Missouri State of the State: A Breastfeeding Update

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American Academy of Pediatrics
Breastfeeding and the Use of Human Milk
*Pediatrics* 2012;129:e827–e841

- Recommends exclusive breastfeeding for approximately the first six months of life
- Continue breastfeeding to at least a year or beyond
- Add solid foods at about six months of life

US Breastfeeding Rates (%)

<table>
<thead>
<tr>
<th></th>
<th>Any Initiation</th>
<th>Any 6mo</th>
<th>Any 12mo</th>
<th>Excl 3mo</th>
<th>Excl 6mo</th>
</tr>
</thead>
<tbody>
<tr>
<td>All women*</td>
<td>81.1</td>
<td>51.8</td>
<td>30.7</td>
<td>44.4</td>
<td>22.3</td>
</tr>
<tr>
<td>Hispanic/Latino**</td>
<td>82.1</td>
<td>48.5</td>
<td>27.2</td>
<td>35.7</td>
<td>14.9</td>
</tr>
<tr>
<td>White**</td>
<td>76.5</td>
<td>45.8</td>
<td>24.1</td>
<td>35.4</td>
<td>14.6</td>
</tr>
<tr>
<td>Black/AA**</td>
<td>59.9</td>
<td>29.3</td>
<td>12.9</td>
<td>20.0</td>
<td>6.2</td>
</tr>
</tbody>
</table>

CDC Breastfeeding Report Card 2016* 2009**
www.cdc.gov/breastfeeding

Breastfeeding Initiation Rates Any (%)

1. Utah 94.4
2. Idaho 92.9
3. Oregon 92.5
4. Alaska 90.8
5. Hawaii 90.6
10T. Massachusetts 87.4 (National Ave 81.1%)
15. Missouri 85.4
51. Louisiana 60.9
52. Mississippi 52.0

2016 CDC Breastfeeding Report Card

Breastfeeding Rates Exclusive 3 Mo (%)

1. Montana 60.7
2. Vermont 58.0
3. Colorado 57.3
4. Wyoming 57.0
5. Idaho 56.7
18. Missouri 49.7
20. Massachusetts 49.2 (National Ave 44.4%)
51. Louisiana 26.8
52. Mississippi 21.4

2016 CDC Breastfeeding Report Card

Breastfeeding Rates Exclusive 6 Mo (%)

1. Montana 33.8
2. Maine 32.0
3. Minnesota 31.4
4. Vermont 31.3
5. Oregon 30.6
23. Missouri 24.7 (National Ave 22.3%)
40. Massachusetts 19.9
50. Alabama 10.9
51. Mississippi 9.3

2016 CDC Breastfeeding Report Card
mPINC Survey

- mPINC stands for Maternity Practices in Infant Nutrition and Care
- CDC national survey of maternity facilities
- Started in 2007 and is conducted every 2 years
- 7 sections, 52 questions
- You get one score out of 100

2015 mPINC Score

<table>
<thead>
<tr>
<th>Year</th>
<th>National</th>
<th>Missouri</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>2007</td>
<td>63</td>
<td>62</td>
<td>24th</td>
</tr>
<tr>
<td>2009</td>
<td>65</td>
<td>64</td>
<td>24th</td>
</tr>
<tr>
<td>2011</td>
<td>70</td>
<td>66</td>
<td>35th</td>
</tr>
<tr>
<td>2013</td>
<td>75</td>
<td>71</td>
<td>36th</td>
</tr>
<tr>
<td>2015</td>
<td>79</td>
<td>75</td>
<td>37th</td>
</tr>
</tbody>
</table>

Ban the Bags

- Refers to stopping the distribution of formula company sponsored (free) discharge bags
- Research shows that mothers who receive these bags, even bags that don’t contain formula, have lower breastfeeding rates

Ban the Bags Clarification

- Banning the bags does not mean that you have to start paying for your infant formula and other products
- You can ban the bags tomorrow at no cost
- Increases your mPINC score by 7 points

Bag Free

- Rhode Island (all 7 maternity facilities)
- Massachusetts (49)
- Delaware
- Maryland
- New Hampshire (19)

From the Ross Employee Manual

“Never underestimate the role of nurses. If they are sold and serviced properly, they can be strong allies. A nurse who supports Ross is like another salesman.”

(Ross infant formulas include Similac and Isomil)
Baby-Friendly Hospital Initiative

- International designation, WHO and UNICEF
- Compliance with the Ten Steps to Successful Breastfeeding at >80%
- Pay fair market value for formula and infant feeding supplies

US Baby-Friendly Facilities

As of September, 2016

- Of ~3250 total US maternity facilities
- 349 awarded Baby-Friendly designation
- 18% of births
- (Up from 2.9% in 2007)

% Births at Baby-Friendly Facilities

2016 CDC Breastfeeding Report Card

1. Rhode Island 98.2
2. Delaware 85.8
3. New Hampshire 50.0
4. Connecticut 47.0
5. California 38.9

Missouri 6.0

The 4-D Pathway to Baby-Friendly Designation

- D1 Discovery
- D2 Development
- D3 Dissemination
- D4 Designation

The Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all health care staff in skills necessary to implement this policy
3. Inform all pregnant women about the benefits of breastfeeding
4. Help mothers initiate breastfeeding within one hour of birth
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants
6. Give newborn infants no food or drink other than breast milk, unless medically indicated
7. Practice rooming-in – allow mothers and infants to remain together 24 hours a day
8. Encourage breastfeeding on demand
9. Give no artificial teats or pacifiers to breastfeeding infants
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic
Clarification: Prenatal Education

The education should begin in the 1st trimester. Pregnant women ≥32 weeks will be surveyed.
- Written information given out and reviewed
- Importance of breastfeeding
- Importance of exclusive for about 6 months
- Basic management (position, latch)
- Skin-to-skin contact
- Rooming-in
- Risks of supplements while breastfeeding

Clarification: STS Vaginal Birth

- Immediate and uninterrupted skin-to-skin contact until the completion of the first breastfeeding - or for at least 1 hour if not breastfeeding
- Mother encouraged to look for signs when baby ready to feed and offered help, if needed
- Applies to all babies

Clarification: STS C-Section Birth

- Starts when mother responsive and alert
- Continues uninterrupted until completion of the first breastfeed (or for at least one hour if not breastfeeding)
- Mother encouraged to look for signs when baby ready to feed and offered help, if needed

Clarification: Rooming In

- Rooming in 24 hrs a day is the standard of care
- Healthy vaginal births - no nursery pit stop
- Up to 1 hour per day allowed out of room for facility procedures (like circ, antibiotics, tongue tie clip). Time out and back documented.
- If our per mother’s request: it was discussed and documented

Clarification: Pacifiers

BMC Pacifier Policy. Pacifiers allowed:
- For babies in NICU
- For babies on NAS protocol
- If significant maternal separation (like mom in ICU)
- If family brings one in on their own (discuss and document)

Missouri Baby-Friendly Hospitals

- Hannibal Regional Hospital, Hannibal (2009) Re-designated 2014-2019
- Truman Medical Center, Hospital Hill, Kansas City (10/14)
- Fitzgibbon Hospital, Marshall (11/14)
- Univ of Missouri Women’s and Children’s Hospital, Colombia (5/15)