

## Missouri State of the State: A Breastfeeding Update

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## American Academy of Pediatrics

Breastfeeding and the Use of Human Milk  
*Pediatrics* 2012;129:e827–e841

- Recommends exclusive breastfeeding for approximately the first six months of life
- Continue breastfeeding to at least a year or beyond
- Add solid foods at about six months of life

### US Breastfeeding Rates (%)

	Any Initiation	Any 6mo	Any 12mo	Excl 3mo	Excl 6mo
<u>All women*</u>	<u>81.1</u>	<u>51.8</u>	<u>30.7</u>	<u>44.4</u>	<u>22.3</u>
Hispanic/Latino**	82.1	48.5	27.2	35.7	14.9
White**	76.5	45.8	24.1	35.4	14.6
Black/AA**	59.9	29.3	12.9	20.0	6.2

CDC Breastfeeding Report Card 2016\* 2009\*\*  
[www.cdc.gov/breastfeeding](http://www.cdc.gov/breastfeeding)

### Breastfeeding Initiation Rates Any (%)

1. Utah	94.4
2. Idaho	92.9
3. Oregon	92.5
4. Alaska	90.8
5. Hawaii	90.6
10T. Massachusetts	87.4 (National Ave 81.1%)
15. Missouri	85.4
51. Louisiana	60.9
52. Mississippi	52.0

2016 CDC Breastfeeding Report Card

### Breastfeeding Rates Exclusive 3 Mo (%)

1. Montana	60.7
2. Vermont	58.0
3. Colorado	57.3
4. Wyoming	57.0
5. Idaho	56.7
18. Missouri	49.7
20. Massachusetts	49.2 (National Ave 44.4%)
51. Louisiana	26.8
52. Mississippi	21.4

2016 CDC Breastfeeding Report Card

### Breastfeeding Rates Exclusive 6 Mo (%)

1. Montana	33.8
2. Maine	32.0
3. Minnesota	31.4
4. Vermont	31.3
5. Oregon	30.6
23. Missouri	24.7 (National Ave 22.3%)
40. Massachusetts	19.9
50. Alabama	10.9
51. Mississippi	9.3

2016 CDC Breastfeeding Report Card

## mPINC Survey

- mPINC stands for Maternity Practices in Infant Nutrition and Care
- CDC national survey of maternity facilities
- Started in 2007 and is conducted every 2 years
- 7 sections, 52 questions
- You get one score out of 100

## 2015 mPINC Score

<u>Year</u>	<u>National</u>	<u>Missouri</u>	<u>Rank</u>
2007	63	62	24 <sup>th</sup>
2009	65	64	24 <sup>th</sup>
2011	70	66	35 <sup>th</sup>
2013	75	71	36 <sup>th</sup>
2015	79	75	37 <sup>th</sup>

## Ban the Bags

- Refers to stopping the distribution of formula company sponsored (free) discharge bags
- Research shows that mothers who receive these bags, even bags that don't contain formula, have lower breastfeeding rates

## Ban the Bags Clarification

- Banning the bags does not mean that you have to start paying for your infant formula and other products
- You can ban the bags tomorrow at no cost
- Increases your mPINC score by 7 points



## Bag Free

### States

- Rhode Island (all 7 maternity facilities)
- Massachusetts (49)
- Delaware
- Maryland
- New Hampshire (19)

## From the Ross Employee Manual

“Never underestimate the role of nurses. If they are sold and serviced properly, they can be strong allies. A nurse who supports Ross is like another salesman.”

(Ross infant formulas include Similac and Isomil)

## Baby-Friendly Hospital Initiative

- International designation, WHO and UNICEF
- Compliance with the Ten Steps to Successful Breastfeeding at >80%
- Pay fair market value for formula and infant feeding supplies

## US Baby-Friendly Facilities

As of September, 2016

- Of ~3250 total US maternity facilities
- 349 awarded Baby-Friendly designation
- 18% of births
- (Up from 2.9% in 2007)

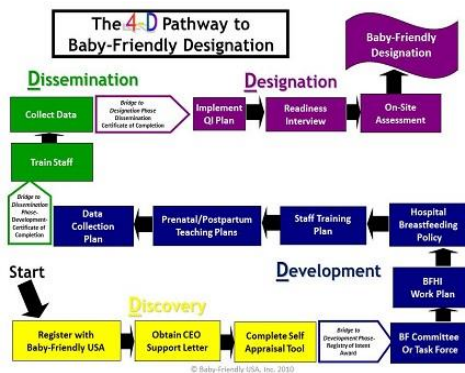
## % Births at Baby-Friendly Facilities

2016 CDC Breastfeeding Report Card

1. Rhode Island	98.2
2. Delaware	85.8
3. New Hampshire	50.0
4. Connecticut	47.0
5. California	38.9
Missouri	6.0

## The 4-D Pathway to Baby-Friendly Designation

- D1 Discovery
- D2 Development
- D3 Dissemination
- D4 Designation



## The Ten Steps to Successful Breastfeeding

1. Have a written breastfeeding policy that is routinely communicated to all health care staff
2. Train all health care staff in skills necessary to implement this policy
3. Inform all pregnant women about the benefits of breastfeeding
4. Help mothers initiate breastfeeding within one hour of birth
5. Show mothers how to breastfeed and how to maintain lactation, even if they should be separated from their infants
6. Give newborn infants no food or drink other than breast milk, unless medically indicated
7. Practice rooming-in – allow mothers and infants to remain together 24 hours a day
8. Encourage breastfeeding on demand
9. Give no artificial teats or pacifiers to breastfeeding infants
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic

## Clarification: Prenatal Education

The education should begin in the 1<sup>st</sup> trimester.  
Pregnant women  $\geq 32$  weeks will be surveyed.

- Written information given out and reviewed
- Importance of breastfeeding
- Importance of exclusive for about 6 months
- Basic management (position, latch)
- Skin-to-skin contact
- Rooming-in
- Risks of supplements while breastfeeding

## Clarification: STS Vaginal Birth

- Immediate and uninterrupted skin-to-skin contact until the completion of the first breastfeeding - or for at least 1 hour if not breastfeeding
- Mother encouraged to look for signs when baby ready to feed and offered help, if needed
- Applies to all babies

## Clarification: STS C-Section Birth

- Starts when mother responsive and alert
- Continues uninterrupted until completion of the first breastfeed (or for at least one hour if not breastfeeding)
- Mother encouraged to look for signs when baby ready to feed and offered help, if needed

## Clarification: Rooming In

- Rooming in 24 hrs a day is the standard of care
- Healthy vaginal births - no nursery pit stop
- Up to 1 hour per day allowed out of room for facility procedures (like circ, antibiotics, tongue tie clip). Time out and back documented.
- If our per mother's request: it was discussed and documented

## Clarification: Pacifiers

BMC Pacifier Policy. Pacifiers allowed:

- For babies in NICU
- For babies on NAS protocol
- If significant maternal separation (like mom in ICU)
- If family brings one in on their own (discuss and document)

## Missouri Baby-Friendly Hospitals

- Hannibal Regional Hospital, Hannibal (2009) Re-designated 2014-2019
- Truman Medical Center, Hospital Hill, Kansas City (10/14)
- Fitzgibbon Hospital, Marshall (11/14)
- Univ of Missouri Women's and Children's Hospital, Columbia (5/15)