

# Community Factors Related to Breastfeeding Exclusivity and Duration in Latinas

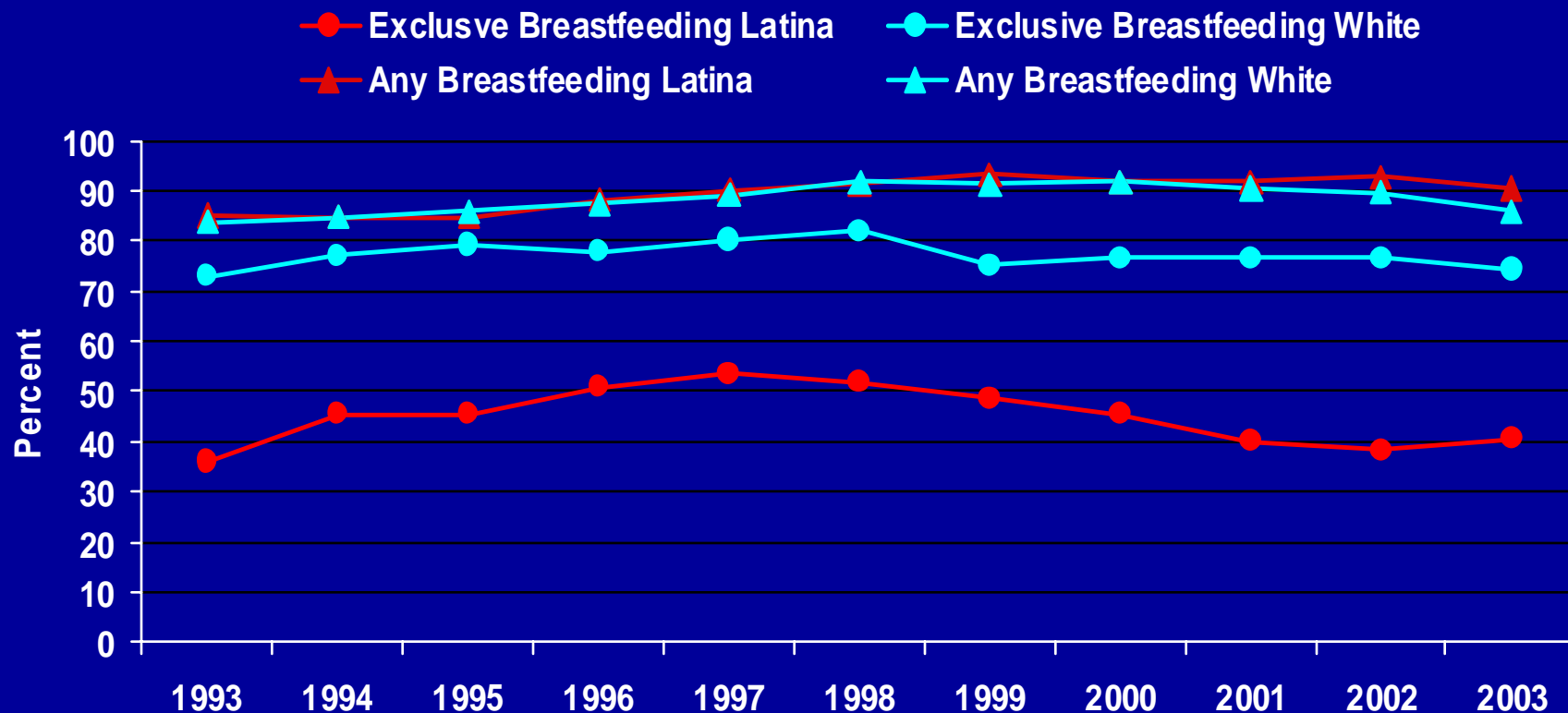
APHA Session 4052.0:  
Breastfeeding Program and Evaluation  
Tuesday, November 6, 2007: 8:30 AM -10:00 AM

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# County Breastfeeding Rates

In Hospital Exclusive Breastfeeding and Any Breastfeeding for Latinas and Whites, 1993-2003



# Study Questions

What community factors are associated with absence of exclusive breastfeeding from birth to six months and birth to 12 months?

# Study Design

- Criteria
  - Latina, 18 years, healthy newborn infant
- Participant recruitment
  - Promotora surveyors
  - Four county hospitals
- Survey implementation
  - Contact at hospital
  - Contacts at 1 week, 2, 6, 9 and 12 months

# Exclusive Breastfeeding Definition

- 1 week postpartum: breast milk only, no other foods or liquids
- 6 months postpartum: breast milk, food and other liquids, but no formula
- 12 months postpartum: breast milk, food and other liquids, but no formula

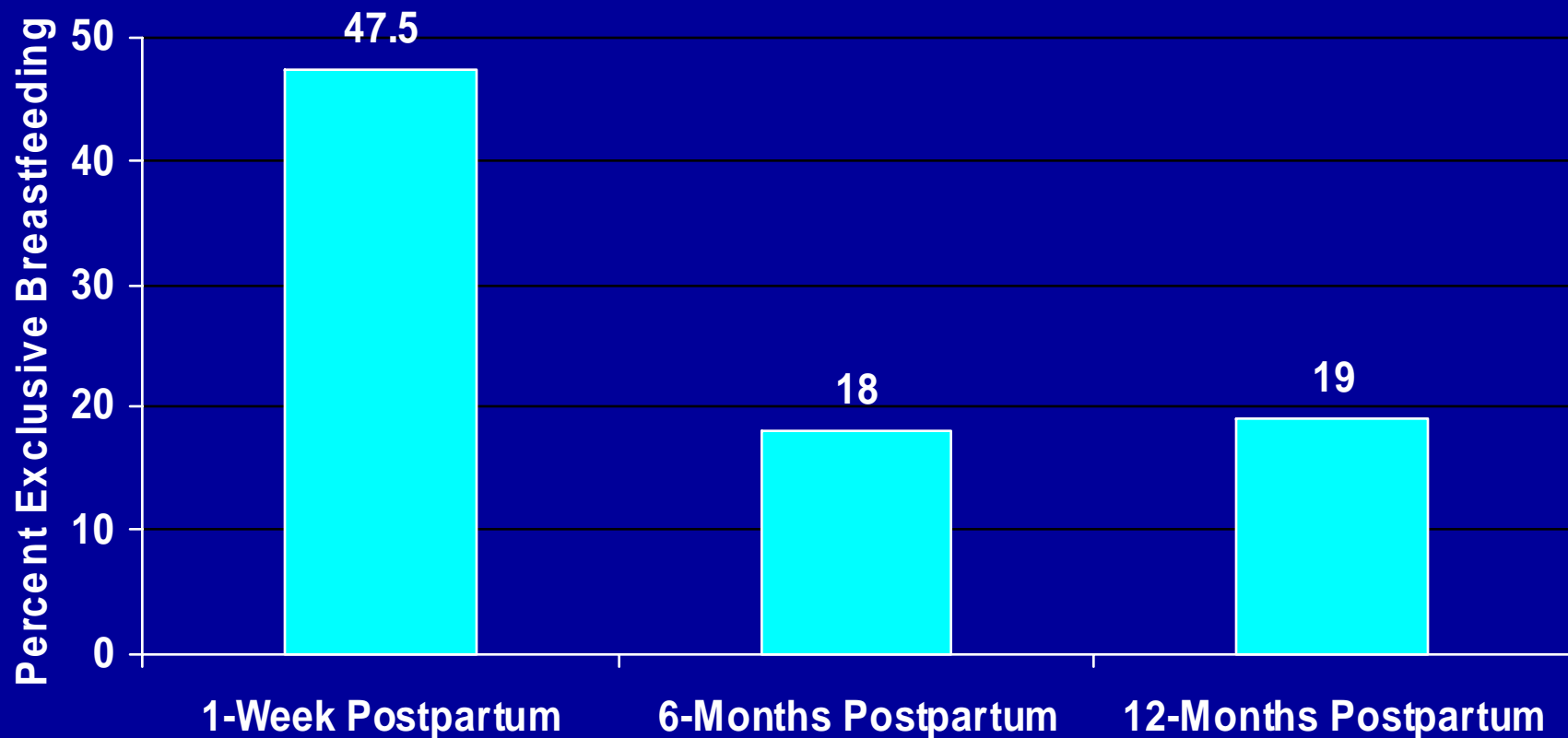
# Participant Characteristics

- 1,002 Latina women with healthy newborns
- 66% low-income
- 79% WIC recipient
- 70% Medi-Cal recipient
- 76% born in Mexico
- 70% Spanish speakers
- 65% no high school education



# Exclusive Breastfeeding Outcomes

N = 646



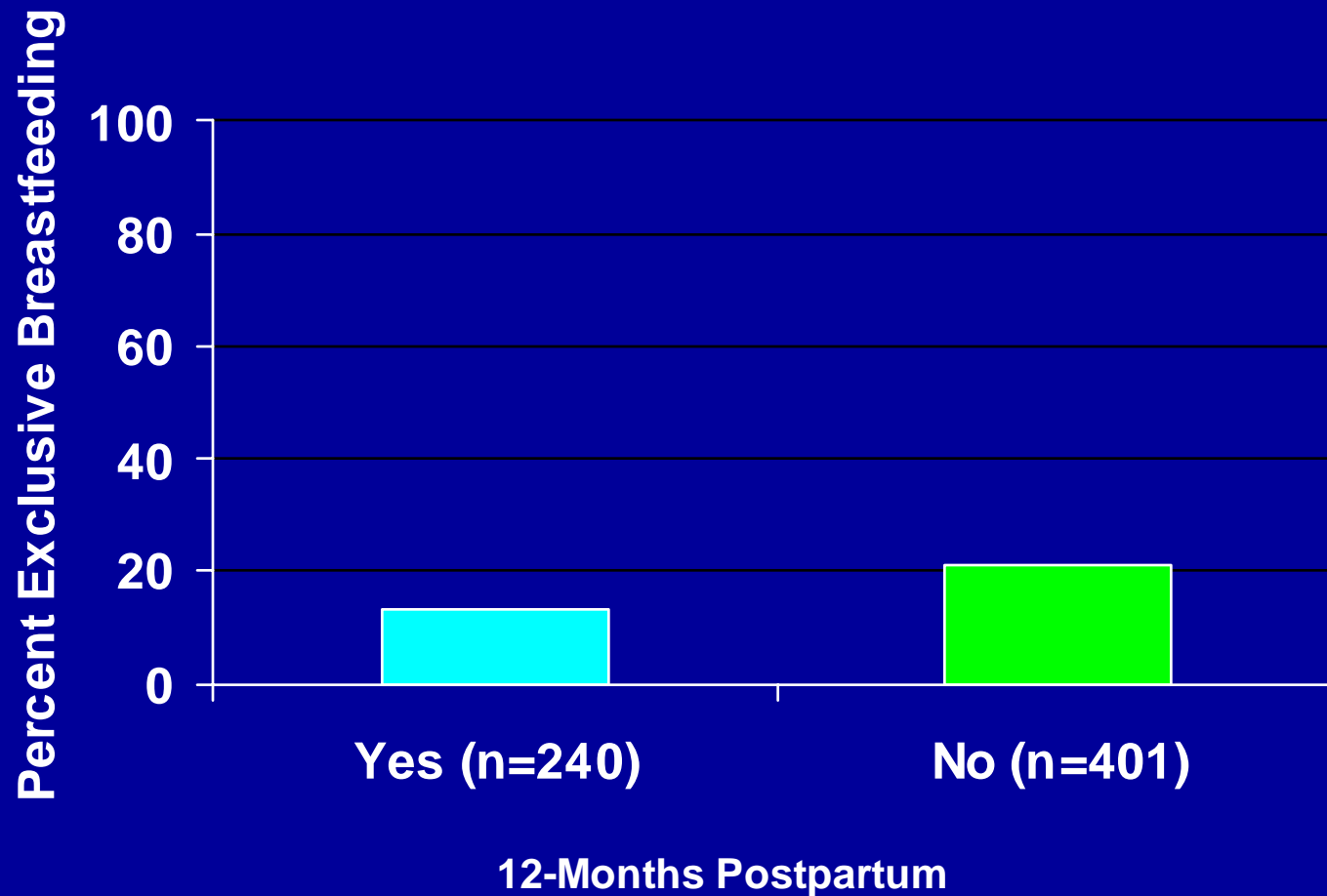


# Prenatal Community Factors

- Received formula marketing materials and formula samples
- Attended no childbirth classes
- Attended no breastfeeding classes
- No one discussed breastfeeding benefits
- Received no encouragement to breastfeed from anyone



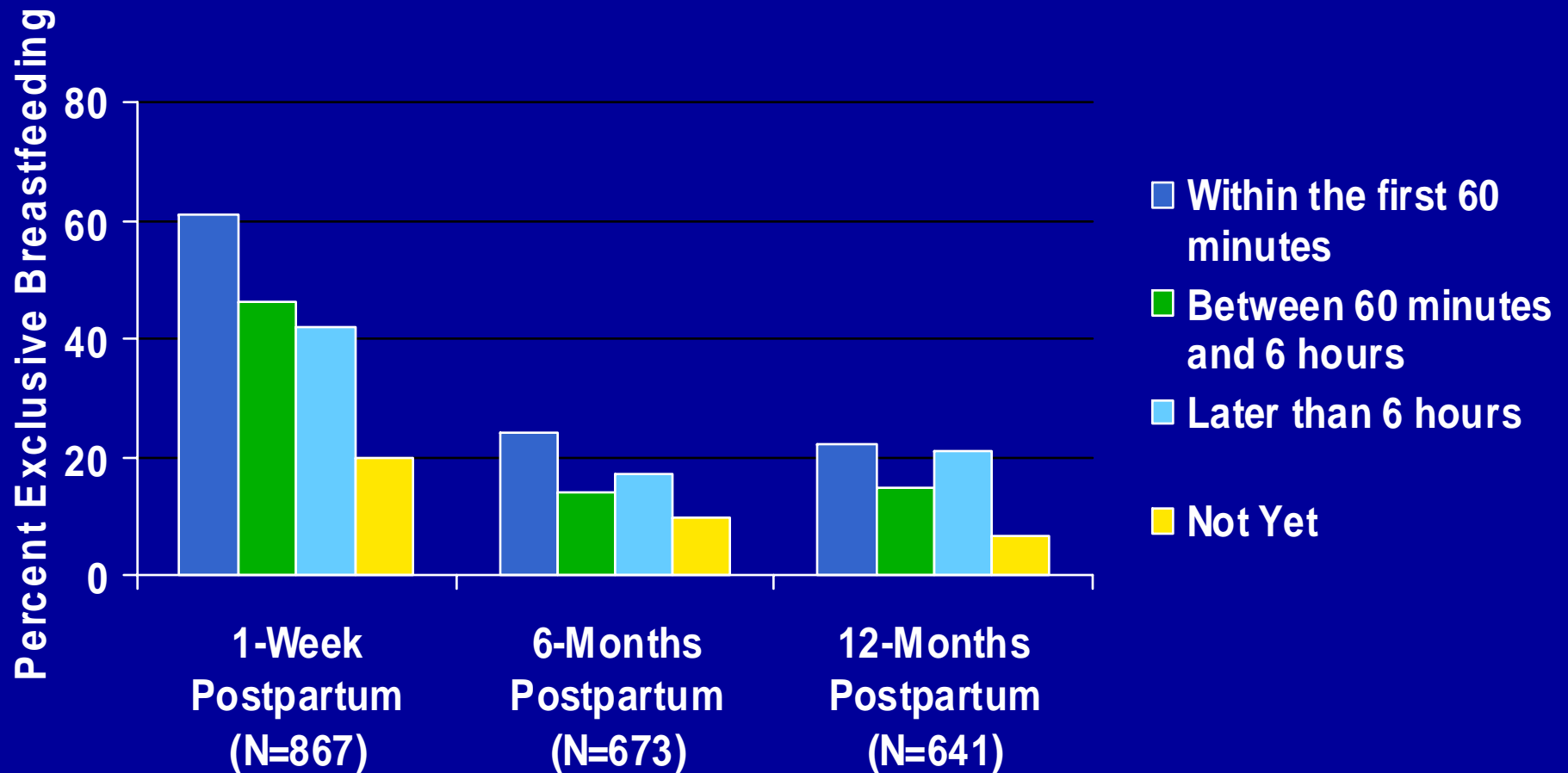
# Receipt of Formula Samples/Information



# Hospital Community Factors

- Baby not breastfed within 60 minutes after birth
- Offered a pacifier to use
- Asked for a pacifier to use
- Received formula gift bag
- Received no information on community resources
- Separation of mom and baby
- Baby slept in the nursery
- Not instructed on infant feeding cues
- Breastfeeding problems
- Received no breastfeeding help
- Supplementing baby with formula

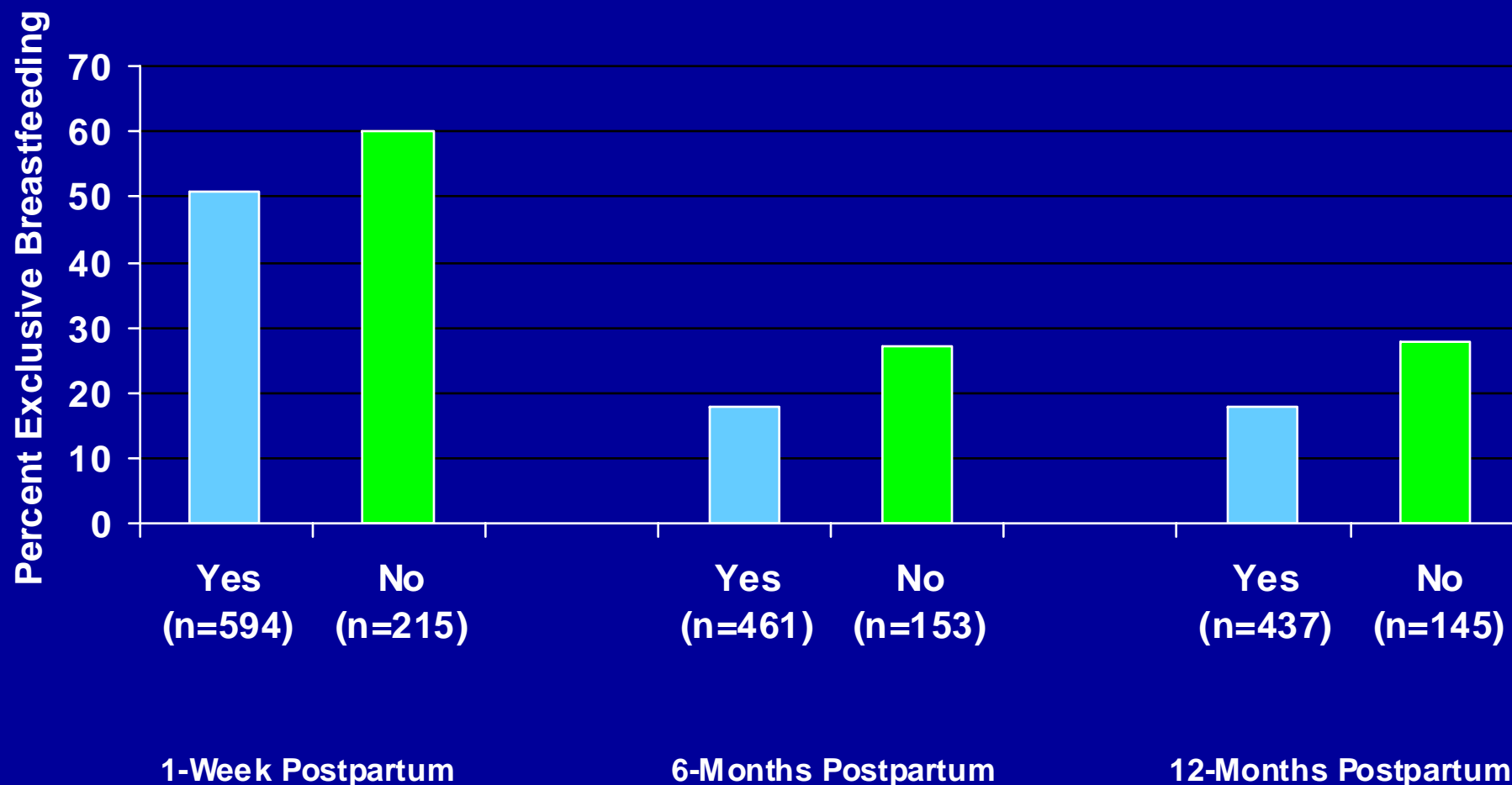
# Time After Birth Infant First Breastfed



# Other Hospital Factors

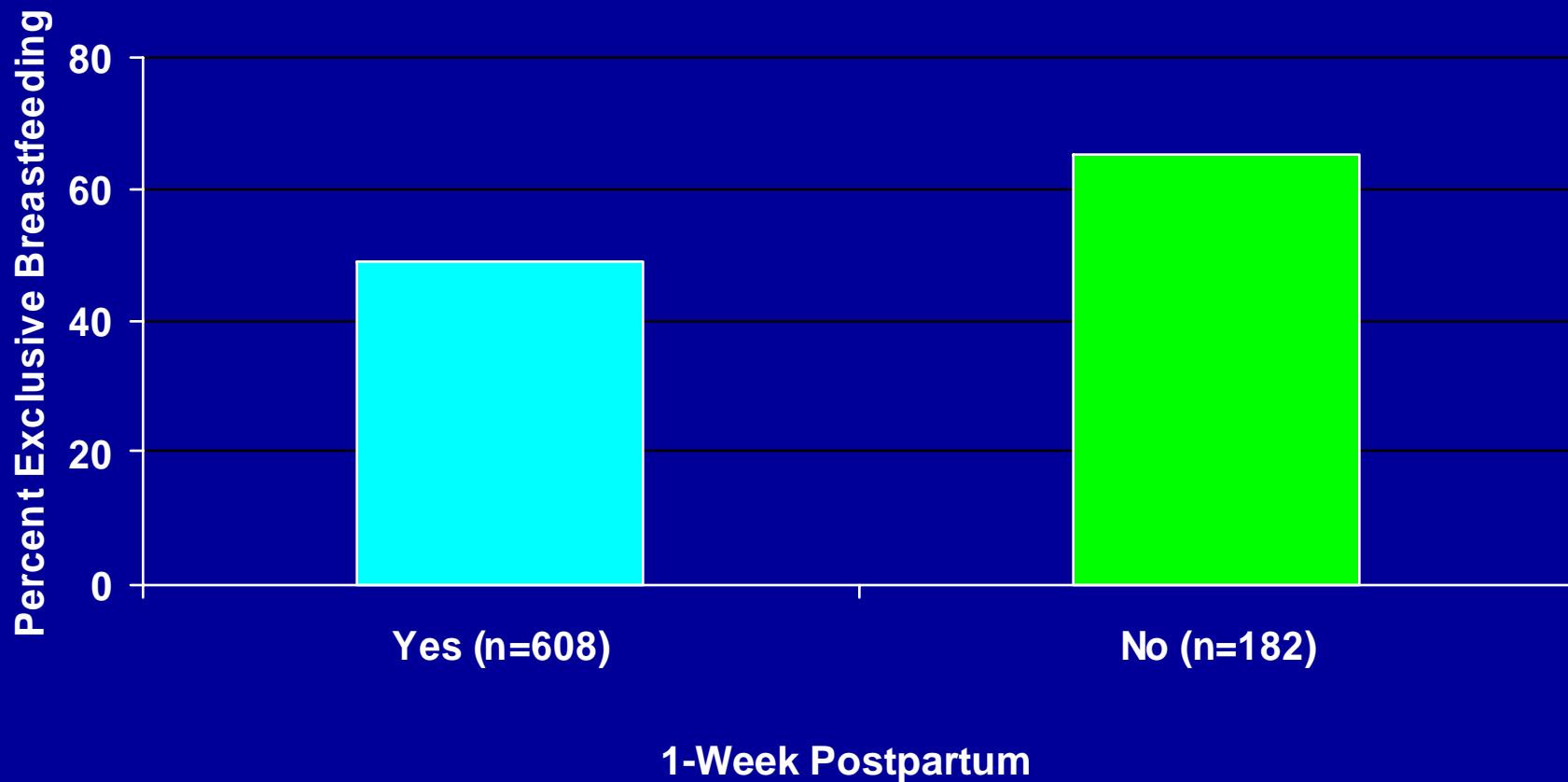
Factor	Lower Exclusive Breastfeeding (P<0.05)
Offered a pacifier	6 and 12 months
Experienced breastfeeding problems in hospital	1 week
Received no breastfeeding help information	1 week

# Receipt of Formula Gift Bag

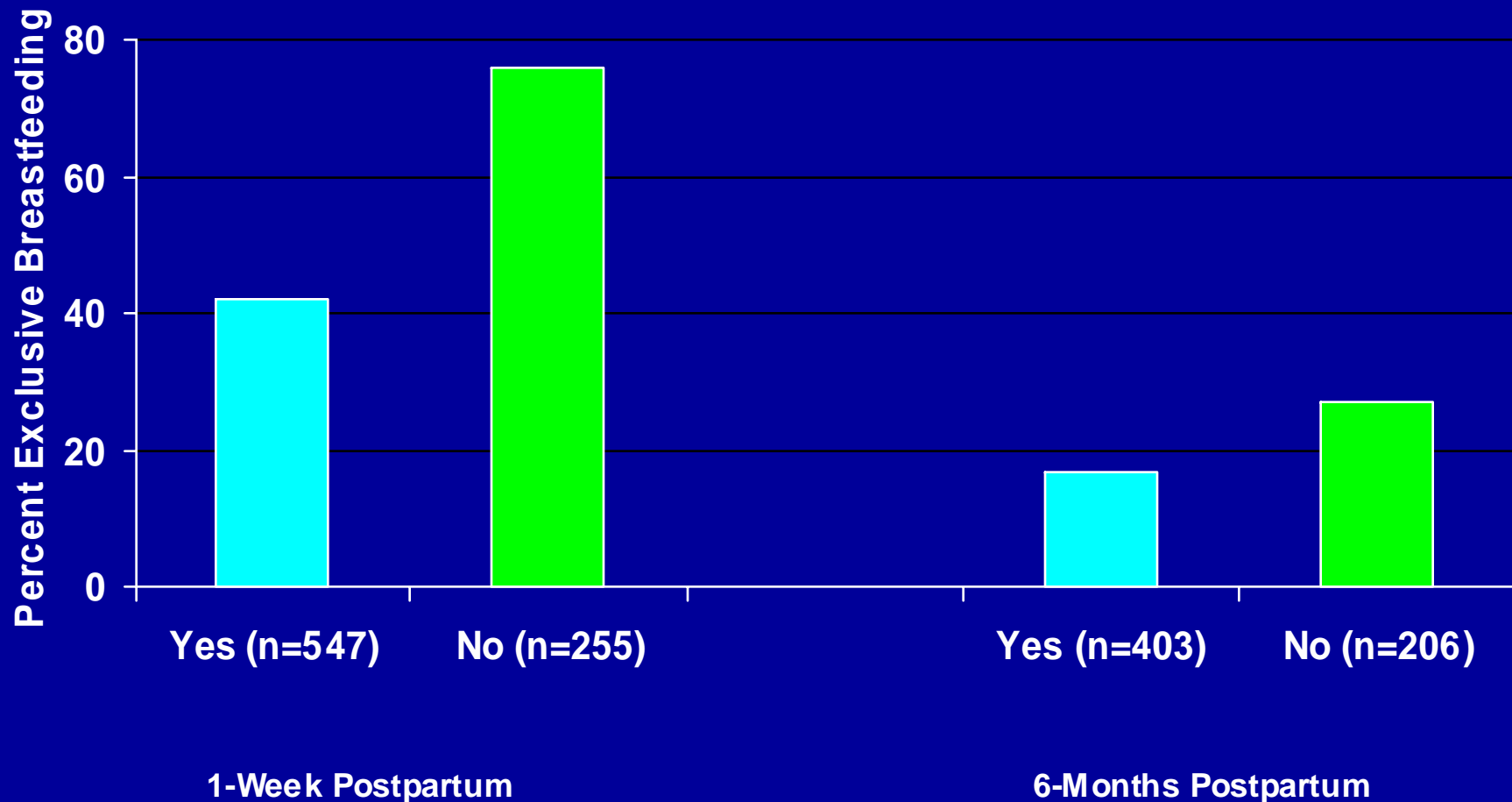


# Separation of Mom and Baby

Exclusive Breastfeeding by Infant  
With Mom After They Were Together



# In-hospital Formula Supplementation





# Postpartum Community Factors

- Experiencing problems since hospital discharge
- Planning to go to work or school
- Received no help with breastfeeding
- Not Expressing breastmilk



# Postpartum Community Factors

Factor	Lower Exclusive Breastfeeding (P<0.05)
Any breastfeeding problems postpartum	1 week, 6 and 12 months
Planning to go to work or school	1 week, 6 and 12 months

# Community Factors Contributing to Cessation of Exclusive Breastfeeding

1. Distribution of commercial marketing materials, give-aways and samples that market infant formula
2. Lack of implementation of hospital policies
3. Lack of community resources for breastfeeding support
4. Lack of employer support for breastfeeding women

# Community Action Plan

- Refrain from accepting, displaying and distributing formula samples, and commercial marketing materials and give-aways that market infant formula
- Implement the Baby-Friendly Hospital Initiative's Ten Steps
- Increase availability of peer educators and lactation services

# Community Action Plan

- Instruct women how to maintain breastfeeding if planning to work or go to school
- Inform women about the California Lactation Accommodation Law
- Implement the California Lactation Accommodation Law

# Community Changes

- Designated Baby-Friendly hospital
- Submitted letters of intent to become Baby-Friendly
- Conducted nurse training
- Implemented WIC peer counseling
- Increased hospital lactation consultants
- Promoted lactation accommodation
- Increased exclusive breastfeeding rates

# Questions?

For more information:

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