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

Maternity Care Policy Matters

Exerts unique influence on both
• breastfeeding initiation &
• later infant feeding behavior

Breastfeeding Matters

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

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
Hospital Policy is **Key**

Written policy = better breastfeeding outcomes at 2 weeks

Rosenberg, Breastfeeding Medicine, 2008

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**The Spectrum of Prevention**

- Influencing Policy & Legislation
- Changing Organizational Practices
- Fostering Coalitions & Networks
- Educating Providers
- Promoting Community Education
- Strengthening Individual Knowledge & Skills

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**Maternity Care affects on Breastfeeding**

- Increase in breastfeeding exclusivity & duration
- Better health outcomes

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**

- Convener
- Connector
- Cheerleader

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**Role of Breastfeeding Coalitions**

- Content Experts
- Lactation Specialists
- Educators
- Advocates
Collaboration Matters

Regional Hospital Breastfeeding Consortium

GOALS
- Connect hospitals to valuable resources
- Connect hospitals to experts
- Provide forum to share freely
- Provide encouragement in overcoming barriers

Baby-Friendly Hospital Initiative

What is Baby-Friendly?

Baby-Friendly Hospital Initiative

WHO/UNICEF Initiative
- 20,000+ Globally
- 114 US
- 40 California
- 8 Los Angeles

Los Angeles County

In-Hospital Exclusive Breastfeeding

<table>
<thead>
<tr>
<th>LA County Best</th>
<th>State Average</th>
<th>LA County Average</th>
<th>LA County Worst</th>
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<tbody>
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<td>79</td>
<td>57</td>
<td>39</td>
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Babyfriendlyusa.org
As of September 30, 2011
10 Steps to Successful Breastfeeding

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

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

Managing change

Plan
Do
Sustain

Regional HBC – SPA 7 & 8
One Year Later

- Positive feedback from participants
- Engaged participants
- Increased collaboration
- Progress towards Baby-Friendly
Regional HBC Expansion

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

Celebrating Success

Working together

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

Napoleon Hill
American Author

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

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
Thank You

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