

Health Resources and Services Administration  
Department of Health and Human Services

*Babies Were Born to be Breastfed:*  
Strategies for Local Benefit from the  
New National Campaign

MCHCOM.COM Webcast

July 14, 2004




---

---

---

---

---

---

---

---

Presenters

**CAPT Karen D. Hench**  
Maternal and Child Health Bureau, HRSA  
Moderator

Presenters:  
**Dr. Suzanne Haynes**  
HHS Office on Women's Health

**Susan McLoughlin & Charlene Burnett**  
Maternal and Child Health Coalition  
Of Greater Kansas City




---

---

---

---

---

---

---

---

Objectives

At the end of the webcast, the participant will be able to:

- *Identify 2 goals of the new national breastfeeding campaign;*
- *Identify 2 strategies to improve rates of breastfeeding in the local community.*




---

---

---

---

---

---

---

---



**MCHB-Supported Breastfeeding Activities**

- US Breastfeeding Committee (USBC)
- Hospital Support
- Work Site Support
- Provider Support

U.S. Department of Health and Human Services  
**HRSA**

---

---

---

---

---

---

---

---



**Hospital Support**

Baby Friendly hospital project jointly funded by HHS Office on Women's Health, CDC, and MCHB

- Best Start Social Marketing, Healthy Children's Project, and Baby-Friendly USA to identify barriers to implement the TEN Steps to Successful Breastfeeding

U.S. Department of Health and Human Services  
**HRSA**

---

---

---

---

---

---

---

---



**Work Site Support**

*The Business Case for Breastfeeding*

- Resource Kit for employers, human resource managers and lactation consultants to identify employer/employee benefits and effective strategies to supporting women who choose to maintain lactation after returning to work.

U.S. Department of Health and Human Services  
**HRSA**

---

---

---

---

---

---

---

---



## Provider Support

- Academy of Breastfeeding Medicine
- AAP Breastfeeding Promotion in Physicians' Office Practices (BPPPOP – Phase II)

U.S. Department of Health and Human Services  
**HRSA**

---

---

---

---

---

---

---

---



## CONTACT INFORMATION

Denise Sofka, MPH  
 Division of Research, Training and Education  
 5600 Fishers Lane, 18A-55  
 Rockville, MD 20857  
 dsotka@hrsa.gov or 301-443-2190

Karen Hench, RN, MS  
 Division of Perinatal Systems and Women's Health  
 5600 Fishers Lane, 10C-26  
 Rockville, MD 20857  
 khench@hrsa.gov or 301-443-9708

U.S. Department of Health and Human Services  
**HRSA**

---

---

---

---

---

---

---

---



**Dr. Suzanne Haynes,**  
**Asst. Director for Science**  
 HHS Office of Women's Health  
 Washington, DC

U.S. Department of Health and Human Services  
**HRSA**

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---




---

---

---

---

---

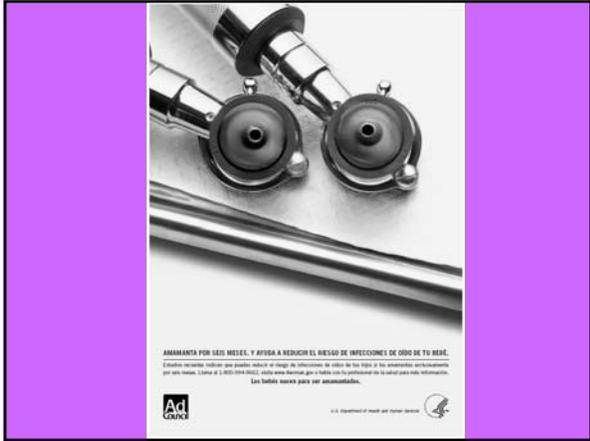
---

---

---

---

---




---

---

---

---

---

---

---

---

---

---

Using the  
National Breastfeeding  
Awareness Campaign  
to Improve  
Breastfeeding  
Among Healthy Start  
Participants

---

---

---

---

---

---

---

---

---

---

## KCHS Models

- ❖ Consortium
- ❖ Education and Training
- ❖ Outreach
- ❖ Care Coordination

---

---

---

---

---

---

---

---



serves as the  
Consortium for Kansas City Healthy Start

---

---

---

---

---

---

---

---

## Care Coordination sites

- ❖ Truman Medical Center
- ❖ Children's Mercy Hospital
- ❖ Cabot Westside Health Clinic
- ❖ KU Medical Center  
Child Development Unit
- ❖ Project EAGLE (early Head Start)

---

---

---

---

---

---

---

---

This **Community Demonstration Project (CDP)** is designed primarily to promote breastfeeding among Healthy Start participants

---

---

---

---

---

---

---

---

Participants reside in both **Kansas and Missouri** and are identified as families at risk

---

---

---

---

---

---

---

---

They are  
**79%** African American  
**15%** Latina  
**5%** Caucasian  
**1%** other

---

---

---

---

---

---

---

---

**Purpose:**

- ❖ To help increase breastfeeding rates for initiation from 70% to 75% for six months from 33% to 50% by 2010
- ❖ To educate health professionals regarding the benefits of breastfeeding and encourage them to promote breastfeeding to their clients

---

---

---

---

---

---

---

---

❖ The **goal** is promotion of breastfeeding among women of color

❖ The **focus** is illness prevention through breastfeeding promotion

---

---

---

---

---

---

---

---

**What KCHS is doing**



---

---

---

---

---

---

---

---

❖ All pregnant HS participants are given breastfeeding information as part of their prenatal program

---

---

---

---

---

---

---

---

❖ All pregnant HS participants are given breastfeeding information as part of their prenatal program

❖ An initial breastfeeding assessment is conducted

---

---

---

---

---

---

---

---

❖ At the start of this project in January 2003 there were no breastfeeding mothers in the Healthy Start sites

---

---

---

---

---

---

---

---

❖ At the start of this project in January 2003 there were no breastfeeding mothers in the Healthy Start sites

❖ Several had intended or attempted to breastfed but were unsuccessful

---

---

---

---

---

---

---

---

❖ The major barriers noted were lack of support from hospital staff and inability to achieve actual breastfeeding relationship. Mothers had the desire to breastfeed but for one reason or another had given up and turned to formula

---

---

---

---

---

---

---

---

Through our efforts so far, breastfeeding rates among our Healthy Start participants have **risen 20% and continue to improve along with perinatal outcomes**

---

---

---

---

---

---

---

---

❖ Breastfeeding has been entered as a component into the statistics kept for our Healthy Start program

---

---

---

---

---

---

---

---

Included in our educational efforts are

- ❖ In-home visits with one-on-one education

---

---

---

---

---

---

---

---

Included in our educational efforts are

- ❖ In-home visits with one-on-one education
- ❖ Community health promotion projects

---

---

---

---

---

---

---

---

Included in our educational efforts are

- ❖ In-home visits with one-on-one education
- ❖ Community health promotion projects
- ❖ Healthy Start staff and client trainings

---

---

---

---

---

---

---

---

Included in our educational efforts are

- ❖ In-home visits with one-on-one education
- ❖ Community health promotion projects
- ❖ Healthy Start staff and client trainings
- ❖ Participation incentives related to breastfeeding

---

---

---

---

---

---

---

---

- ❖ The outreach and support staff receives ongoing education surrounding breastfeeding issues

---

---

---

---

---

---

---

---

❖The outreach and support staff receives ongoing education surrounding breastfeeding issues

❖This occurs in a group setting and at training programs offered by MCHC

---

---

---

---

---

---

---

---

❖The outreach and support staff receives ongoing education surrounding breastfeeding issues

❖This occurs in a group setting and at training programs offered by MCHC

❖The Healthy Start groups are providing peer to peer support within their own geographic area

---

---

---

---

---

---

---

---

It is known that women  
--friends, relatives, etc.--  
who have  
successfully breastfed  
are the strongest influencers  
for breastfeeding  
SO.....

---

---

---

---

---

---

---

---

We use consumers with previous breastfeeding experience as mentors

We train them as  
Peer Counselors

---

---

---

---

---

---

---

---

This provides a vital mother-to-mother support and information system

---

---

---

---

---

---

---

---

We bolster confidence and create a sense of personal empowerment:

"You can do it – you can do anything."

---

---

---

---

---

---

---

---

EMPHASIZE POSITIVE CONSEQUENCES:

“Breastfeeding for six months gives your baby a lifetime of benefits.”

---

---

---

---

---

---

---

---

STRESS NEGATIVE CONSEQUENCES:

- ❖ Obesity
- ❖ Allergies
- ❖ Malocclusion
- ❖ Ear infections
- ❖ Gastrointestinal disorders
- ❖ Childhood cancers

---

---

---

---

---

---

---

---

- ❖ Breastfeeding mothers receive a home visit from the Healthy Start Clinical Nurse Family Advocate

---

---

---

---

---

---

---

---

❖ If further breastfeeding intervention and follow-up is warranted, mothers are then referred to the Lactation Consultant

---

---

---

---

---

---

---

---

❖ Instruction in the use and appropriate need for hand pumps is also provided

---

---

---

---

---

---

---

---

❖ Baby slings with the "Babies Are Born To Breastfed" embroidered on them were distributed to breastfeeding mothers in the Healthy Start sites.

---

---

---

---

---

---

---

---

❖ Instructions were given for use as a breastfeeding tool and to enhance mother/baby closeness

---

---

---

---

---

---

---

---

The Kansas City  
Healthy Start  
Breastfeeding CDP  
partners with  
other community efforts  
and organizations

---

---

---

---

---

---

---

---

❖ Pregnancy / Infant Child Committee programs featured speakers on breastfeeding to further enhance awareness of providers

---

---

---

---

---

---

---

---

❖ The **Lactation Consultants** on the project have spoken at in-service programs across the city to both WIC and various hospital staff nurses

---

---

---

---

---

---

---

---

❖ **Breastfeeding Task Force** was formed and met regularly to plan activities and support campaign

---

---

---

---

---

---

---

---

**Breastfeeding Task Force Projects**

❖ **Debi Bocar:**  
Breastfeeding  
Educator Program

❖ **Breast Fest**

---

---

---

---

---

---

---

---

❖ **Crib cards** were developed to promote breastfeeding and distributed throughout the city to hospitals, clinics, and given out at childbirth and breastfeeding classes

---

---

---

---

---

---

---

---

❖ **La Leche League** leaders have spoken to group meetings and offered additional support through the local hotline phone service

---

---

---

---

---

---

---

---

❖ We coordinate with **The Ad Council** to promote the media campaign including enhancements of contacts with television, radio, and other media outlets and distribute the campaign materials

---

---

---

---

---

---

---

---

❖ **Publicity Committee of MCHC** did some activities early on to set the stage for the program

---

---

---

---

---

---

---

---

❖ **July 2003 Quarterly Meeting of MCHC** was focused on Breastfeeding and its importance to brain development and children's learning capabilities

---

---

---

---

---

---

---

---

An outside speaker was brought in and Continuing Education credits were given. This meeting was attended by consumers, guests, and members of MCHC

---

---

---

---

---

---

---

---

❖ Work with the **International Association of Business Communicators**

---

---

---

---

---

---

---

---

❖ Work with the **International Association of Business Communicators**

❖ Recognize, enhance and appreciate the work that is being done in regard to employer issues

---

---

---

---

---

---

---

---

❖ Work with the **International Association of Business Communicators**

❖ Recognize, enhance and appreciate the work that is being done in regard to employer issues

❖ Present awards at the **Breast Fest** to individuals and employers who support and nurture the breastfeeding couple in our area

---

---

---

---

---

---

---

---

❖ Work with the **International Association of Business Communicators**

❖ Recognize, enhance and appreciate the work that is being done in regard to employer issues

❖ Present awards at the **Breast Fest** to individuals and employers who support and nurture the breastfeeding couple in our area

❖ One component of the breastfeeding classes for consumers is how to incorporate breastfeeding and working

---

---

---

---

---

---

---

---

❖ We encourage fathers/partners and other family members to be actively involved throughout the breastfeeding experience

---

---

---

---

---

---

---

---

❖ We encourage fathers/partners and other family members to be actively involved throughout the breastfeeding experience

❖ Partners and family members are encouraged to attend the breastfeeding classes along with the expectant mother

---

---

---

---

---

---

---

---

- ❖ We encourage fathers/partners and other family members to be actively involved throughout the breastfeeding experience
- ❖ Partners and family members are encouraged to attend the breastfeeding classes along with the expectant mother
- ❖ Presentations to high school groups and Teen Clinics include the importance of the family and partner to the success of breastfeeding

---

---

---

---

---

---

---

---

- ❖ Part of the long term plan of the **Breastfeeding Task Force** is to reach out to daycare workers with education about the importance of and handling of breastmilk

---

---

---

---

---

---

---

---

- ❖ They also plan to meet with and educate the local faith organizations to raise awareness in the African American community of the impact of a breastfed baby on the health of the infant and its mother

---

---

---

---

---

---

---

---

❖ The local breastfeeding “hot line” is in use and the La Leche League leaders who answer the phone have received a training package related to the Ad Council campaign

---

---

---

---

---

---

---

---

❖ The AAP educational CD has been presented at local hospitals, medical schools, and nursing staff in-services

---

---

---

---

---

---

---

---



Breastfeeding helps  
the Maternal and Child Health Coalition  
attain our vision that  
every mother and child  
in Greater Kansas City will be healthy

---

---

---

---

---

---

---

---

# Breastfeeding



Nature's Way

---

---

---

---

---

---

---

---