BECOMING BABY-FRIENDLY IN OKLAHOMA
7TH ANNUAL SUMMIT, FEBRUARY 22, 2019

USBC
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**Criteria for Successful Completion**

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There is no commercial support being received for this event.

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This activity is being jointly provided by Office of Perinatal Quality Improvement and Oklahoma Breastfeeding Resource Center
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

Health Rankings 2018:
- Hawaii = #1
- Louisiana = #50
U.S. Infant Mortality Rate by State 2018

Number of infant deaths (before age 1) per 1,000 live births (2-year average)

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

Source: CDC Wonder Database, 2018
# Oklahoma Breastfeeding Rates
**Babies Born in 2015**

<table>
<thead>
<tr>
<th></th>
<th>2018(CDC)</th>
<th>National</th>
<th>Oklahoma</th>
<th>Ranking (out of 50)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever breastfed</td>
<td>83.2%</td>
<td>75.9%</td>
<td></td>
<td>44(^{th})</td>
</tr>
<tr>
<td>Any Bfdg at 6 months</td>
<td>57.6%</td>
<td>49.0%</td>
<td></td>
<td>45(^{th})</td>
</tr>
<tr>
<td>Any Bfdg at 12 months</td>
<td>35.9%</td>
<td>31.0%</td>
<td></td>
<td>40(^{th})</td>
</tr>
<tr>
<td>EBF at 3 months</td>
<td>46.9%</td>
<td>44.2%</td>
<td></td>
<td>35(^{th})</td>
</tr>
<tr>
<td>EBF at 6 months</td>
<td>24.9%</td>
<td>21.6%</td>
<td></td>
<td>41(^{st})</td>
</tr>
</tbody>
</table>
Oklahoma Exclusive Breastfeeding Rates
Babies Born 2004-2015

![Graph showing Oklahoma exclusive breastfeeding rates from 2004 to 2015. The graph compares exclusive breastfeeding rates at 3 months and 6 months post-birth. The rates show a trend of increase over the years.]
Breastfeeding vs Percent of Poverty

- **Less than 100**
  - Ever Breastfed: ~80%
  - Any Bfdg – 6 mths: ~50%
  - Any Bfdg – 12 mths: ~40%

- **100 – 199**
  - Ever Breastfed: ~90%
  - Any Bfdg – 6 mths: ~60%
  - Any Bfdg – 12 mths: ~50%

- **200 – 399**
  - Ever Breastfed: ~95%
  - Any Bfdg – 6 mths: ~70%
  - Any Bfdg – 12 mths: ~60%

- **400 – 599**
  - Ever Breastfed: ~100%
  - Any Bfdg – 6 mths: ~80%
  - Any Bfdg – 12 mths: ~70%

- **600 or greater**
  - Ever Breastfed: ~100%
  - Any Bfdg – 6 mths: ~90%
  - Any Bfdg – 12 mths: ~80%

**U.S. Breastfeeding Rates, CDC 2018**
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
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

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

Accessed February 13, 2019
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?

\[17\% \text{ of women received NO advice about breastfeeding during pregnancy (CDC 2014)}\]

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

Social Media!
Facebook
Twitter
Instagram
Misinformation campaigns

Just give formula!

COMPICATIONS 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:
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

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,
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.

NY Times December 2018
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
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

WIC Peer Counselors...
Making a difference one mother and baby at a time.

Oklahoma Lactation Consultant Resource Guide

Updated 2x/year by OSDH/WIC
Many Oklahoma hospitals host mother-to-mother support groups, especially those working on Baby-Friendly.
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

Supporting breastfeeding and feeding the baby are not mutually exclusive!

- Train staff
- Monitor feeds
- 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

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

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

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, Kimarie Bugg, DNP, MPH, IBCLC, CLC, Laura Burnham, MPH, Kirsten Krane, MS-MPH, RDN, CCI, Nathan Nickel, PhD, MPH, Sarah Broom, MD, Roger Edwards, ScD, Lori Feldman-Winter, MD, MPH, FAAP, FABM

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

- 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%

All of these results were statistically significant!

Merewood et al 2019
Barrier 3: Quality Support in the Community: “the 4th 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, identification 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
Barrier 3: Quality Support in the Community

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

HMBANA Milk banks dispensed 6.5 million oz in 2018!
Q&A: NJ law now requires health insurers to cover donated breast milk

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
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

Shafer et al, 2018
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!


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

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
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.

To Request (free):
- [http://bis.health.ok.gov](http://bis.health.ok.gov) (Oklahoma Laws page)
- Available in English and Spanish

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.
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
  - 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 1st 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

Coalition of Oklahoma Breastfeeding Advocates

Breastfeeding WORKS for families, employers, and communities!

Pages in this Section
- Working Parents
- Employer Support
- Breastfeeding Friendly Childcare
- Worksite Recognition
- Worksite Advocacy

COBA Promotes Breastfeeding Support in the Workplace Statewide.

Source: United States Breastfeeding Committee

www.okbreastfeeding.org
Childcare Support for Breastfeeding: New Resources from USDA

Breastfed Babies Welcome Here

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
- OKC Airport
- The Gathering Place
- Target!!
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.