

# BECOMING BABY-FRIENDLY IN OKLAHOMA

## 7<sup>TH</sup> ANNUAL SUMMIT, FEBRUARY 22, 2019





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# Disclosure

- I **DO NOT** have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.
- I also serve as Executive Director of the nonprofit Oklahoma Mothers' Milk Bank
- I am a new grandmother!



# STATE OF THE STATE: Addressing Breastfeeding Barriers Through Policy and Research

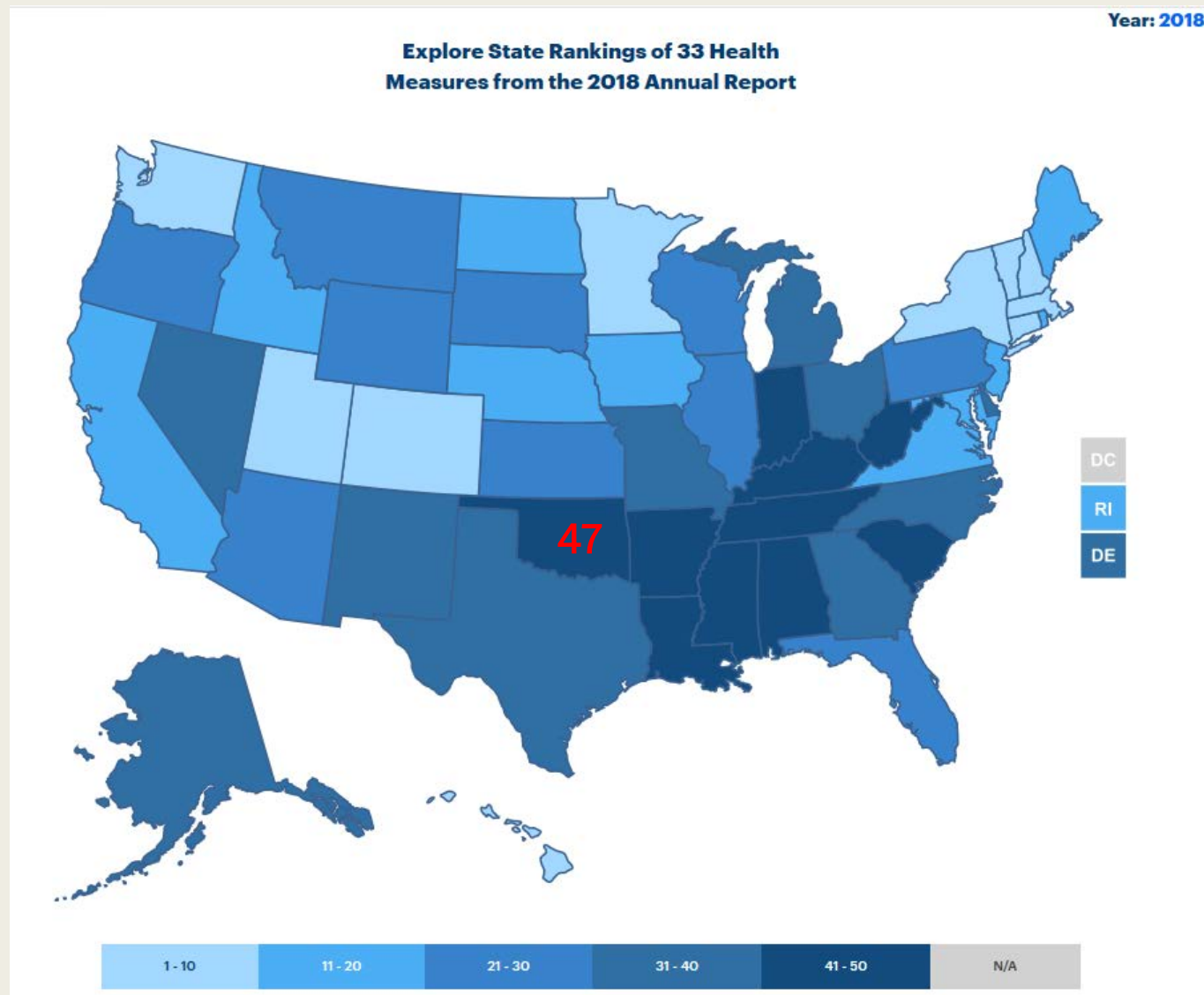
Becky Mannel, MPH, IBCLC, FILCA  
Clinical Assistant Professor, Dept of OB/GYN  
Director, Oklahoma Breastfeeding Resource Center

# OBJECTIVES

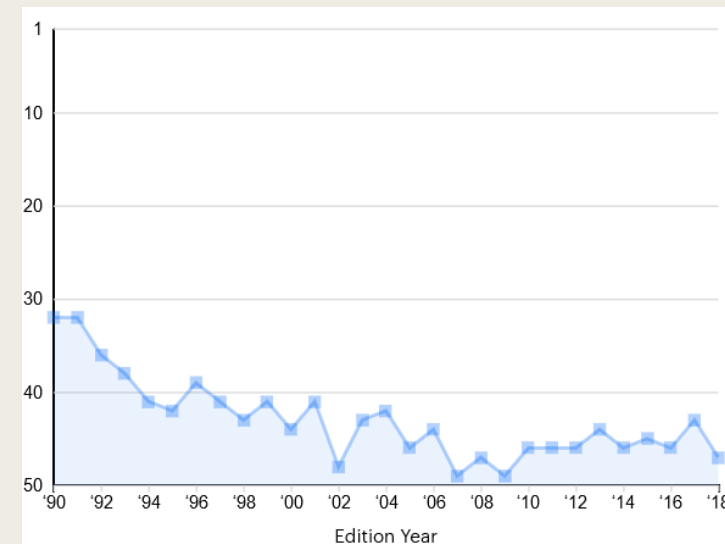
1. Describe current breastfeeding rates
2. Identify current barriers to breastfeeding
3. Apply research and/or policy to reduce barriers



# America's Health Rankings 2018



## Oklahoma's Rank, 1990-2018

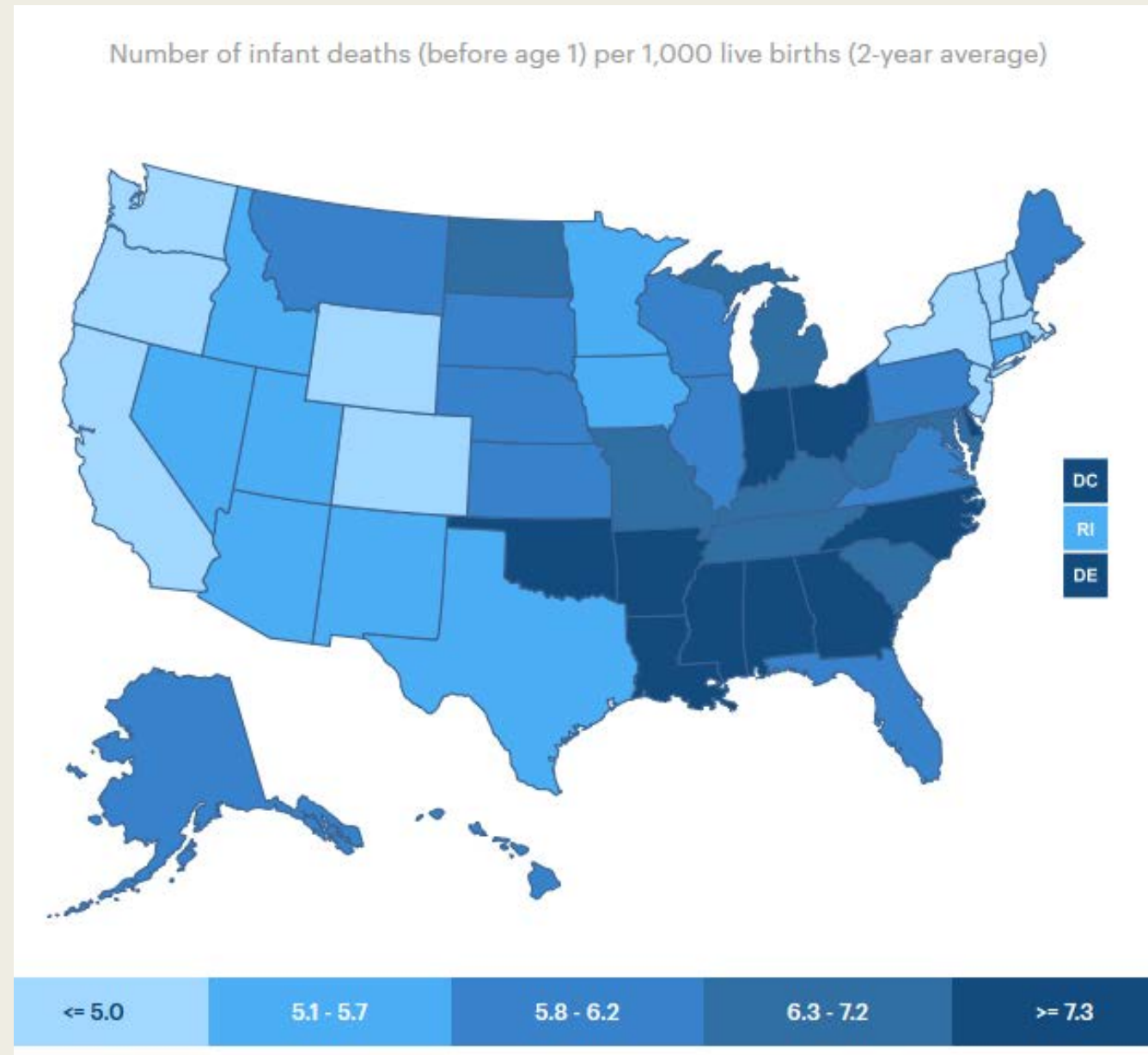


**Health Rankings  
2018:**

**Hawaii = #1**

**Louisiana = #50**

## U.S. Infant Mortality Rate by State 2018



Source: CDC Wonder, 2018

# Oklahoma's Infant Mortality Rate

- Overall 2018 IMR = 7.4 infant deaths per 1,000 live births
- Racial and ethnic disparities persist
  - *White, 6.1*
  - *Black/African American, 13.9*
  - *American Indian, 9.7*
  - *Asian/Pacific Islander, 7.7*
  - *Hispanic, 7.4*



Percent of infants who were breastfed at 6 months †‡§

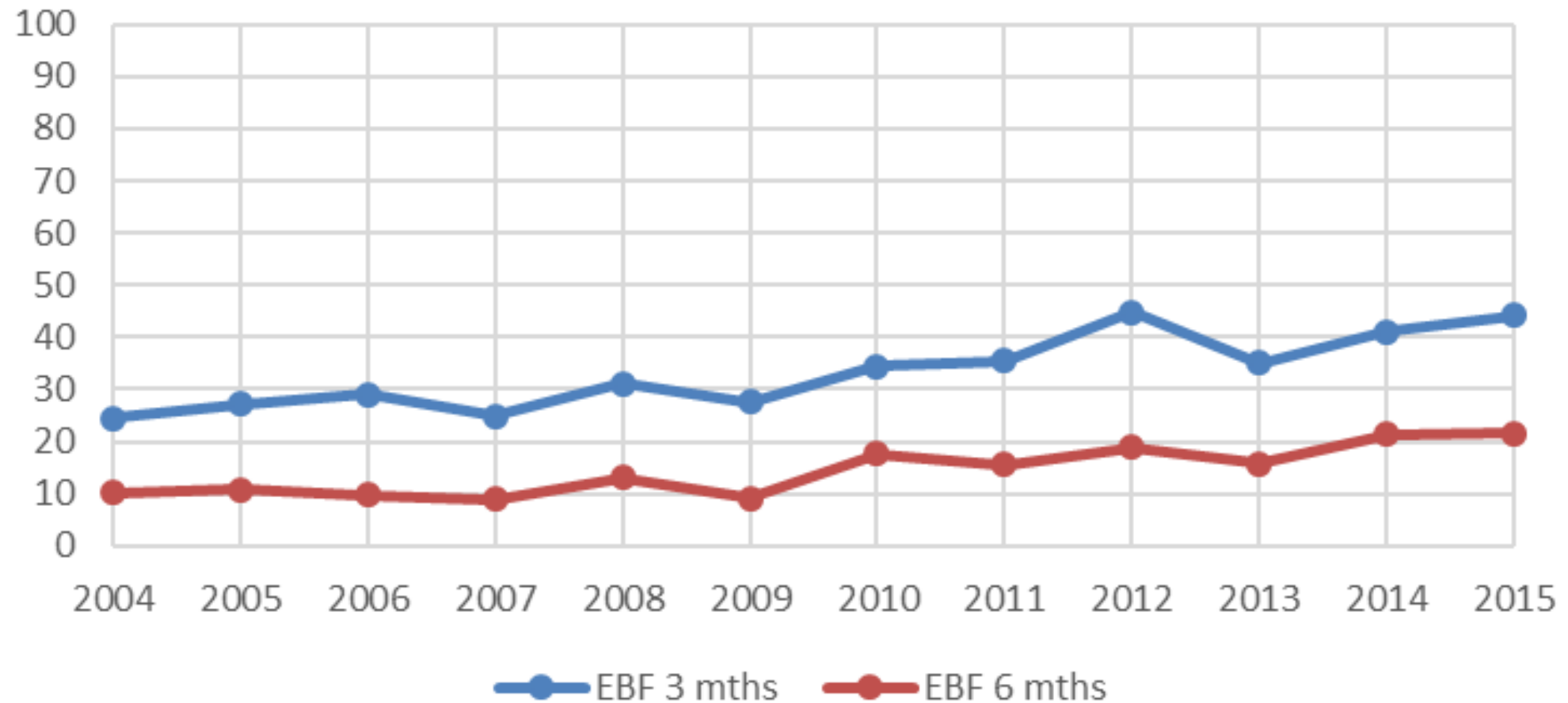


# Oklahoma Breastfeeding Rates

## Babies Born in 2015

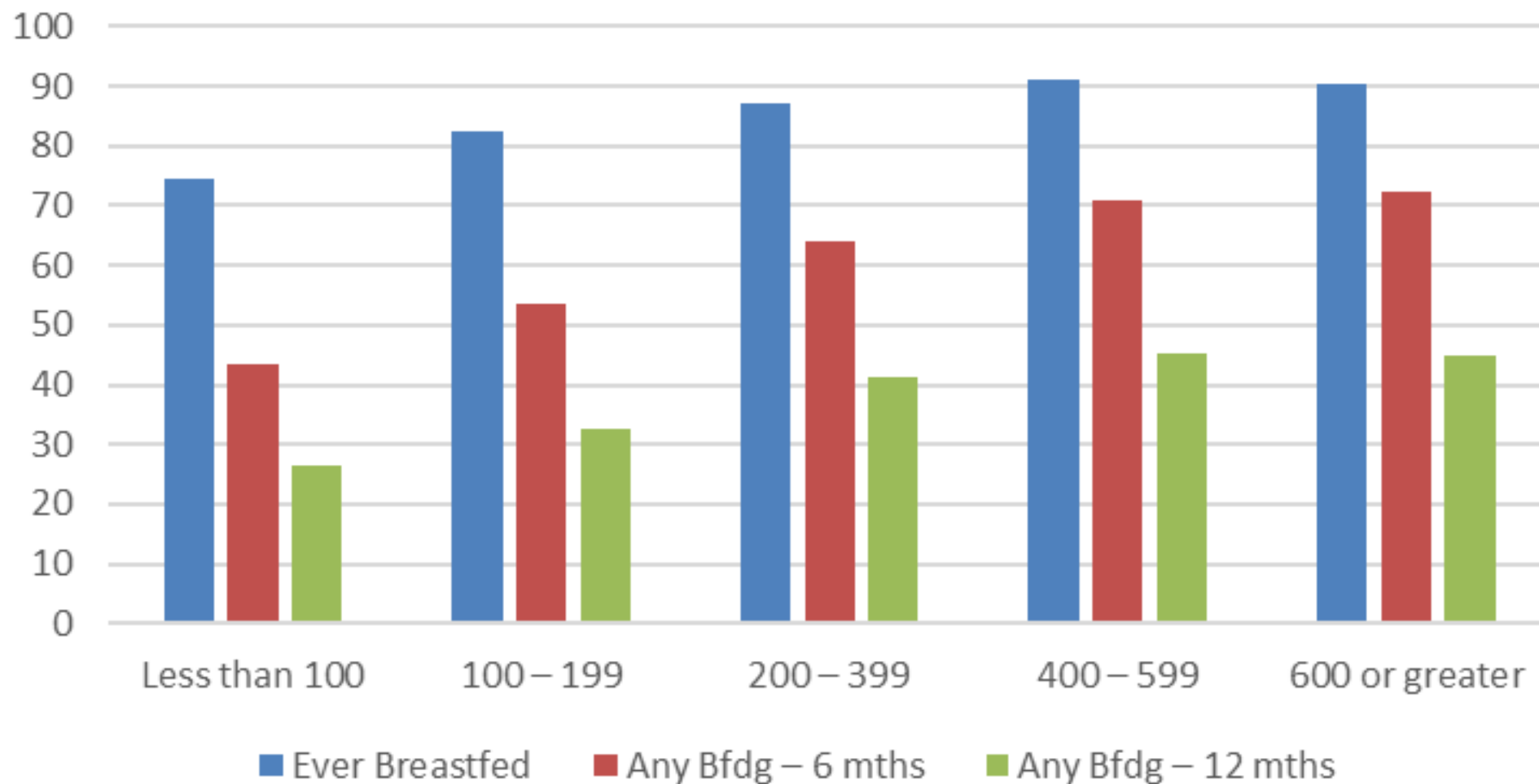
2018(CDC)	National	Oklahoma	Ranking (out of 50)
Ever breastfed	83.2%	75.9%	44 <sup>th</sup>
Any Bfdg at 6 months	57.6%	49.0%	45 <sup>th</sup>
Any Bfdg at 12 months	35.9%	31.0%	40 <sup>th</sup>
EBF at 3 months	46.9%	44.2%	35 <sup>th</sup>
EBF at 6 months	24.9%	21.6%	41 <sup>st</sup>

## Oklahoma Exclusive Breastfeeding Rates Babies Born 2004-2015



Babies Born  
in 2015

## Breastfeeding vs Percent of Poverty



# Child Economic Well-Being in Oklahoma

- 22% of Oklahoma children live in poverty
  - “Growing up in poverty is one of the greatest threats to healthy child development. Poverty and financial stress can impede children’s cognitive development and their ability to learn.”

Annie E. Casey Foundation



# Child Economic Well-Being in Oklahoma

- Breastfeeding provides equal opportunity to all children for optimal development
  - *“Breastfeeding is a child’s first inoculation against death, disease, and poverty, but also their most enduring investment in physical, cognitive, and social capacity.”*  
Keith Hansen, Vice President,  
World Bank





# Breastfeeding Saves Lives Calculator

[www.usbreastfeeding.org/saving-calc](http://www.usbreastfeeding.org/saving-calc)

Based on expected impact on 5 maternal and 9 pediatric diseases

## MATERNAL

- Pre-menopausal ovarian cancer
- Breast cancer
- Hypertension
- Diabetes
- Myocardial Infarction

## PEDIATRIC

- Acute Lymphoblastic Leukemia
- Crohn's Disease
- Ulcerative Colitis
- Sudden Infant Death Syndrome
- Ear Infections
- Gastrointestinal Illness
- Obesity
- Lower Respiratory Tract Infection
- Necrotizing Enterocolitis

# If we achieved 80% EBF at 6 Months

Would prevent



## Medical Costs

**\$33,086,161**

(\$21,996,764 to \$45,822,207)

## Non Medical Costs

**\$14,004,363**

(\$11,492,067 to \$16,924,695)

## Death Costs

**\$164,496,827**

(\$42,578,303 to \$300,675,219)

## Maternal deaths

**28**

(-7, 67)

## Child deaths

**9**

(2, 17)

# BARRIERS

1. Inaccurate or no information
2. Lack of support in hospitals
3. Lack of support in communities
4. Lack of support in workplaces

# Barrier 1: Inaccurate or No Information About Breastfeeding

- Where do mothers get information about breastfeeding?

17% of women  
received NO  
advice about  
breastfeeding  
during pregnancy

CDC 2014



Gallup: Texting is most common  
form of communication for adults  
<50

Social Media!  
Facebook  
Twitter  
Instagram

# Misinformation campaigns

Just give formula!



## COMPLICATIONS FROM THE BABY-FRIENDLY PROTOCOL

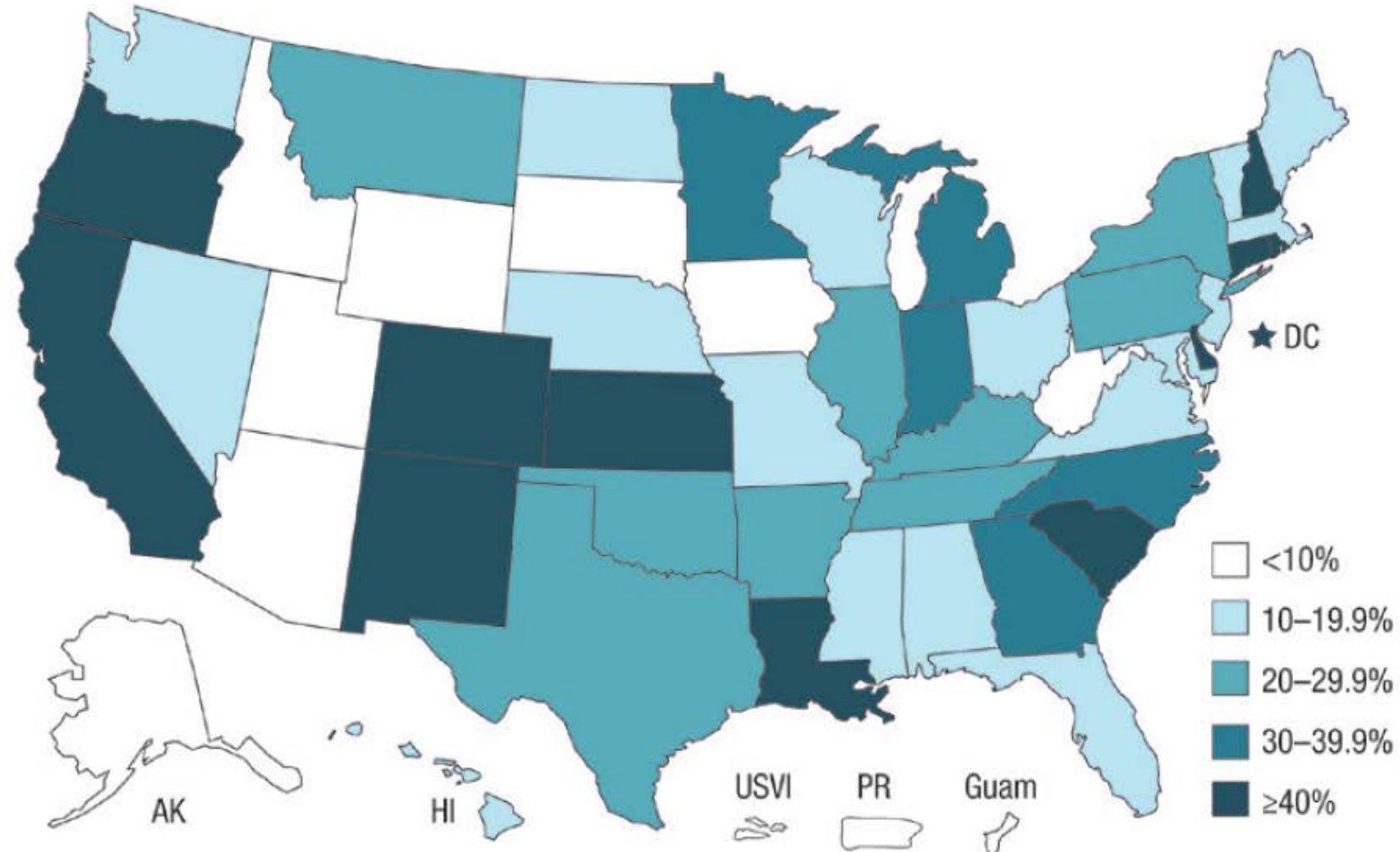
The Fed is Best Foundation has received tens of thousands of stories from mothers whose children have suffered serious starvation-related complications while exclusively breastfeeding with insufficient breast milk. The most common reasons mothers cite for these complications were failures by their health providers and health educators to teach them about:



“IS BABY-FRIENDLY SAFE?": BFHI SAFETY ISSUES DISCUSSED AT NATIONAL NEONATOLOGY CONFERENCE

# Barrier 2: Lack of Support in Hospitals

Percentage of Live Births at Baby-Friendly Facilities, 2018\*



\*Data as of June 30, 2018



# Barrier 3: Lack of Support in Communities



1000s of negative comments over Instagram photo of black girl breastfeeding her doll

BREASTFEEDING

## Black Breastfeeding Caucus (BBC) Calls On Disney Parks To Apologize

January 16, 2019



On Christmas Day, Alleah Erica Clarke was at DisneyWorld in Orlando with her 8-month old son for his first Christmas. What was supposed to be a magical experience turned into every breastfeeding mom's nightmare when a Disney Parks cast member called security on her,

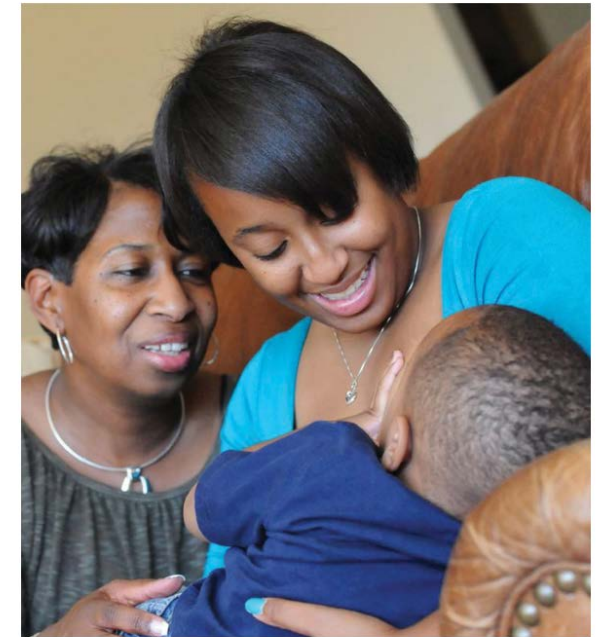
# Barrier 4: Unsupportive Workplaces

## EXPOSED: Discrimination Against Breastfeeding Workers

*"I had a male supervisor tell me that I shouldn't get time to "play with myself.""*

Sarah, US Air Force

This first comprehensive report on breastfeeding discrimination



**EXPOSED:**  
**DISCRIMINATION AGAINST**  
**BREASTFEEDING WORKERS**

Liz Morris, Deputy Director  
Jessica Lee, Staff Attorney  
Joan C. Williams, Distinguished Professor of Law  
CENTER FOR WORKLIFE LAW  
University of California, Hastings College of the Law

Due to an unintended legal technicality, **over 9 million women of childbearing age are not covered by the Break Time for Nursing Mothers law**, the federal law that provides break time and private space for milk expression.

# Mothers That Are Not Protected By Current Laws

- Salaried employees, e.g. school teachers
- Military employees and spouses
- Incarcerated mothers



Breastfeeding in Combat Boots



Fighting for Her Right to Breastfeed



# Barrier 4: Unsupportive Workplaces

## **‘A Pumping Conspiracy’: Why Workers Smuggled Breast Pumps Into Prison**



Tishanta Olds and her son. Ms. Olds refused to pump in the men’s restroom at the prison where she worked, so she sneaked a manual breast pump inside.

# Maternity Leave and FMLA

- FMLA is UNPAID and not accessible to 63% of working Oklahomans
- In 66% of Oklahoma households with children all parents with paid jobs
- Key family breadwinners:
  - 85% of *Black mothers*
  - 51% of *white mothers*
  - 45% of *Latina mothers*

23% of new mothers go  
back to work by 2 weeks

[www.inthesetimes.com](http://www.inthesetimes.com)

## Paid Leave Means A Stronger Oklahoma

JANUARY 2018

The vast majority of working people in the United States do not have paid family leave through their jobs.<sup>1</sup> **In Oklahoma, even *unpaid* leave under the federal Family and Medical Leave Act is inaccessible for 63 percent of working people.**<sup>2</sup> This means Oklahomans face impossible choices when new children are born or adopted and when serious personal or family health needs inevitably arise.



SOLUTIONS



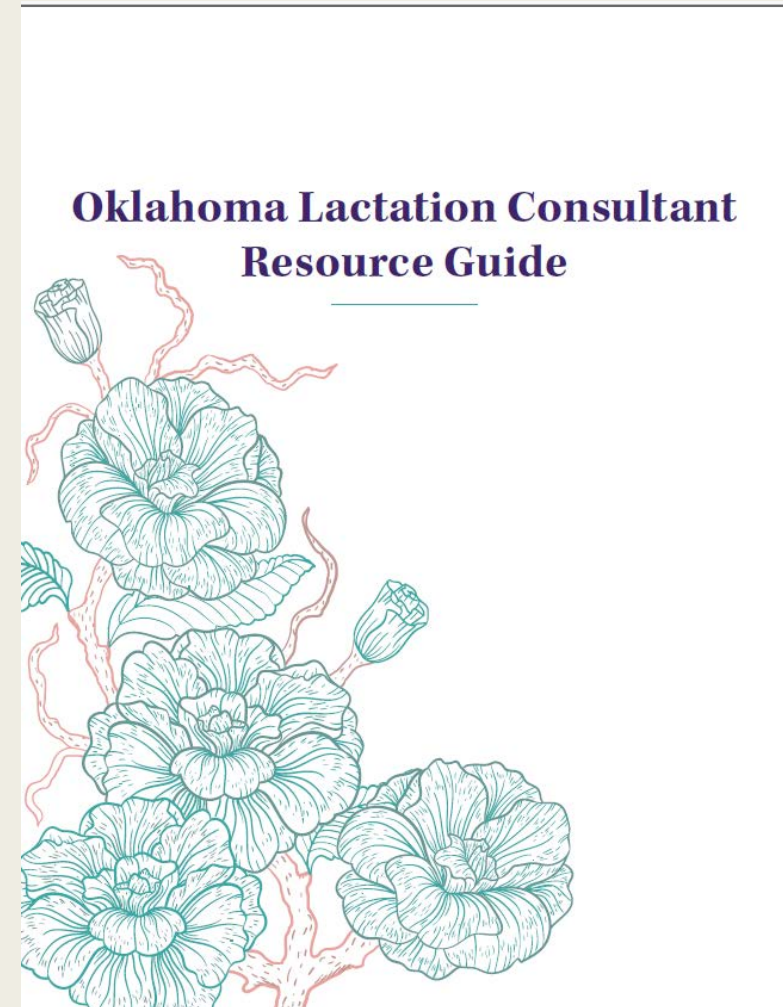
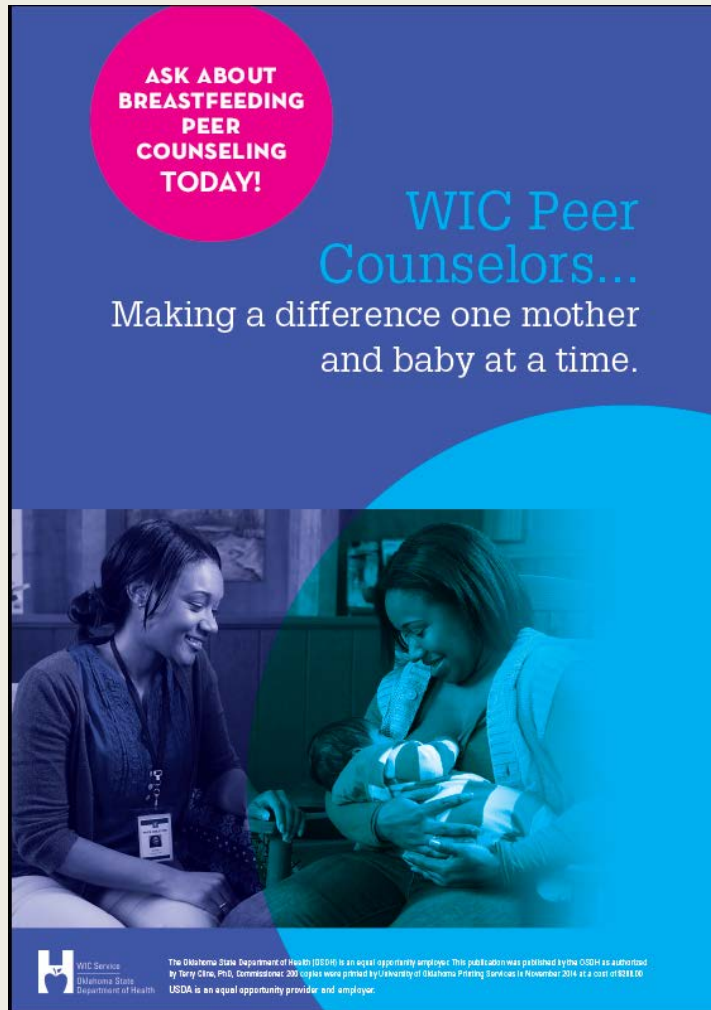


# Barrier 1: Providing Accurate Information About Breastfeeding



- Importance of breastfeeding
- Why exclusive breastfeeding
- Importance of early skin-to-skin contact, early initiation and rooming-in on a 24-hour basis
- Baby-led feeding
- Frequency of feeding in relation to establishing a milk supply
- Effective positioning and latch techniques

# Barrier 1: Providing Accurate Information About Breastfeeding



Updated 2x/year by OSDH/WIC

# Barrier 1: Providing Accurate Information About Breastfeeding



Many Oklahoma hospitals host mother-to-mother support groups, especially those working on Baby-Friendly

A collage of four images related to breastfeeding: a group of people holding babies, a woman breastfeeding a baby, a close-up of a baby's face, and a woman holding a baby.

**Oklahoma Breastfeeding Hotline**  
877-271-MILE (6455)  
The hotline is available 24/7, free of charge, using a call-back system. Both English and Spanish speaking callers can leave a message for a return call from an International Board Certified Lactation Consultant.

**WIC**  
The Women, Infants, and Children program has about 35 clinics in Oklahoma where mothers can meet with breastfeeding peer counselors to receive breastfeeding education, as well as follow-up support. A list of WIC clinics can be found at [www.fns.usda.gov/wic/women-infants-and-children-wic](http://www.fns.usda.gov/wic/women-infants-and-children-wic)

**Milk Moms**  
Milk Moms offers free weekly drop-in mother-to-mother breastfeeding support in Oklahoma City, facilitated by a Certified Lactation Counselor. Updates can be found on the Milk Moms Facebook page at [www.facebook.com/milkmomsofokc](http://www.facebook.com/milkmomsofokc)

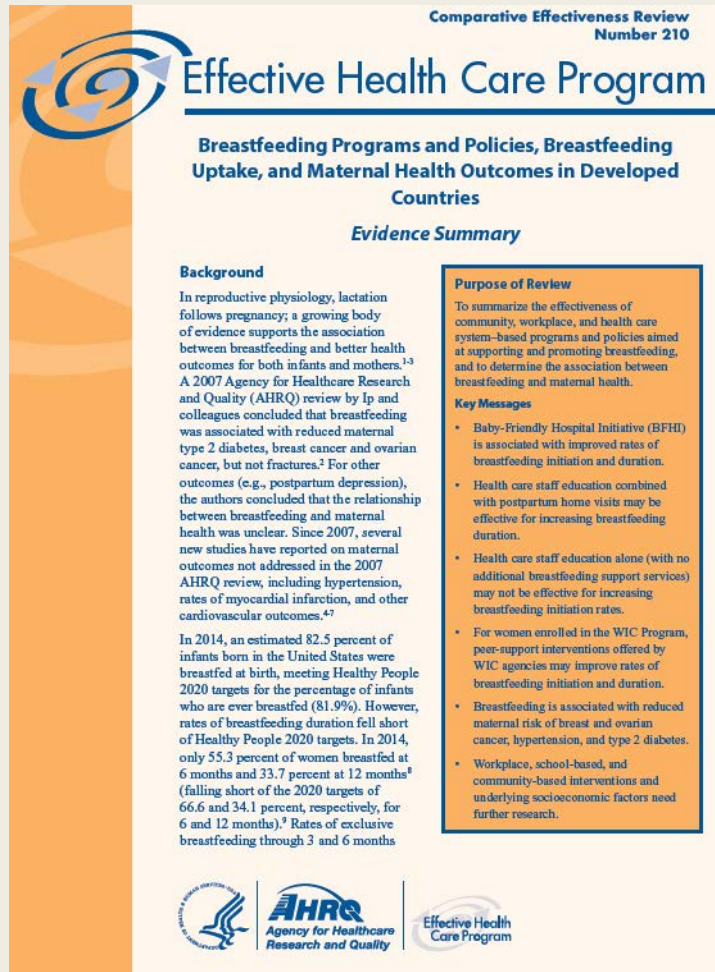
## BREASTFEEDING RESOURCES FOR MOMS

The resources listed are available for nursing moms, partners and families, expecting parents, hospitals, and anyone else needing breastfeeding information and support. For more details on the organizations, please visit the COBA website at [www.okbreastfeeding.org](http://www.okbreastfeeding.org).

**COBA** Coalition of Oklahoma Breastfeeding Advocates



# Barrier 2: Providing Quality Support in the Hospital



## *Breastfeeding Programs and Policies, Breastfeeding Uptake, and Maternal Health Outcomes in Developed Countries*

*Comparative Effectiveness Review Number 210, July 2018*

Agency for Healthcare Research and Quality (AHRQ)

# AHRQ New Evidence on Baby-Friendly

## **Purpose of Review**

To summarize the effectiveness of community, workplace, and health care system–based programs and policies aimed at supporting and promoting breastfeeding, and to determine the association between breastfeeding and maternal health.

## **Key Messages**

- Baby-Friendly Hospital Initiative (BFHI) is associated with improved rates of breastfeeding initiation and duration.

# Becoming Baby-Friendly in Oklahoma



- Number of Baby-Friendly hospitals in Oklahoma:

9

- Percent of Oklahoma babies born in a Baby-Friendly hospital:

22.6%

## CONGRATULATIONS TO:

CLAREMORE INDIAN HOSPITAL  
INTEGRIS BAPTIST MEDICAL CENTER  
CHEROKEE NATION W.W. HASTINGS HOSPITAL  
COMANCHE COUNTY MEMORIAL HOSPITAL  
INTEGRIS HEALTH EDMOND  
ST ANTHONY HOSPITAL, OKC  
CHICKASAW NATION MEDICAL CENTER, ADA  
HILLCREST MEDICAL CENTER, TULSA  
INTEGRIS CANADIAN VALLEY HOSPITAL



# Barrier 2: Quality Support in the Hospital



Train staff

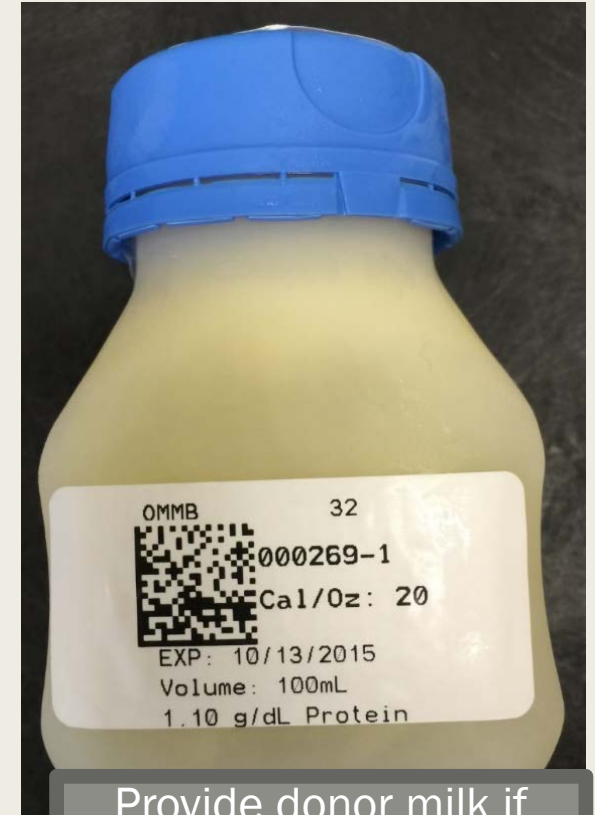


Monitor feeds

Supporting breastfeeding and feeding the baby are not mutually exclusive!



Express milk if needed



Provide donor milk if needed

# Barrier 2: Quality Support in the Hospital: Supporting Exclusive Breastfeeding

Bathing after 12  
hours increased  
EBF rates

JOGNN

HEALTH CARE IMPROVEMENT AND EVALUATION

## Initiative to Improve Exclusive Breastfeeding by Delaying the Newborn Bath

Heather Condo DiCioccio, Candace Ady, James F. Bena, and Nancy M. Albert

### Correspondence

Heather Condo DiCioccio,  
DNP, RNC-MNN,  
Cleveland Clinic Hillcrest  
Hospital, 6780 Mayfield  
Rd., Mayfield, OH 44124.  
[dicioch@ccf.org](mailto:dicioch@ccf.org)

### ABSTRACT

**Objective:** To examine whether delayed newborn bathing would increase rates of in-hospital exclusive breastfeeding and plans to use human milk at discharge.

**Design:** A retrospective, two-group, pre- and postintervention design.

**Setting/Local Problem:** At our facility, the initial bath was completed within 2 hours of birth, and the rate of in-hospital

DiCioccio et al 2019

# Barrier 2: Quality Support in the Hospital: Supporting Exclusive Breastfeeding

683 births before BFHI  
designation and 518 after:

- Decrease in mean weight loss day 0-2 in ALL infant feeding groups
- Increase in EBF at discharge



BREASTFEEDING MEDICINE  
Volume 13, Number 3, 2018  
© Mary Ann Liebert, Inc.  
DOI: 10.1089/bfm.2017.0182

## Baby-Friendly Practices Minimize Newborn Infants Weight Loss

Diane Procaccini, Ann L. Cupp Curley, and Martha Goldman

# Barrier 2: Quality Support in the Hospital: Delaying Pacifier Use

BREASTFEEDING MEDICINE  
Volume 12, Number 1, 2017  
© Mary Ann Liebert, Inc.  
DOI: 10.1089/bfm.2016.0137

## Association Between In-Hospital Pacifier Use and Breastfeeding Continuation and Exclusivity: Neonatal Intensive Care Unit Admission as a Possible Effect Modifier

Laura R. Kair<sup>1,2</sup> and Tarah T. Colaizy<sup>1</sup>

### Abstract

**Background:** Breastfeeding dyads frequently use pacifiers during the birth hospitalization, but the relationships between this exposure and breastfeeding continuation and exclusivity remain unclear.

**Materials and Methods:** In this secondary analysis of cross-sectional survey data from the CDC Pregnancy Risk Assessment Monitoring System (PRAMS) from 10 U.S. states (AK, AR, CO, ME, MN, NJ, NY, OR, TX, and VT) from 2009 to 2011, we assessed to what extent pacifier use during the birth hospitalization is independently associated with any and exclusive breastfeeding  $\geq 10$  weeks.

37,628 mothers surveyed:

Pacifier use during the  
hospital stay associated  
with decreased any and  
exclusive breastfeeding at  
10 weeks

# Barrier 2: Quality Support in the Hospital: Reducing Breastfeeding Disparities

## Addressing Racial Inequities in Breastfeeding in the Southern United States

Anne Merewood, PhD, MPH,<sup>a</sup> Kimarie Bugg, DNP, MPH, IBCLC, CLC,<sup>b</sup> Laura Burnham, MPH,<sup>a</sup> Kirsten Krane, MS-MPH, RDN, CLC,<sup>c</sup>  
Nathan Nickel, PhD, MPH,<sup>d</sup> Sarah Broom, MD,<sup>e,f</sup> Roger Edwards, ScD,<sup>g</sup> Lori Feldman-Winter, MD, MPH, FAAP, FABM<sup>h</sup>

**BACKGROUND:** Race is a predictor of breastfeeding rates in the United States, and rates are lowest among African American infants. Few studies have assessed changes in breastfeeding rates by race after implementing the Ten Steps to Successful Breastfeeding (hereafter referred to as the Ten Steps), and none have assessed the association between implementation and changes in racial disparities in breastfeeding rates. Our goal was to determine if a hospital- and

abstract



# Barrier 2: Quality Support in the Hospital: Reducing Breastfeeding Disparities

All of these  
results were  
statistically  
significant!

- Initiation among AA women increased from 46% to 63%
- EBF among AA women increased from 19% to 31%
- Rooming in associated with increased EBF in AA infants
- Skin to skin care after cesarean associated with increased initiation and EBF in all infants
- Initiation and EBF increased for all races combined
- Disparity in breastfeeding between AA and white infants decreased by 9.6%

# Barrier 3: Quality Support in the Community: “the 4<sup>th</sup> Trimester”

## ACOG COMMITTEE OPINION

Number 736 • May 2018

*(Replaces Committee Opinion Number 666, June 2016)*

### **Presidential Task Force on Redefining the Postpartum Visit Committee on Obstetric Practice**

*The Academy of Breastfeeding Medicine, the American College of Nurse-Midwives, the National Association of Nurse Practitioners in Women's Health, the Society for Academic Specialists in General Obstetrics and Gynecology, and the Society for Maternal-Fetal Medicine endorse this document. This Committee Opinion was developed by the American College of Obstetricians and Gynecologists' Presidential Task Force on Redefining the Postpartum Visit and the Committee on Obstetric Practice in collaboration with task force members Alison Stuebe, MD, MSc; Tamika Auguste, MD; and Martha Gulati, MD, MS.*

### **Optimizing Postpartum Care**

# Introduction



The weeks following birth are a critical period for a woman and her infant, setting the stage for long-term health and well-being. During this period, a woman is adapting to multiple physical, social, and psychological changes. She is recovering from childbirth, adjusting to changing hormones, and learning to feed and care for her newborn (1). In addition to being a time of joy and excitement, this “fourth trimester” can present considerable challenges for women, including lack of sleep, fatigue, pain, breastfeeding difficulties, stress,

recognition of and treatment for postpartum depression (15). Contact in the first few weeks also may enable women to meet their breastfeeding goals: Among women with early, undesired weaning, 20% had discontinued breastfeeding by 6 weeks postpartum (33), when traditionally timed visits occurred. To address these common postpartum concerns, all women should ideally have contact with a maternal care provider within the first 3 weeks postpartum.

# Barrier 3: Quality Support in the Community

- OK Lactation Consultant Guide from OSDH
- WIC Breastfeeding Peer Counselors
- COBA Baby Café
- Hospital support groups (e.g. Integris Milk Bars)
- La Leche League
- Breastfeeding USA

- **Oklahoma Breastfeeding Hotline:  
877-271-MILK**



The flyer features a collage of three photographs at the top: a woman breastfeeding her baby, a woman holding her baby, and a close-up of a baby's face. A circular logo in the top right corner reads "Nursing Moms and Babies Welcome" with a graphic of a nursing mother. The main title "NEED EXPERT Breastfeeding Advice?" is prominently displayed in blue and white text, with a large blue question mark to the right. Below the title, the text "Call the Oklahoma Breastfeeding Hotline" is followed by the phone number "1-877-271-MILK (6455)" in pink. A blue-bordered box contains the text: "The Oklahoma Breastfeeding Hotline is available free of charge, 24 hours a day, 7 days a week, 365 days per year". To the right of this box, a paragraph states: "For routine issues, callers are contacted that same day, during business hours. For urgent issues, the IBCLC on call will be paged 24 hours a day. Urgent calls are returned within one hour." Below this, a section titled "Accurate, up-to-date information for common breastfeeding issues:" lists seven common problems with blue arrow icons: "Not making enough milk", "Baby refusing to nurse", "Breast or nipple pain", "Medications and breastfeeding", "Working and breastfeeding", "Breast pumps", "Breastfeeding in public", and "Weaning". Further down, a paragraph explains: "The hotline is for nursing mothers, their families and partners, as well as expecting parents, and health care providers, or anyone in need of breastfeeding support and information." Another paragraph states: "The Hotline is staffed by breastfeeding experts, International Board Certified Lactation Consultants (IBCLCs)". A final paragraph notes: "The hotline is a call back system. Callers leave a message for a return call." At the bottom, the "OKLAHOMA BREASTFEEDING RESOURCE CENTER" logo is shown, along with the website "www.ouhsc.edu/breastfeeding" and the text "Supported by Oklahoma State Department of Health (OSDH) and the OU Health Sciences Center OB/GYN Department".

**NEED EXPERT Breastfeeding Advice?**

Call the Oklahoma Breastfeeding Hotline  
**1-877-271-MILK (6455)**

The Oklahoma Breastfeeding Hotline is available free of charge, 24 hours a day, 7 days a week, 365 days per year

For routine issues, callers are contacted that same day, during business hours. For urgent issues, the IBCLC on call will be paged 24 hours a day. Urgent calls are returned within one hour.

Accurate, up-to-date information for common breastfeeding issues:

- » Not making enough milk
- » Baby refusing to nurse
- » Breast or nipple pain
- » Medications and breastfeeding
- » Working and breastfeeding
- » Breast pumps
- » Breastfeeding in public
- » Weaning

The hotline is for nursing mothers, their families and partners, as well as expecting parents, and health care providers, or anyone in need of breastfeeding support and information.

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**OKLAHOMA BREASTFEEDING RESOURCE CENTER**  
[www.ouhsc.edu/breastfeeding](http://www.ouhsc.edu/breastfeeding)  
Supported by Oklahoma State Department of Health (OSDH) and the OU Health Sciences Center OB/GYN Department

# Barrier 3: Quality Support in the Community

**COBA** Coalition of Oklahoma Breastfeeding Advocates

Get in touch!

HOME LAW/POLICY HEALTH CARE BREASTFEEDING AT WORK **BREASTFEEDING HELP** ADVOCACY

Oklahoma offers 24/7 breastfeeding help! Call 1-877-271-MILK (6455)  
Regional resources are always expanding!

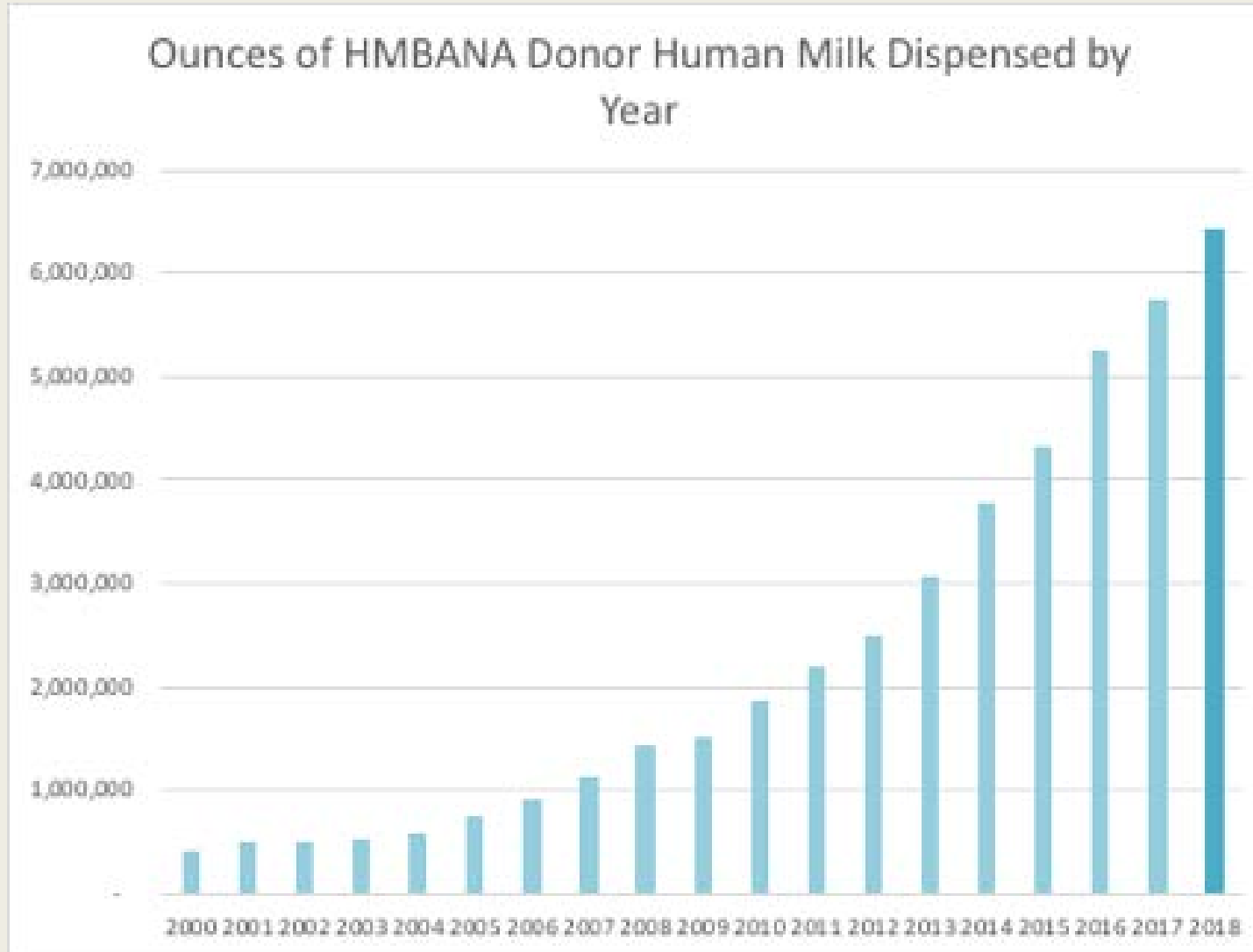
**Pages in this Section**

- Oklahoma Breastfeeding Hotline
- Lactation Consultant Resource Guide
- Prenatal Education and Birth and Postpartum Support
- Volunteer Peer Support
- WIC Breastfeeding Support

[www.okbreastfeeding.org](http://www.okbreastfeeding.org)



# Barrier 3: Quality Support in the Community: Access to Pasteurized Donor Milk



**HMBANA Milk  
banks dispensed  
6.5 million oz in  
2018!**

# Barrier 3: Quality Support in the Community: Access to Pasteurized Donor Milk

## Q&A: NJ law now requires health insurers to cover donated breast milk

January 14, 2019



ADD TOPIC TO EMAIL ALERTS



Thomas Hegyi

A New Jersey law went into effect on Jan. 1, 2019, requiring all health insurers in the state to cover donated human breast milk for infants under certain circumstances. Insurers must cover the costs if the infant is aged younger than 6 months, the milk comes from a milk bank that meets the quality guidelines of the Human Milk Banking Association of North America or is licensed by the New Jersey Department of Health, and it is prescribed to the infant by a physician. Similar laws are in place in California, New York, Missouri, Kansas, Texas and Washington, D.C.

**Thomas Hegyi, MD**, vice-medical director of the SIDS Center of New Jersey and professor and co-chair of pediatrics at Rutgers Robert Wood Johnson Medical School, spoke with *Infectious Diseases in Children* about the potential impact of the New Jersey law. – by Erin Michael

## Barrier 3: Quality Support in the Community: Access to Pasteurized Donor Milk



## Barrier 3: Quality Support in the Community: Access to Pasteurized Donor Milk



In 2018, Oklahoma Mothers' Milk Bank dispensed  
5,000 oz free or discounted donor milk



# Barrier 3: Quality Support – in the Community: Messaging About Safe Sleep and Breastfeeding



Breastfeed Your Baby to Reduce the Risk of SIDS  
(Full Length)

<https://safetosleep.nichd.nih.gov/>

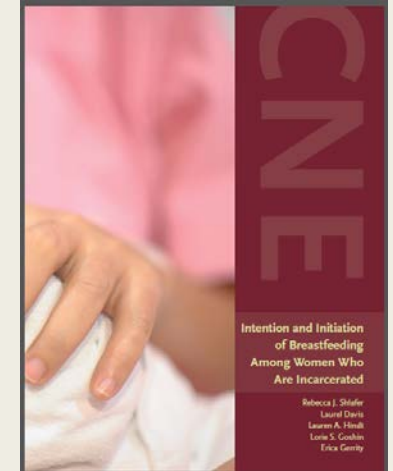


# Barrier 3: Quality Support in the Community: Access to Lactation Consultant Care

- HB 2131 – IBCLC licensure
- Representative Munson is introducing it in 2019 as HB 2131, [link here](#) to the full text.
- It has been assigned to the Public Health Committee, under [Representative Roberts](#).
- Licensure does NOT prevent other medical professionals from providing lactation care within their respective scope of practice,
- Next, the bill needs to be heard by the committee by Feb 28.

# Barrier 3: Quality Support in the Community: Incarcerated Mothers

- About 4,000 women give birth in prisons in the US
- 9 states that have prison nursery programs:
  - *Illinois, Indiana, Nebraska, New York, Ohio, South Dakota, Washington, West Virginia, Wyoming*
- Prison nurseries allow infants to stay with the mother to age of 12-36 months
- In states with no prison nursery program, infants are removed from their mothers at 48-72 hours
- Most prison rules prohibit breastfeeding during visits
- Some prisons allow pumping and milk storage



Indiana Prison Nursery

# Barrier 4: Supporting Breastfeeding Mothers in the Workplace



# Breastfeeding Protections under the Affordable Care Act

- Break Time for Nursing Mothers:
  - *Reasonable break time for milk expression up to 1 year*
    - Frequency and duration will vary
  - *A place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public*
  - *Does not preempt state laws that provide greater protections*

*“Having a baby is a universal period of vulnerability for everyone.”* Dr. Neel Shah, MD, MPP

# Access to Breast Pumps

- ACA: Health insurance plans **must** provide breastfeeding support, counseling, and **equipment for the duration of breastfeeding.** These services may be provided before and after birth.
- Oklahoma Medicaid does NOT cover breastpumps
- OSDH/WIC provides double-electric breastpumps for mothers returning to work or school.



# Barrier 4: Supporting Breastfeeding Mothers in the Workplace

- New California laws:
  - *Employers required to provide lactation room and can only be used for lactation purposes*
  - *CA Community Colleges and CA State University to accommodate lactating students w/o academic penalty*
  - *County jails must develop infant/toddler breast milk feeding policy*
- Nationwide, 29 states have some type of workplace law, including Oklahoma!

<http://www.ncsl.org/research/health/breastfeeding-state-laws.aspx>

A 50-week extension in paid leave was associated with a  
**20 percent dip** in infant deaths in Europe

# Barrier 4: Supporting Breastfeeding Mothers in the Workplace: Lawsuits

TIME

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MOTTO

## Breastfeeding Discrimination Lawsuits Rose 800% in the Past Decade

# Woman awarded more than \$1.5M in breastfeeding discrimination case against KFC

BY BROOKE SEIPEL - 02/11/19 08:44 PM EST

 256 COMMENTS

# Breastfeeding Laws Cards

## Breastfeeding Laws

### National Law 2010 Patient Protection and Affordable Care Act

Employers shall provide reasonable break time and a private place for an employee to express breast milk for her nursing child for one year.

### Oklahoma Law 2004

Mothers have the right to breastfeed anywhere. They have a right to be excused from jury duty upon request.



Please tell us: **1-888-655-2942**

**Have you visited a business that was breastfeeding friendly?** We will send a thank you letter.

**Have you been asked to leave a public place because you were breastfeeding?**

We will send a letter encouraging them to support breastfeeding and tell them about the laws.

### Oklahoma Breastfeeding Hotline

**1-877-271-MILK(6455)**

<http://bis.health.ok.gov>

The Oklahoma State Department of Health is an equal opportunity provider.



ODH #117

To Request (free):

- <http://bis.health.ok.gov> (Oklahoma Laws page)
- Available in English and Spanish

# Barrier 4: Supporting Breastfeeding Mothers in the Workplace: Paid Maternity Leave

- 4 states have paid leave policies: **California, New Jersey, New York, Rhode Island**
  - Usually around 50% of salary for 4-6 weeks
  - <http://www.ncsl.org/research/labor-and-employment/state-family-and-medical-leave-laws.aspx>
  - 20 states have bills introduced, including Oklahoma
    - HB2464 and SB 478 creating Paid Family Leave – 65% of salary for 6 weeks
- Private companies are implementing paid family leave benefits:
  - **Boeing:** either parent receives 12 weeks of paid leave during 1<sup>st</sup> year of life
  - **Starbucks:** Baristas who give birth receive 6 weeks at 100% of salary. Barista fathers/parents can take 12 weeks unpaid
  - **Amazon:** Birth mothers can take 14-20 weeks of fully paid leave; non-birth parents receive 6 weeks of paid leave
  - **Bill & Melinda Gates Foundation:** 52 weeks of fully paid parental leave

# Barrier 4: Supporting Breastfeeding Mothers in the Workplace

## COBA

Coalition of Oklahoma  
Breastfeeding Advocates

Get in touch! [f](#) [t](#)

- HOME
- LAW/POLICY
- HEALTH CARE
- BREASTFEEDING AT WORK
- BREASTFEEDING HELP
- ADVOCACY

Breastfeeding WORKS for families, employers, and communities!

### Pages in this Section

- Working Parents
- Employer Support
- Breastfeeding Friendly Childcare
- Worksite Recognition
- Worksite Advocacy



Source: United States Breastfeeding Committee

COBA Promotes Breastfeeding Support in the Workplace Statewide.

[www.okbreastfeeding.org](http://www.okbreastfeeding.org)



# Childcare Support for Breastfeeding: New Resources from USDA

## Breastfed Babies Welcome Here

 Print

The Breastfed Babies Welcome Here! resource contains communication tools Child and Adult Care Food Program (CACFP) operators can use to let mothers and families know that breastfed babies are welcome at their child care site. It includes a mother's guide, 11"x17" poster, and a message graphic.

**Availability:** Spanish and printed materials available soon. All are welcome to download these materials and make copies. If you have difficulty opening any of these files in your Internet browser, please right-click on the link and "save target as..." to download.



A Mother's Guide [[English](#)]



Poster [[English](#)]



Message Graphic  
[[English](#)]

# Lactation Rooms Around OKC



OKC ZOO



OK State Fair



Target!!



OKC Airport



The Gathering Place



# The Power of Nutrition

Keith Hansen, JD, MBA  
Vice President, The World Bank



*The gains from early childhood nutrition are forever. And to a large extent, many of them are free because they have come prepackaged in this unbelievable intervention called breastfeeding.*

*And wonderfully, it also reduces inequity. This ensures that all children, irrespective of their gender, whether they are from a rich country or a poor one, can get the best possible start in life and start from a very even basis.*