefit from breastfeeding?

Employers who cover health care for worker's families have lower costs for doctor visits, hospitalization, and medications when babies are optimally breastfed. When children are healthier, productivity goes up because parents miss fewer work days, worry less and concentrate more on their work. If a woman knows her employer supports breastfeeding, she may come back sooner after maternity leave, thus reducing the employer's retraining and replacement costs. Finally, workplace support for a woman's "mother-work" gives her a compelling reason for loyalty to her employer.



### Three good reasons to implement breastfeeding support in the workplace:

#### 1 Save money

Your business will save money by retaining employees. There will be no recruitment costs, no training costs and fewer temp staff required.

#### 2 Less absenteeism

Your business will save on sick leave. Breastfed babies get sick less and mothers take fewer sick days off to care for them. A study of two American corporations showed a 50% decrease in sick days off in breastfed babies compared to formula-fed babies.

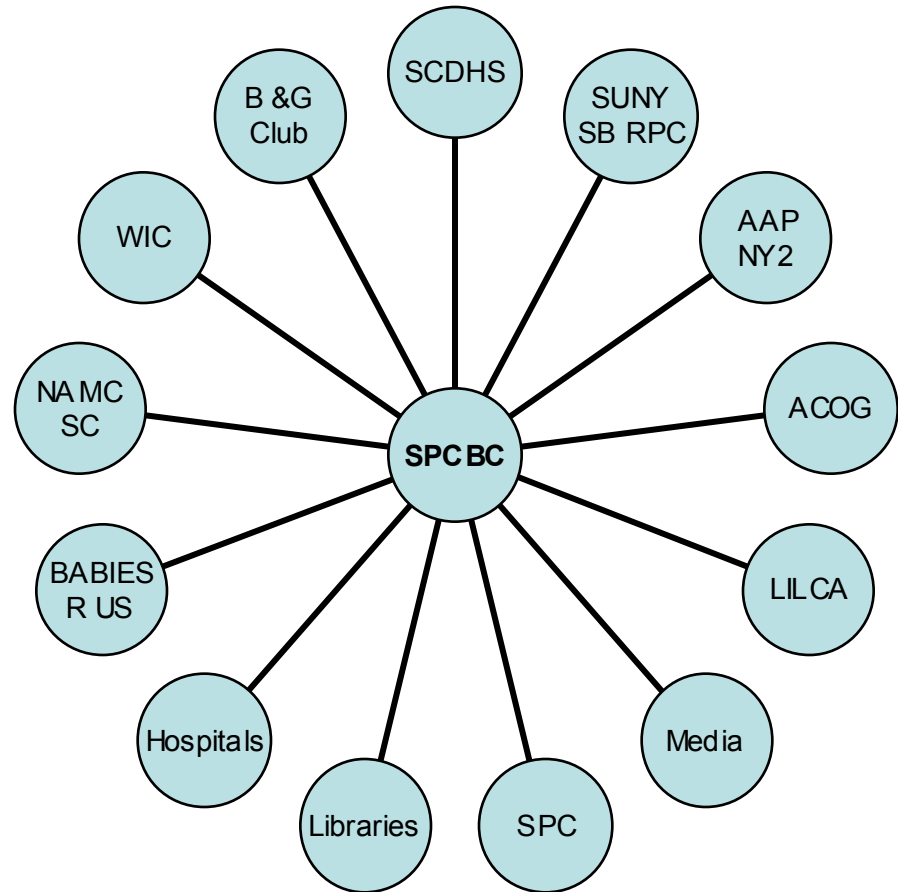
#### 3 Better company image

Your company's image will improve by supporting working mothers. The mothers become more productive, happier, less likely to resign and help build the company's image.

**For More Information Please Contact Reue Stratton at The Suffolk County Perinatal Coalition**

(631)475-5400

# Suffolk Breastfeeding Alliance: It Takes a Community



***SPC Breastfeeding Committee Educational Seminar, 10 October 2007***



- **A01060 Summary:**
- BILL NO A01060 SAME AS Same as S 5596 SPONSOR Destito COSPNSR Eddington, Pheffer, Gottfried, Young, Kavanagh MLTSPNSR Clark, Colton, Hooper, Lifton, McEneny Add S206-c, Lab L
- Provides that an employee shall have the right to express breast milk at work; requires employer to make reasonable efforts to provide a location for a woman to express milk in privacy; prohibits discrimination.

**Thirteen other states have laws related to breastfeeding in the workplace (California, Connecticut, Georgia, Hawaii, Illinois, Minnesota, New Mexico, Oklahoma, Oregon, Rhode Island, Tennessee, Texas, and Washington).**

# MCHI 2005 Lessons Learned



- Include initially topic on choosing and working with a fiscal agent, process for obtaining grant funds, etc.



- Our team needed to better communicate with MCHI on funding, fiscal agent difficulties
- Conference calls were very helpful.

# Conclusion

- Project remains ongoing
- Post test to follow
- Keep on marching but smell the roses along the way and watch those turns in the road as they might prove to be a beneficial diversion.

