Breastfeeding in Colorado

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Health Equity

All people deserve to live healthy lives.

Barriers exist.

Community involvement.
Benefits of Breastfeeding

Breastfeeding improves the health of mom and child by reducing the risks of:

For Mom:
- Breast cancers
- Ovarian cancers
- Heart disease
- Diabetes
- Rheumatoid arthritis
- Weak bones and breaks

For Baby:
- SIDS
- Respiratory tract and ear infections
- Diarrhea and other stomach problems
- Childhood obesity
- Leukemia and childhood cancers
- Asthma, allergies and eczema

Source: Pediatrics, March 2012, 129 (3).

The longer breastfeeding occurs, the more health benefits mom and baby receive. Goal is at least 12 months.
Benefits of Breastfeeding

To Baby

To Child Care Professional

To Mom

To Community and Environment
Amazing Breast Milk

More than formula.
Antibodies = immunity.
Inhibits bacteria.
Supply and demand.

Building Blocks of Breastmilk idea developed by Christy Jo Hendricks for the California WIC Program
www.birthingandbreastfeeding.com
www.facebook.com/birthingandbreastfeeding
Recommendations

All major medical organizations.

At least 12 months.

6 months exclusive.

Keep going!
In Colorado Babies Breastfeed

~90%
Started breastfeeding

~23%
Breastfed exclusively for 6 months

~40%
Breastfed at least 1 year
# Breastfeeding Report Card

<table>
<thead>
<tr>
<th>Proportion of infants breastfed</th>
<th>Healthy People 2020 Target</th>
<th>U.S. National*</th>
<th>Colorado*</th>
<th>Colorado WIC**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever</td>
<td>81.9%</td>
<td>83.2%</td>
<td>90.9%</td>
<td>82%</td>
</tr>
<tr>
<td>At 6 months</td>
<td>60.6%</td>
<td>57.6%</td>
<td>63.9%</td>
<td>29%</td>
</tr>
<tr>
<td>At 1 year</td>
<td>34.1%</td>
<td>35.9%</td>
<td>40.0%</td>
<td>25%</td>
</tr>
<tr>
<td>Exclusively through 3 months</td>
<td>46.2%</td>
<td>46.9%</td>
<td>57.2%</td>
<td>27%</td>
</tr>
<tr>
<td>Exclusively through 6 months</td>
<td>25.5%</td>
<td>24.9%</td>
<td>22.4%</td>
<td>13%</td>
</tr>
</tbody>
</table>

*CDC National Immunization Survey (NIS) 2018, 2015 births  
**WIC Compass data for 2017
Breastfeeding Report Card

- Ever Breastfed: 90.9%
- Breastfed at 6 months: 63.9%
- Breastfed at 12 months: 57.2%
- Exclusively breastfed at 3 months: 40.0%
- Exclusively breastfed at 6 months: 22.4%

*CDC National Immunization Survey (NIS) 2018, 2015 births
Barriers to Breastfeeding

- Social norms.
- Lack of knowledge.
- Lack of support.
- Lack of maternity leave or paid leave.
- Healthcare practices and policies.
- Marketing by infant formula companies.
- Work or school.
Disparities
Colorado Breastfeeding Initiation and Duration Rates, Medicaid and non-Medicaid, 2003 and 2013

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
Colorado Breastfeeding Initiatives
Maternity Care Settings and Medical Offices
The TEN STEPS to Successful Breastfeeding

1. **HOSPITAL POLICIES**
   - Hospitals support mothers to breastfeed by...
   - Not promoting formulas, bottles or tanks...
   - Making breastfeeding easy...
   - Keeping track of support for breastfeeding...

2. **STAFF COMPETENCY**
   - Hospitals support mothers to breastfeed by...
   - Training staff on supporting mothers...
   - Effective breastfeeding skills...

3. **ANTENATAL CARE**
   - Hospitals support mothers to breastfeed by...
   - Preparing women to be ready to breastfeed...
   - Helping mothers to keep breastmilk in the breast right away...

4. **CARE RIGHT AFTER BIRTH**
   - Hospitals support mothers to breastfeed by...
   - Encouraging skin-to-skin contact between mother and baby soon after birth...
   - Helping mothers feed their baby...

5. **SUPPORT MOTHERS WITH BREASTFEEDING**
   - Hospitals support mothers to breastfeed by...
   - Checking and managing breastfeeding...
   - Giving practical breastfeeding support...

6. **SUPPLEMENTING**
   - Hospitals support mothers to breastfeed by...
   - Giving only breast milk...
   - Introducing donor milk or supplemental when needed...

7. **ROOMING-IN**
   - Hospitals support mothers to breastfeed by...
   - Letting mothers and babies stay together day and night...
   - Helping mothers know when their baby is hungry...

8. **RESPONSIVE FEEDING**
   - Hospitals support mothers to breastfeed by...
   - Helping mothers know when their baby is hungry...
   - Helping mothers breastfeed their baby...

9. **BOTTLES, TEATS AND PACIFIERS**
   - Hospitals support mothers to breastfeed by...
   - Cautious mothers on the use of feeding bottles and pacifiers...
   - Helping mothers to improve breastfeeding support...

10. **DISCHARGE**
    - Hospitals support mothers to breastfeed by...
    - Working with mothers in discharge support...
    - Helping mothers breastfeed their baby...
Mothers of **Healthy Breastfed** Infants, by Five Successful Hospital Breastfeeding Practices (Can Do 5!), 2012-2013

- **Mothers Experienced All Five Successful Practices**
- **Mothers Did Not Experience All Five Successful Practices**

*Differences are statistically significant at weeks 1-19.*

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
Colorado Baby-Friendly Hospital Collaborative

- Goal = increase breastfeeding supportive maternity practices
- 2013- Present
- State level support system:
  - Training
  - Technical assistance
  - Financial assistance
  - Collaboration
- CDC and MCH grant funded
16 Designated Facilities!

- 13 CBFHC Members Designated
- 3 Designated prior to 2011
- 11 Additional CBFHC members
43% Live births at Designated Facility

~50% Projected live births by 2020

7% Additional CBFHC Members

Medicaid paid births

40% CBFHC facilities

20% Previously designated facilities

10 Urban

5 Suburban

6 Rural
Caesarean Birth Rate, by 4-D Pathway Phase, 2016 (n=9)

- Development: 41.0%
- Dissemination: 25.0%
- Designation: 24.6%
- Certified Baby-Friendly: 23.6%

CBFHC Survey Data, CDPHE.
Baby-Friendly Nationally

530 facilities
>25% births
8.1% = HP2020 Legislation
• Medically fragile
• Support
• Unique needs
• Nutrition = High protein/energy
• Neuro-cognitive development
• Goals: growth, human milk
Human Milk Fortifier

Better meets nutritional needs

Healthcare guidelines

Two recipes

WIC = One month supply
## HMF Nutrition

Intake for 2 kg infant at ~120 kcal/kg

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>Human Milk</th>
<th>HM enriched w/ PTDF* (sprinkles)</th>
<th>HM:HMF 1:50</th>
<th>HM:HMF 1:25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Volume, mL/kg</td>
<td>180</td>
<td>150</td>
<td>165</td>
<td>150</td>
</tr>
<tr>
<td>Protein, g/kg</td>
<td>1.6</td>
<td>1.9</td>
<td>3.2</td>
<td>3.9</td>
</tr>
<tr>
<td>Ca, mg/kg</td>
<td>40</td>
<td>55</td>
<td>132</td>
<td>185</td>
</tr>
<tr>
<td>P, mg/kg</td>
<td>23</td>
<td>32</td>
<td>72</td>
<td>102</td>
</tr>
<tr>
<td>Zn, mcg/kg</td>
<td>360</td>
<td>513</td>
<td>1110</td>
<td>1700</td>
</tr>
</tbody>
</table>

*PTDF: preterm discharge formula;  
**Red** = below estimated nutritional needs.  
Estimated needs at D/C: Protein (2.5-3.1 g/kg); Ca (70-140 mg/kg); P (35-90 mg/kg); Zn (1100-2000 mcg/kg); Vitamin D (>400 IU/d).  

[Department of Public Health & Environmental Protection]
Education/classes
Support groups
Pumps
Peer Counselors
Breastfeeding experts
# Breast Milk Storage Guidelines*

<table>
<thead>
<tr>
<th>Location</th>
<th>Temperature</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Countertop or Table</td>
<td>Room Temperature</td>
<td>Up to 4 hours</td>
</tr>
<tr>
<td>Freshly expressed milk</td>
<td>Up to 77°F (25°C)</td>
<td></td>
</tr>
<tr>
<td>Warmed or thawed frozen milk</td>
<td></td>
<td>1 hour</td>
</tr>
<tr>
<td>Refrigerator</td>
<td>Below 40°F (4°C)</td>
<td>Up to 4 days</td>
</tr>
<tr>
<td>Freshly expressed milk</td>
<td></td>
<td>Up to 1 day</td>
</tr>
<tr>
<td>Thawed frozen milk</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Insulated cooler/</td>
<td>5 - 40°F (-15-4°C)</td>
<td>Up to 24 hours</td>
</tr>
<tr>
<td>Icepacks</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freezer Compartment Inside</td>
<td>5°F (-15°C)</td>
<td>2 Weeks</td>
</tr>
<tr>
<td>Refrigerator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Freezer Compartment Attached to</td>
<td>At or below 0°F (-18°C)</td>
<td>Up to 6 Months</td>
</tr>
<tr>
<td>Refrigerator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deep Freezer</td>
<td>At or below -4°F (-20°C)</td>
<td>Up to 12 Months</td>
</tr>
</tbody>
</table>

*These guidelines are for healthy full term babies and may vary for premature or sick babies. Check with your healthcare provider. Guidelines are for home use only and not for hospital or child care use.
Medical Office

Trusted source
Lack of training
Toolkit
Resources

www.bouldercounty.org/families/pregnancy/breastfeeding/breastfeeding-friendly-health-care/
Self-Assessment
Policy
Staff training
Patient education
Environment
Continuity of Care

www.bouldercounty.org/families/pregnancy/breastfeeding/breastfeeding-friendly-health-care/
Let's REPLACE HOSPITAL FORMULA GIFT BAGS WITH BREASTFEEDING SUPPORT BAGS

breastfeedingneeds.com
Mother Reported Hospital Gave Gift Pack with Formula

* Statistically significant change from previous year

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
ACTION

Speak up
Request support
Provide info
Join a coalition

www.breastfeedcolorado.com
www.cobfc.org
Breastfeeding in Child Care and the Workplace
Breastfeeding And Work

Fastest growing segment of U.S. workforce.

Negatively impacts initiation and duration.

Critical role of support.
2014 Child Care Survey

437 respondents
Positive attitude

Gaps:
- Storage and handling
- Benefits
- Feeding cues
- Influence
Advisory Committee

Toolkits = Consistent messaging

• Centers
• Home providers
• Mom’s Tips

Spanish versions

Free Trainings

Posters
Benefits

General info

Timing and cues

Paced bottle feeding

Storage and handling

Self-Assessment

Resources

www.breastfeedcolorado.com
Pumping tips
Preparing baby for a bottle
Estimating amounts
Growth spurts
Older babies
State laws
Storage
Resources
Breastfeeding Welcome Here
Why Accommodate?

It’s the LAW
Employee satisfaction
Retention
ROI 3:1
Better health
Estimated Savings

$18 Billion in health care costs
1,000 lives
>$1,000 per employee claims
<table>
<thead>
<tr>
<th>Colorado State Law</th>
<th>Federal Law</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 or more employees</td>
<td>≥50 employees</td>
</tr>
<tr>
<td>2 years</td>
<td>1 year</td>
</tr>
<tr>
<td>Reasonable paid/unpaid break time</td>
<td></td>
</tr>
<tr>
<td>Private space - NOT toilet stall</td>
<td></td>
</tr>
<tr>
<td>Not discriminate</td>
<td></td>
</tr>
</tbody>
</table>

*Law states nothing preempts a state law that provides greater protection*
Resources
New grant cycle
Local coalitions
Momentum
Amendment 35 = Tobacco Taxes

3 year cycle

Breastfeeding strategy:
- Employers
- Child care professionals
- Public spaces
- Continuity of care
- Local resources
Boulder’s
Toolkits

Employer
Child Care
Mom’s
Medical provider

www.bouldercounty.org/families/
pregnancy/breastfeeding/
ACTION

Talk to your employer
Create a space
Share toolkit and resources
Connect
Provide: local coalition support, resources, connections, assistance

Events = Normalize:

- Breastival
- Colorado Breastfeeding Conference - Sept 20-21
- Colorado Rockies Day
- Advocacy Day
Thank You!

Stacy Miller
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Breastfeeding Resources @
www.breastfeedcolorado.com

Colorado Breastfeeding Coalition
www.cobfc.org