

STATE OF THE STATE: UNPRECEDENTED!

BECOMING BABY-FRIENDLY IN OKLAHOMA 9TH ANNUAL SUMMIT
FEBRUARY 26, 2021

Becky Mannel, MPH, IBCLC, FILCA
Clinical Assistant Professor
Director, Oklahoma Breastfeeding Resource Center
Maternal/Child Health Section, Dept of OB/GYN
University of Oklahoma Health Sciences Center



9th Annual BBFOK Summit
February 26, 2021



DISCLOSURE

- In order to obtain nursing contact hours, you must attend the entire program and complete the evaluation form
- No conflicts of interest were identified for any member of the planning committee or any author of the program content
- OBRC obtains CNEs from the Oklahoma Nursing Association, an approved provider of nursing continuing professional development by the Midwest Multistate Division, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

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.
- Executive Director of the nonprofit Oklahoma Mothers' Milk Bank
- President of the Board of the Human Milk Banking Association of North America
- **Thank you to the Oklahoma State Department of Health for funding this summit with Title V Maternal/Child Health funds.**

30 CREATIVE ALTERNATIVES TO "UNPRECEDENTED"

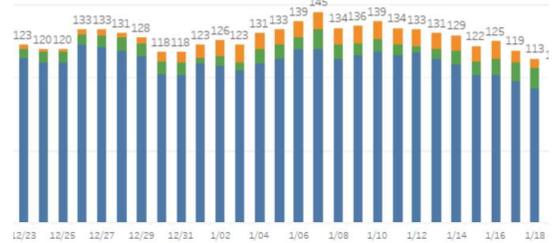


Tired of hearing unprecedented??



- Surreal
- Perturbing
- Uncanny
- Anomalous
- Nonplussed
- Forlorn
- Discombobulated!

COVID Hospitalizations at OU Health



COVID Hospitalizations at OU Health

Ventilated In-House Totals

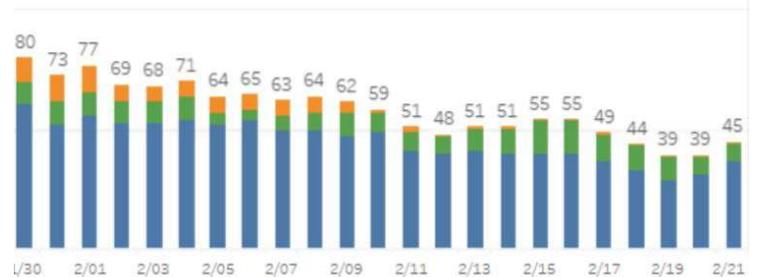
| | | | |
|-------------|-------|-------|-------|
| OUMC | 24 | 26 | 28 |
| OCH | 1 | 1 | 1 |
| EMC | 7 | 0 | 10 |
| Grand Total | 32 | 27 | 39 |
| | Jan 6 | Jan 7 | Jan 8 |

PPEs Days on Hand

| | |
|------------------------|----|
| Gloves (BX/200) | 14 |
| Goggles/Safety Glasses | 16 |
| Isolation Gowns (EA) | 2 |



COVID Hospitalizations at OU Health



Pandemic Impact on Hospital Practices CDC MMWR, July-August 2020

| Hospital Practice – Known or Suspected Covid + Mother | Encouraged | Discouraged | Prohibited | Case by Case |
|---|------------|-------------|------------|--------------|
| Skin to Skin Contact | 13% | 14% | 7% | 66% |
| Rooming In | 54% | 38% | 5% | |
| Direct Breastfeeding with precautions | 67% | 20% | 13% | |

| Hospital Support | % |
|-------------------------------|-----|
| Decreased lactation staffing | 18% |
| Discharged <48 Hours | 73% |
| Outpatient lactation consults | 60% |
| Virtual lactation consults | 49% |

1,344 hospitals reporting

99th Anniversary of Tulsa Race Massacre May 31, 2020



October 2020

HISTORY & CULTURE | RACE IN AMERICA

Coffins unearthed as the search for victims of the Tulsa Race Massacre continues

"These are homicides that have to be investigated." As many as 300 Black people were killed during the massacre—this mass grave may be connected to the 100-year-old crime.

MEDICAL EXAMINER

Can You Breastfeed After Being Teargassed?

Some medical advice for protesting moms, straight from Portland's Wall of Moms.



All you need to know: 2020's great conjunction of Jupiter and Saturn

Posted by Deborah Byrd and Bruce McClure in ASTRONOMY ESSENTIALS |

December 21, 2020

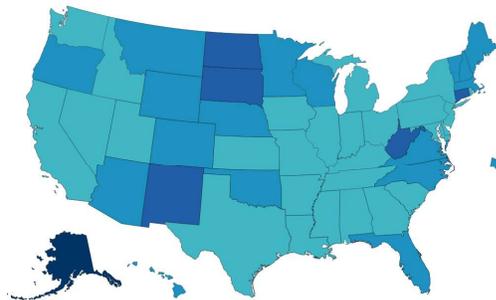


Frozen to death at Lake Hefner



Kimberly Seals Allers
@iamKSealsAllers

My heart breaks for all Texans. I pray that no mama is forced to consider BOILING SNOW to prepare infant formula for their baby. When we say #breastfeeding is critical emergency preparedness & must be supported & accessible, This is it!! Pls @ me to who is helping mamas & infants



CDC Vaccine Administration
As of Feb 23, 2021

At least 1 dose:
U.S. = 13.4%
Oklahoma = 15.1%

Territories

- GU
- AS
- RP
- FM
- MP
- PR
- MH
- VI

<https://covid.cdc.gov/covid-data-tracker/#vaccinations>

When do you get the COVID-19 vaccine?



Phase 1

- Long Term Care Residents and Staff
- Health care workers providing direct inpatient COVID care
- Public health staff conducting front line COVID-19 pandemic mitigation and control activities
- Emergency Medical Technicians and Paramedics



Phase 2

- First responders, paid and unpaid
- Health care workers providing direct, COVID outpatient care and services
- Adults age 65 and older, and adults of any age with comorbidities
- Staff and residents in congregate locations and worksite
- PreK-12 teachers and support staff
- Public health staff supporting front line efforts, senior state, county, and city government leaders and elected officials critical to maintain continuity of governmental operations and service



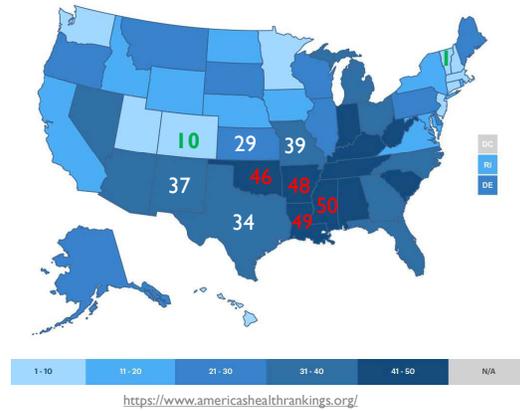
Phase 3

- Teachers, students, residents and admin. staff in all other educational settings (colleges, daycare, etc)
- Critical infrastructure personnel ("essential business/industry" personnel) as specified in the Governor's 3rd executive order



Phase 4

- Open to all Oklahoma residents



AMERICA'S
HEALTH
RANKINGS
2019

MATERNAL MORTALITY (CDC)



2018 MATERNAL MORTALITY RATE



17.4 deaths
per 100,000 LIVE BIRTHS

OK = 30.1

SOURCE: National Center for Health Statistics, National Vital Statistics System.
For more information, visit <https://www.cdc.gov/nchs/maternal-mortality/>.



MATERNAL MORTALITY (CDC)



2018 MATERNAL MORTALITY STATISTICS
HIGHLIGHT WIDE RACIAL AND ETHNIC GAPS

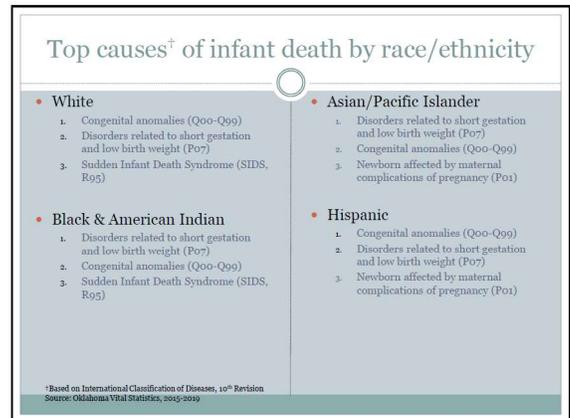
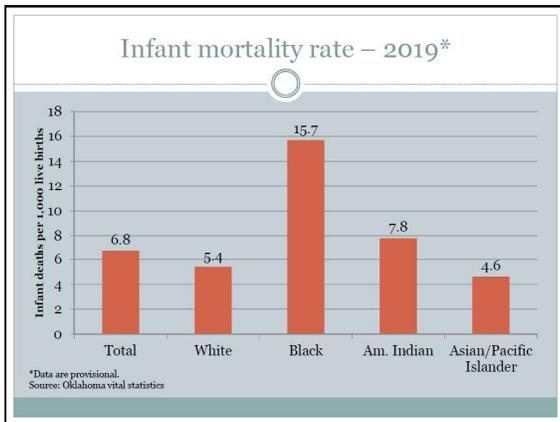


Death rate
(per 100,000 live births)



SOURCE: National Center for Health Statistics, National Vital Statistics System.
For more information, visit <https://www.cdc.gov/nchs/maternal-mortality/>.





Oklahoma Breastfeeding Rates Babies Born in 2017

| 2020 (CDC) | National | Oklahoma | Ranking (out of 50) |
|-----------------------|----------|----------|---------------------|
| Ever breastfed | 84.1% | 77.7% | 43 rd |
| Any Bfdg at 6 months | 58.3% | 53.6% | 39 th |
| Any Bfdg at 12 months | 35.3% | 31.0% | 39 th |
| EBF at 3 months | 46.9% | 44.7% | 35 th |
| EBF at 6 months | 25.6% | 23.7% | 37 th |



COALITION OF OKLAHOMA BREASTFEEDING ADVOCATES


 Heidi Russell
Executive Director


 Becky Mannel
Chair


 Julia Profit
Vice Chair


 Cheryl Coleman
Secretary


 Alexis Boryca
Treasurer


 Erin Coppenbarger

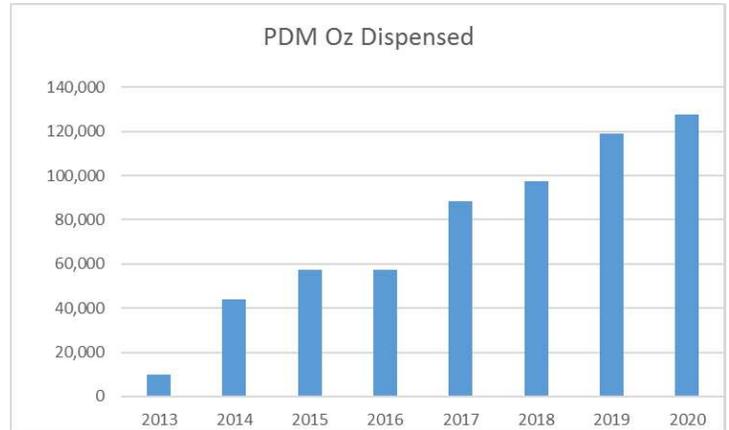

 Lillie-Beth Sanger
Brinkman


 Rose Hurd


 Kelsey Watkins



| | 2020 | Since Opening |
|------------------------|---------|---------------|
| PDM Ounces Dispensed | 127,485 | 601,169 |
| Outpatients Served | 17 | 93 |
| Donor Mothers Screened | 405 | 2611 |
| Donor Mothers Approved | 183 | 1,237 |



Upholding the Highest Standards of Infant Feeding Care

 **1,064,428**
babies born each year in

 **595**
Baby-Friendly facilities in the US, representing

 **28.07%**
of annual US births.

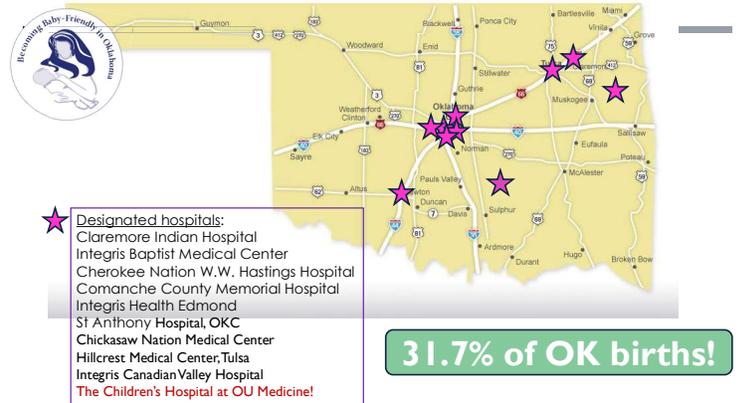
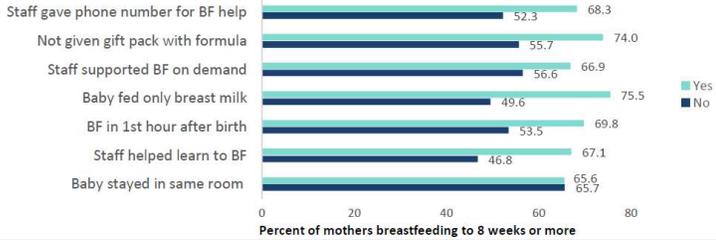


Figure 2. Baby-Friendly® Hospital Practices and Breastfeeding Duration among First Time Oklahoma Mothers: PRAMS 2016-2018



2018 Oklahoma mPINC Results Report

State Total Score: 75

National Total Score: 79

| Practice | National Subscore | Oklahoma Subscore | Oklahoma Hospitals with Good Response |
|--|-------------------|-------------------|---------------------------------------|
| Implementing best practices and policies in maternity care to help improve breastfeeding outcomes... | 75 | 75 | 75% |
| Immediate Postpartum Care | 81 | 84 | 84% |
| Rooming-in | 71 | 71 | 71% |
| Feeding Practices | 82 | 75 | 75% |

| Practice | National Subscore | Oklahoma Subscore | Oklahoma Hospitals with Good Response |
|-----------------------------|-------------------|-------------------|---------------------------------------|
| Feeding Education & Support | 90 | 87 | 87% |
| Discharge Support | 78 | 69 | 69% |
| Institutional Management | 70 | 63 | 63% |

2018 Oklahoma mPINC Results Opportunities for Improvement

| | |
|---|-----|
| Routine newborn exams, procedures, and care occur in the mother's room | 33% |
| Few breastfeeding newborns receive infant formula | 33% |
| Breastfeeding mothers are taught/shown how to position and latch their newborn, assess effective breastfeeding, and hand express milk | 49% |
| Hospital does NOT give mothers any of these items as gifts or free samples: infant formula; feeding bottles/nipples, nipple shields, or pacifiers; coupons, discounts, or educational materials from companies that make/sell infant formula/feeding products | 44% |
| Hospital pays a fair market price for infant formula | 41% |
| Hospital has 100% of written policy elements [§] | 18% |

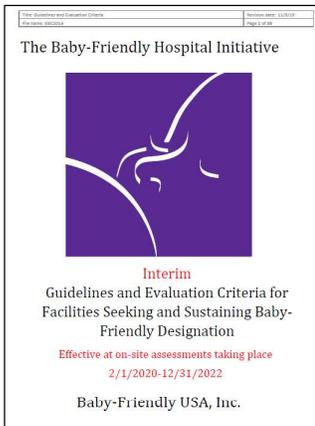


DUE TODAY!!

Proportion of Eligible Hospitals with Submitted Surveys, by State, 2020 mPINC

| State | % | National | % | State | % | | |
|----------------------|-------|--------------------|----------|----------------|----------------|---------------|-------|
| Alabama | 68.2% | 62.6% | Nebraska | 85.7% | South Carolina | 66.7% | |
| Alaska | 42.1% | Indiana | 76.7% | Nevada | 29.4% | South Dakota | 80.0% |
| Arizona | 40.9% | Iowa | 75.0% | New Hampshire | 94.1% | Tennessee | 75.4% |
| Arkansas | 48.7% | Island Territories | 33.3% | New Jersey | 51.0% | Texas | 54.8% |
| California | 57.3% | Kansas | 70.2% | New Mexico | 70.4% | Utah | 50.0% |
| Colorado | 66.7% | Kentucky | 57.4% | New York | 50.8% | Vermont | 75.0% |
| Connecticut | 72.0% | Louisiana | 87.8% | North Carolina | 53.0% | Virginia | 40.1% |
| Delaware | 66.7% | Maine | 60.2% | North Dakota | 75.0% | Washington | 72.9% |
| District of Columbia | 60.0% | Maryland | 69.7% | Ohio | 67.3% | West Virginia | 66.7% |
| Florida | 53.6% | Massachusetts | 82.5% | Oklahoma | 68.1% | Wisconsin | 70.1% |
| Georgia | 40.3% | Michigan | 70.0% | Oregon | 64.6% | Wyoming | 65.0% |
| Hawaii | 50.0% | Minnesota | 66.7% | Pennsylvania | 75.3% | | |
| Idaho | 51.7% | Mississippi | 67.5% | Puerto Rico | 22.6% | | |
| Illinois | 65.0% | Missouri | 66.1% | Rhode Island | 60.0% | | |
| | | Montana | 74.1% | | | | |

*Note: Preliminary data as of February 16, 2021. "State" includes the District of Columbia and the Island Territories.



Revisions to Steps 7 and 9

STEP # 7
UPDATE! Practice "rooming in" – allow mothers and infants to remain together 24 hours a day

More freedom/permission to assess maternal exhaustion and safety of baby in room.

Mothers with healthy term infants will report that since they came to their room after birth (or since they were able to respond to their infants in the case of cesarean birth), their infants have stayed with them in the same room day and night except for up to one hour per 24-hour period, **unless they report the following:**

- **Medically justifiable reason for a longer separation or,**
- **Safety-related reason for a longer separation or,**
- **An informed decision (maternal request for separation)**

STEP # 9
UPDATE! Give no pacifiers or artificial nipples to breastfeeding infants

2018 WHO Implementation Guidance protecting, promoting and supporting breastfeeding in facilities providing maternity and newborn services: the revised **BABY-FRIENDLY HOSPITAL INITIATIVE** states,

“Step 9 on the use of feeding bottles, teats [artificial nipples] and pacifiers now focuses on counseling mothers on their use, rather than completely prohibiting them.”



ONE STOP SHOPPING!

Trainings & Continuing Education Offerings

| | | | |
|--|--|--|---|
| <p>VIRTUAL TRAININGS</p>  <p>We offer two types of virtual breastfeeding education classes where attendees can obtain up to 11 credit hours CNEs.</p> <p>Click here for details.</p> | <p>ONLINE COURSE FOR HCPS</p>  <p>A self-paced course of 15 modules & short quizzes. This course complies with Step 2 of the Baby-Friendly Hospital Initiative. This course offers 15 CNEs.</p> <p>Click here for details.</p> | <p>LACTATION ROTATIONS</p>  <p>Students, Interns, WIC representatives and other health care professionals can receive lactation-based clinical experiences on the OUHSC Campus.</p> <p>Click here for details.</p> | <p>ONLINE PATIENT EDUCATION</p>  <p>An interactive session with all the breastfeeding info families need. This course complies with Step 3 of the Baby-Friendly Hospital Initiative.</p> <p>Click here for details.</p> |
|--|--|--|---|

OBRC BREASTFEEDING TRAINING FOR HEALTH CARE STAFF

- **15-HOUR ONLINE COURSE** DESIGNED TO HELP TRAIN ALL HEALTHCARE STAFF IN SKILLS NECESSARY TO IMPLEMENT THE TEN STEPS TO SUCCESSFUL BREASTFEEDING
- **\$45/PERSON FOR HOSPITALS ENROLLED** IN THE BECOMING BABY-FRIENDLY IN OKLAHOMA PROJECT
- **\$90/PERSON FOR HOSPITALS NOT CURRENTLY ENROLLED**



OBRC'S ONLINE BREASTFEEDING SESSION FOR FAMILIES

- THIS SESSION WORKS BEST IN **CHROME**.
- ALSO AVAILABLE IN PDF!

SPANISH AND ENGLISH!



COMING SOON – OBRC ONLINE PROVIDER TRAINING

- **6 30-MINUTE SESSIONS** AVAILABLE FOR PROVIDERS
- **MATERIAL COVERED** INCLUDES TOPICS REQUIRED BY BFUSA



PATIENT HANDOUTS

OBRC's Collection of Patient Handouts

All of the below PDFs can be downloaded free of charge!

These PDFs can also be purchased in bulk at the University of Oklahoma's Online Marketplace page (Tax exempt? Click here).

Please allow 7-10 business days for printing, plus an additional 3 business days for shipping.

| Infant Feeding | Breastfeeding |
|--|---|
| <ul style="list-style-type: none"> • Feeding Cues (English & Spanish) • What to Know About Crying - English • The Whines of Frustration (English & Spanish) • Common Questions (Q&A) • Outpats for Breastfed Infants (WCI) • Breastmilk for baby in NICU booklet (OU Children) | <ul style="list-style-type: none"> • Importance of Breastfeeding - English • Importance of Breastfeeding - Spanish • Breastfeeding Myths (By Office of Women's Health) • How to Tell if Baby is Getting Enough Milk - English • How to Tell if Baby is Getting Enough Milk - Spanish • Patient Basic Breastfeeding Education - English • Patient Basic Breastfeeding Education - Spanish |
| Formula Feeding | Breastmilk & Donor Human Milk |
| <ul style="list-style-type: none"> • Safe preparation, storage & handling of powdered infant formula (Available in English, Arabic, Chinese, Spanish, French, Portuguese & Russian) • Breast Milk contents vs. Formula | <ul style="list-style-type: none"> • Breast Milk Contents vs. Formula • Colostrum: Unique Nutrition & Protection for baby - English • Colostrum: Unique Nutrition & Protection for baby - Spanish |

Email us to have some mailed to you:
obrc@ouhsc.edu

ADVOCACY ISSUES

- SB 121: Allow lactating school employees paid break time for milk expression
 - **PASSED OUT OF SENATE COMMITTEE**
- SB469: Medicaid to cover pasteurized donor human milk for babies in the home with a medical need
 - **PASSED OUT OF SENATE COMMITTEE, NEEDS TO BE HEARD IN APPROPRIATIONS**
- SB611: Medicaid to reimburse Baby-Friendly hospitals at a higher rate for each birth
 - **DID NOT GET HEARD**
- SB446: Medicaid to provide one breast pump per pregnancy
 - **DID NOT GET HEARD**
- Senate Resolution: Correctional facilities...should create ways to accommodate breastfeeding for inmates and provide breast pumps and breastfeeding support

POLL QUESTION

IF YOU COULD CHOOSE, WHICH BILL WOULD YOU LIKE TO SEE PASSED FIRST??

- a. SB 121: SCHOOL EMPLOYEE PUMPING BREAKS
- b. SB 469: DONOR MILK
- c. SB 611: BABY-FRIENDLY HOSPITALS
- d. SB 446: BREAST PUMPS FROM MEDICAID

Today's Presentations and the Ten Steps

- Dr. Morton's talks – **STEPS 4-9**
- Systemic Racism/Health Disparities Panel – **STEPS 1-10**
- Perinatal/Infant Loss and Lactation – **STEP 5**
- Mothers' Panel: Support is Critical – **STEPS 4-10**
- Maternal Mental Health & Breastfeeding – **STEPS 3-10**
- Video News clips – **STEPS 3 & 10**

"The health care delivery environment should be neither restrictive nor punitive and should facilitate informed health care decisions on the part of the mother and her family.

The health care delivery environment should be sensitive to cultural and social diversity."

Becoming Baby-Friendly in Oklahoma

*Recognition of
Comanche County Memorial Hospital*

9th Annual BBFOK Summit



The Oklahoma State Department of Health,
Oklahoma Hospital Association, Oklahoma Health Care Authority,
OU Health Sciences Center, Coalition of Oklahoma Breastfeeding Advocates,
and Oklahoma Perinatal Quality Improvement Collaborative
proudly recognize

Comanche County Memorial Hospital
Lawton, Oklahoma

as an
Oklahoma Baby-Friendly Hospital
Re-Designated 2020 - 2025



for outstanding support to
mothers, infants, and children

Tina R. Johnson, MPH, RN
Assistant Deputy Commissioner
Family Health Services
Oklahoma State Department of Health



LaWanna Habstead, RN, MPH
Vice President Quality & Clinical Initiatives
Oklahoma Hospital Association

Becky Manned, MPH, BSCLC, FHLCA
Project Lead, Becoming Baby-Friendly in Oklahoma