The 6th Annual Breast is Best Conference

Financial Disclosures

PLANNING COMMITTEE

Karyl T. Rattay, MD, MS– Activity Director & Content Reviewer
Suzanne Colson, PhD, MSc BA RGN, RM retired –
   Author – Hale Publishing
   Volunteer – The Nurturing Project
   Co-author – Geddes Productions
Lisl Phelps, RN, MSN

None of the members of the Planning Committee have any relevant financial relationships to disclose.

FACULTY

Suzanne Colson, PhD, MSc BA RGN, RM retired
Ms. Colson has no relevant financial relationships to disclose.
BREASTFEEDING AND PUBLIC HEALTH
### Excess health risks of not breastfeeding

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Excess Risk (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Among full-term infants</strong></td>
<td></td>
</tr>
<tr>
<td>Acute ear infection (otitis media)</td>
<td>100</td>
</tr>
<tr>
<td>Eczema (atopic dermatitis)</td>
<td>47</td>
</tr>
<tr>
<td>Diarrhea and vomiting (GI infection)</td>
<td>178</td>
</tr>
<tr>
<td>Hospitalization for lower respiratory tract diseases in the first year</td>
<td>257</td>
</tr>
<tr>
<td>Asthma (with family history)</td>
<td>67</td>
</tr>
<tr>
<td>Asthma (no family history)</td>
<td>35</td>
</tr>
<tr>
<td>Childhood obesity</td>
<td>32</td>
</tr>
<tr>
<td>Type 2 diabetes mellitus</td>
<td>64</td>
</tr>
<tr>
<td>Acute lymphocytic leukemia</td>
<td>23</td>
</tr>
<tr>
<td>Acute myelogenous leukemia</td>
<td>18</td>
</tr>
<tr>
<td>Sudden infant death syndrome</td>
<td>56</td>
</tr>
<tr>
<td><strong>Among preterm infants</strong></td>
<td></td>
</tr>
<tr>
<td>Necrotizing enterocolitis</td>
<td>138</td>
</tr>
<tr>
<td><strong>Among mothers</strong></td>
<td></td>
</tr>
<tr>
<td>Breast cancer</td>
<td>4</td>
</tr>
<tr>
<td>Ovarian cancer</td>
<td>27</td>
</tr>
</tbody>
</table>

Source: 2011 Surgeon General’s Call to Action to Support Breastfeeding
# Healthcare Savings, Optimal Breastfeeding Rates

<table>
<thead>
<tr>
<th>Disease</th>
<th>90% Exclusive Breastfeeding for 6 months, National SAVINGS in Dollars/year ($)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIDS</td>
<td>$4.7 Billion</td>
</tr>
<tr>
<td>Necrotizing Enterocolitis</td>
<td>$2.9 Billion</td>
</tr>
<tr>
<td>Pneumonia/Lower Respiratory Infection</td>
<td>$2.3 Billion</td>
</tr>
<tr>
<td>Otitis Media (Ear Infections)</td>
<td>$0.9 Billion</td>
</tr>
<tr>
<td>Childhood Obesity</td>
<td>$0.6 Billion</td>
</tr>
<tr>
<td>Childhood Asthma</td>
<td>$0.6 Billion</td>
</tr>
<tr>
<td>Gastroenteritis</td>
<td>$0.2 Billion</td>
</tr>
<tr>
<td>Leukemia</td>
<td>$0.1 Billion</td>
</tr>
<tr>
<td>Type 1 Diabetes</td>
<td>$0.1 Billion</td>
</tr>
<tr>
<td>Potential Cost Savings</td>
<td>$12,000,000,000 per year</td>
</tr>
</tbody>
</table>

Source: The Burden of Suboptimal Breastfeeding in the United States: A Pediatric Cost Analysis, Melissa Bartick and Arnold Reinhold, Pediatrics 2010;125;e1048; originally published online April 5, 2010; http://pediatrics.aappublications.org/content/125/5/e1048.full.html.
81.9% of infants should be breastfed in the early post partum period.

Current U.S. – 76.5%; DE – 68.0%

60.6% should continue through 6 months.

Current U.S. – 49%; DE – 39.1%

34.1% should continue through 1 year.

Current U.S. – 27%; DE – 17.4%

Source: www.healthypeople.gov
New objectives - Healthy People 2020

- Worksite lactation programs: ↑ To 38%
- Breast-fed newborns receiving formula: ↓ By 15.6%
- Live births in facilities providing recommended lactating care: ↑ To 8.1%

Ever Breastfeded
Delaware Ranks 41st in the Nation

Rooming In
Delaware Ranks 9\textsuperscript{th} in the Nation

Source: Breastfeeding Report Card United States 2013
Racial/Ethnic Differences, Breastfeeding in the U.S.

% of Women BF

<table>
<thead>
<tr>
<th>Length of Time Breastfed</th>
<th>Early Postpartum</th>
<th>6 Months</th>
<th>1 Year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Healthy People</td>
<td>Hispanics</td>
<td>White</td>
</tr>
<tr>
<td></td>
<td>82</td>
<td>75</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>80</td>
<td>75</td>
<td>26</td>
</tr>
<tr>
<td></td>
<td>75</td>
<td>61</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>75</td>
<td>45</td>
<td>24</td>
</tr>
<tr>
<td></td>
<td>59</td>
<td>47</td>
<td>23</td>
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<tr>
<td></td>
<td>61</td>
<td>44</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td></td>
<td>30</td>
<td>24</td>
</tr>
</tbody>
</table>

Source: CDC, Progress in Increasing Breastfeeding and Reducing Racial/Ethnic Differences -- United States, 2000–2008 Births, http://www.cdc.gov/mmwr/preview/mmwrhtml/mm6205a1.htm?s_cid=mm6205a1_w
It’s Only Natural

Breastfeeding is great for babies and moms.

http://www.womenshealth.gov/itsonlynatural/
Provides guidance -- selecting strategies to support breastfeeding mothers and increase breastfeeding rates.

Builds upon the evidence demonstrating effective intervention strategies and offers relevant information for each.

Nine strategies.
Have a written breastfeeding policy that is routinely communicated to all health care staff.

Train all health care staff in skills necessary to implement this policy.

Inform all pregnant women about the benefits and management of breastfeeding.

Help mothers initiate breastfeeding within a half-hour of birth.

Show mothers how to breastfeed and maintain lactation even if separated from their infants.

10 Steps to Successful Breastfeeding

1. Give newborn infants no food or drink other than breast-milk, unless medically indicated.

2. Practice “rooming-in.” Allow mothers and infants to remain together 24 hours a day.

3. Encourage breastfeeding on demand.

4. Give no artificial teats or pacifiers to breastfeeding infants.

5. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.

Baby-Friendly Hospital Initiative

- A global program sponsored by the WHO and UNICEF.
- Encourages and recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding.
- Assists hospitals in giving mothers information, confidence and skills to successfully initiate and continue breastfeeding their babies or feeding formula safely.
- Gives special recognition to hospitals that promote breastfeeding.

Source: Baby Friendly Hospital Initiative USA, www.babyfriendlyusa.org
Baby-Friendly Hospitals in the U.S.

- 181 Baby-Friendly Birthing Centers in U.S.
- 6.9% of births occur in Baby-Friendly facilities.
- Very exciting news for Delaware!

Source: http://www.babyfriendlyusa.org/find-facilities
Delaware’s Baby-Friendly Status

- **Beebe Healthcare** - received designation on Jan. 31, 2014!
- **Bayhealth Milford** - site visit was May 14 and 15, 2014.
- **Bayhealth Kent** - site visit is scheduled.
- **St. Francis** - entering dissemination phase (2nd of 4).
- **Christiana** - scheduling October site visit.
- **Nanticoke** - initiating informal efforts toward some steps.
Delaware scored 77 out of 100.

Nationally ranked 9th out of 53.

Needed improvements:

- Appropriate use of supplements.
- Inclusion of model breastfeeding policy.
- Protection of patients from formula marketing.
- Provision of hospital discharge planning support.
Breastfeeding Coalition of Delaware (BCD) Recent Achievements

- Completed a strategic plan.
- Awarded a grant from the United States Breastfeeding Committee to assist hospitals in becoming Baby Friendly and create connections across the continuum of care.
- Provided non-judgmental consulting services to businesses on legislation supporting breastfeeding in public.
- Currently constructing a letter to providers to request the limiting of formula marketing in their practices.
Breastfeeding Coalition of Delaware (BCD) Strategic Plan

- Breastfeeding-friendly environments
  - Health care
  - Child care
  - Workplace
- Education
- Policy and advocacy
- Internal Organization

www.delawarebreastfeeding.org
Materials Available from the BCD

- English and Spanish
  - Posters
  - “Delivering in DE? What to Expect” handout
  - Top 10 Reasons to Breastfeed rack card

- White/Black
  - Your Guide to Breastfeeding
WIC Breastfeeding Peer Counselors

♦ Provide seamless support, encouragement of all WIC mothers, from pregnancy through delivery and discharge.

♦ Address barriers:
  - Electric breast pumps
  - Cover-me wraps

♦ Increase in breastfeeding rates (WIC clients):
  - Breastfeeding initiation: 35% in 2005 → 64% in 2010.
  - Exclusive breastfeeding: 34% in 2005 → 43% in 2010.
“Whether you’re a clinician, a family member, a friend, or an employer, you can play an important part in helping mothers who want to breastfeed.”

- Former Surgeon General Regina M. Benjamin, MD, MBA
For more information

Our website:
www.dhss.delaware.gov/dhss/dph

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