

Surgeon General's Call to Action to Support Breastfeeding: Mobilizing Community-Based Organizations



The Los Angeles Experience

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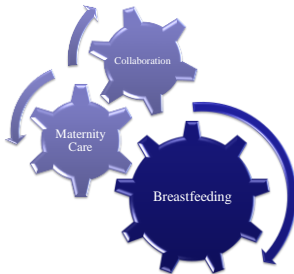
Presenter Disclosure

Karen Peters, MBA, RD, IBCLC

The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

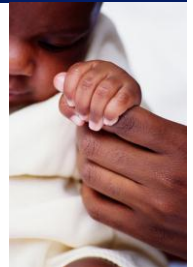
Public Health Breastfeeding Policy Initiative



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Breastfeeding Matters

- Indisputable benefits to breastfeeding for baby, mother, family and society
- Reduced risk for many diseases with exclusive and extensive breastfeeding



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Maternity Care Policy Matters

Exerts unique influence on both

- breastfeeding initiation &
- later infant feeding behavior



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Hospitals have a unique opportunity

- Breastfeeding is an extremely time-sensitive relationship
- Experience with breastfeeding in the first hours and days of life significantly influence an infant's later feeding



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Hospital Policy is Key

Written policy = better breastfeeding outcomes at 2 weeks



Rosenberg, *Breastfeeding Medicine*, 2008

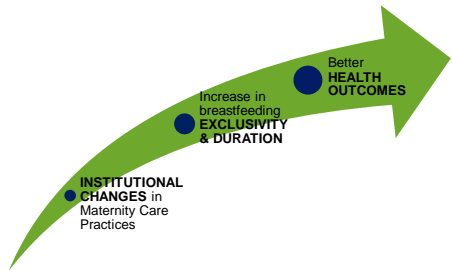
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The Spectrum of Prevention



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Maternity Care affects on Breastfeeding

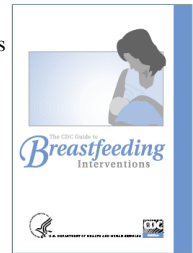


Cochrane review , 2000

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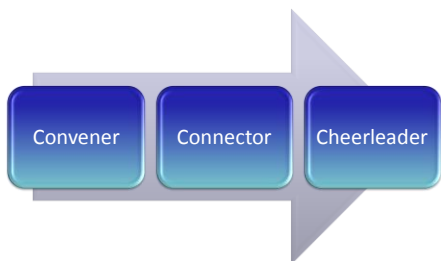
Evidence-Based Interventions

- CDC recommends bringing key decision makers together to address the importance of evidence-based breastfeeding practices
- Lessons learned from others
 - San Bernardino County
 - Orange County
 - San Joaquin County
 - Massachusetts & Colorado



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Role of Public Health



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Role of Breastfeeding Coalitions



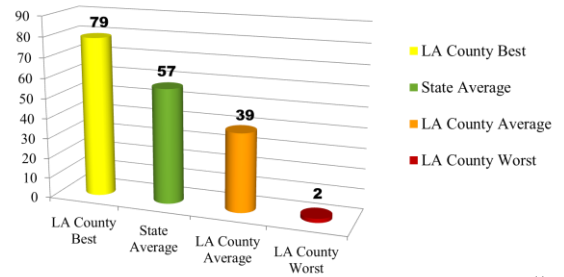
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Los Angeles County



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In-Hospital Exclusive Breastfeeding



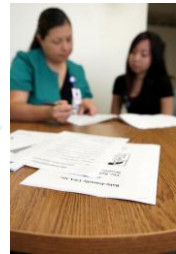
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Collaboration Matters



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Regional Hospital Breastfeeding Consortium



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Baby-Friendly Hospital Initiative

What is Baby-Friendly?

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Baby-Friendly Hospital Initiative

WHO/UNICEF Initiative

- 20,000+ Globally
- 114 US
- 40 California
- 8 Los Angeles

Babyfriendlyusa.org
As of September 30, 2011

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10 Steps to Successful Breastfeeding

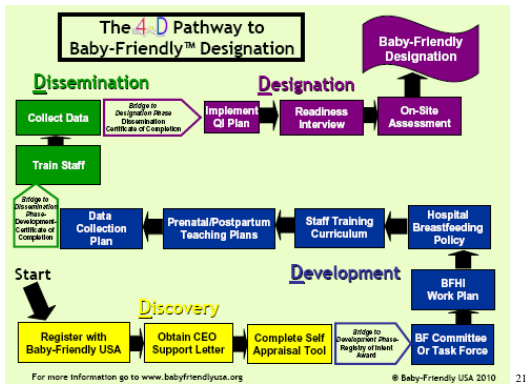
1. Policy
2. Train Staff
3. Prenatal Education
4. Skin-to-Skin

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10 Steps to Successful Breastfeeding

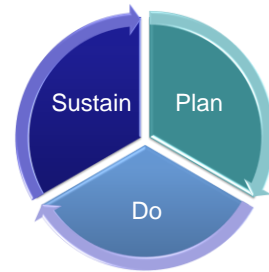
5. Hand Expression
6. Exclusive Breastfeeding
7. Rooming In
8. Breastfeeding on Cue
9. No Pacifiers
10. Support Group

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Managing change



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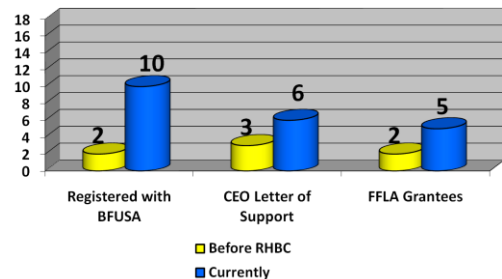
Regional HBC – SPA 7 & 8 One Year Later

- ▶ Positive feedback from participants
- ▶ Engaged participants
- ▶ Increased collaboration
- ▶ Progress towards Baby-Friendly



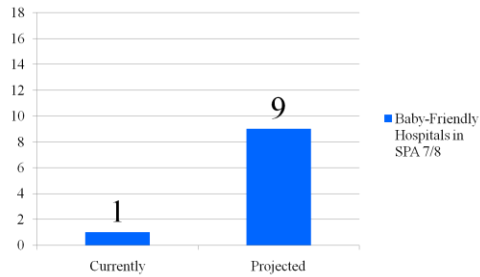
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Regional HBC – SPA 7 & 8 One Year Later



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SPA 7/8 Baby-Friendly Hospitals by 2015 (projected)



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Regional HBC Expansion

- Three Consortiums are now convening
 - North
 - East
 - South
- 85% of the hospitals have attended



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Celebrating Success



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Working together

"It is literally true that you can succeed best and quickest by helping others to succeed."

Napoleon Hill
American Author

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How can you help?

Advocate for...

- ▶ Evidence-based maternity care
- ▶ Buy-in from the top
- ▶ Baby-Friendly hospitals for all communities
- ▶ Health in all policies



Additionally...

- ▶ Review your own policies

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Breastfeeding evens the playing field

*Breastfeeding is a natural "safety net" against the worst effects of poverty...it is almost as if breastfeeding takes the infant **out of poverty** for those first few months in order to give the child a **fairer start in life** and compensate for the injustice of the world into which it was born.*



James P. Grant
Former Executive Director UNICEF

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Thank You



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