

Making the Case for Breastfeeding Quality Improvement in LA County



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LA County Breastfeeding Summit
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Breastfeeding: A Public Health Issue

- Optimal infant nutrition
- Prevention of acute & chronic disease
- Promotion of early attachment & bonding
- Supports socio-cognitive development



Breastfeeding: An Economic Issue

- If 90% of US families could comply with medical recommendations to breastfeed exclusively for 6 months, the United States would save \$13 billion per year

Bartick, *Pediatrics*, 2010



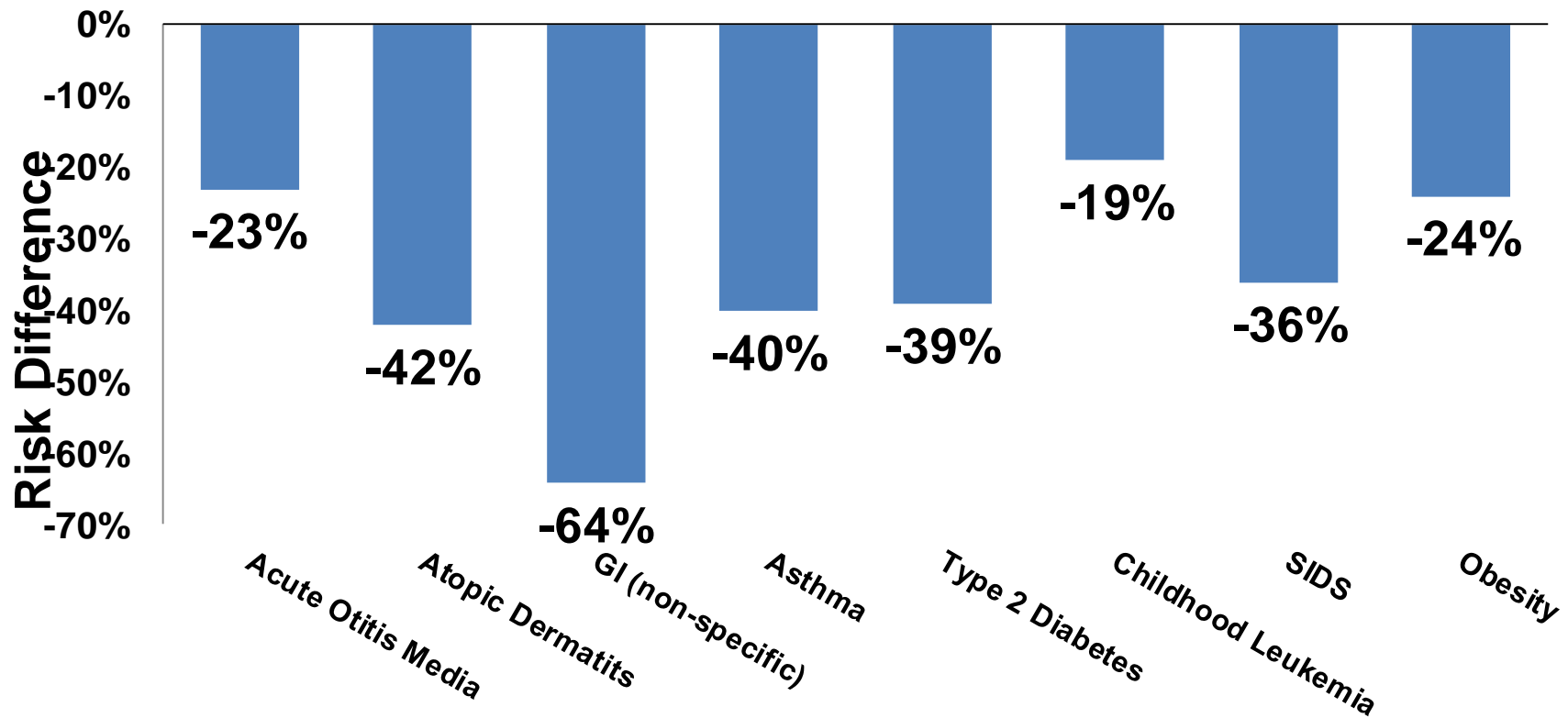
Breastfeeding: A Health Disparities Issue

- Health disparities are associated with
 - Poverty
 - Education
 - Race/Ethnicity
- Breastfeeding is a great equalizer



Breastfeeding: Important for Babies

Risk Differences for Various Diseases



IP, AHRQ, 2007



Breastfeeding Reduces the Risk of Childhood Obesity

- Exclusive breastfeeding for 3 to 6 months is associated with reduced risk for childhood overweight
- Breastfeeding reduces the risk of obesity by 4% for each month of exclusive breastfeeding

Ip, *AHRQ*, 2007

Dewey, *JHL*, 2003

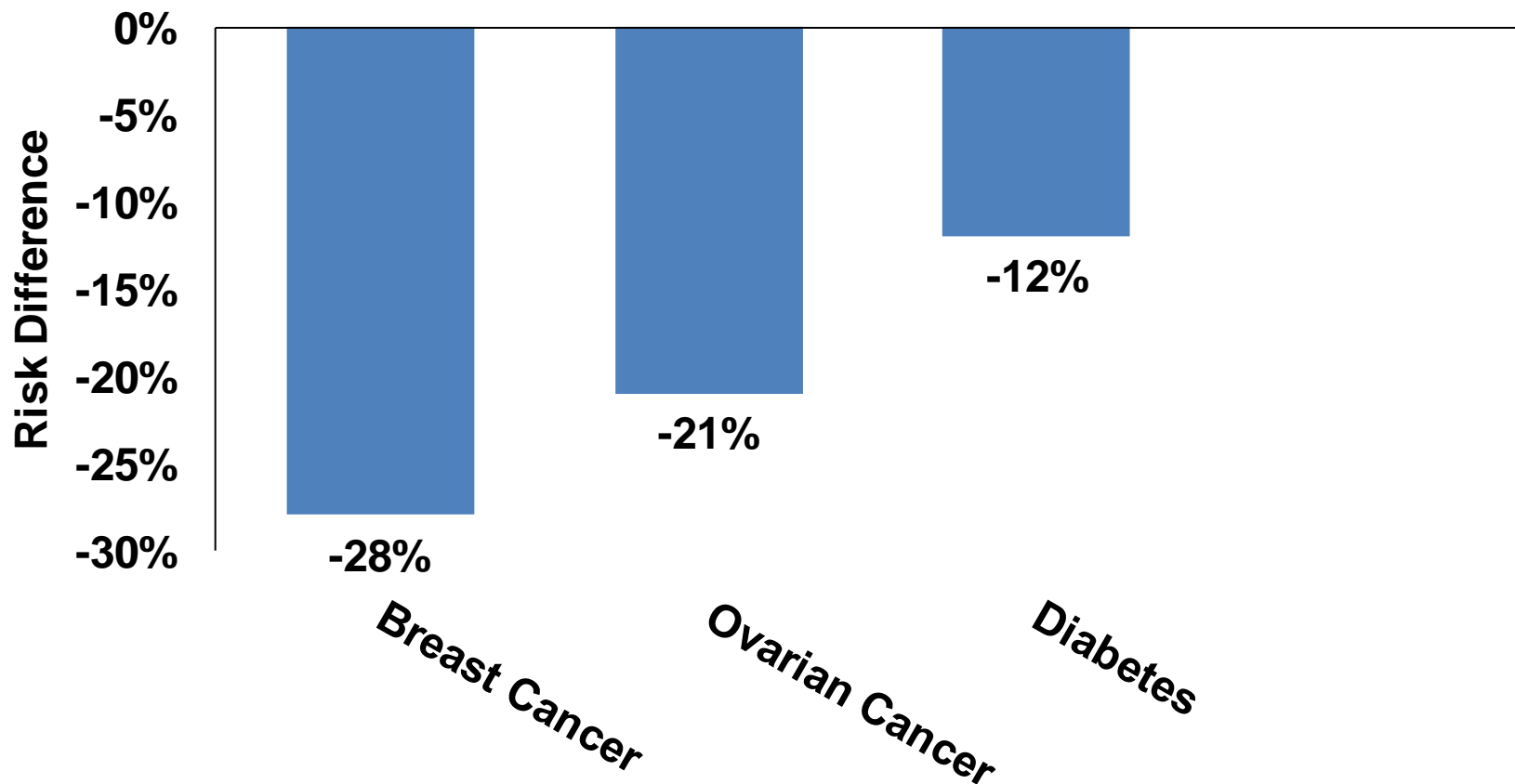
Miralles, *Obesity*, 2006



William Duke

Breastfeeding: Important for Mothers

Risk Differences of Various Diseases

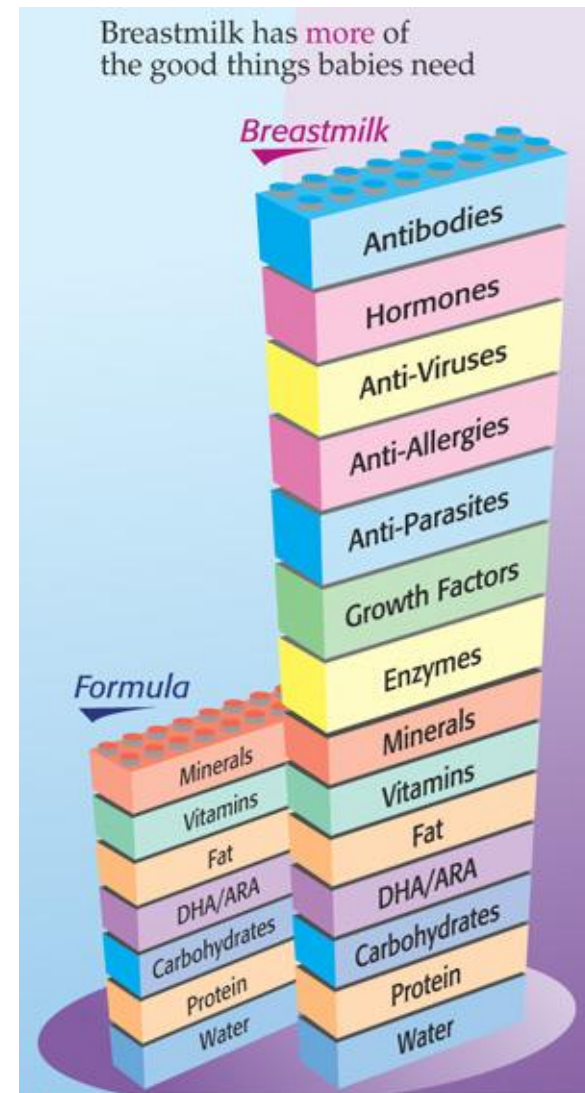


Ip, *AHRQ*, 2007



Breastfeeding: Explosion of New Evidence

- Immunology
- Cardiovascular Disease
- Diabetes
- Cancer



Healthy People 2020 Objectives

- Increase the proportion of infants who are breastfed
 - Ever
 - At 6 months
 - At 12 months
 - 3 months exclusively
 - 6 months exclusively



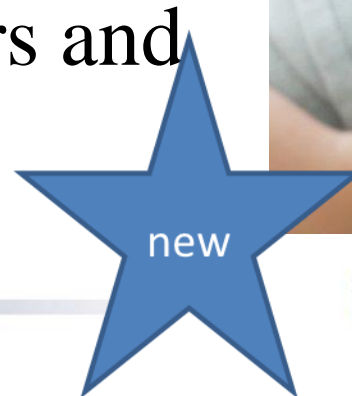
Healthy People 2020 Objectives

- Increase the number of employers that have workplace lactation support programs



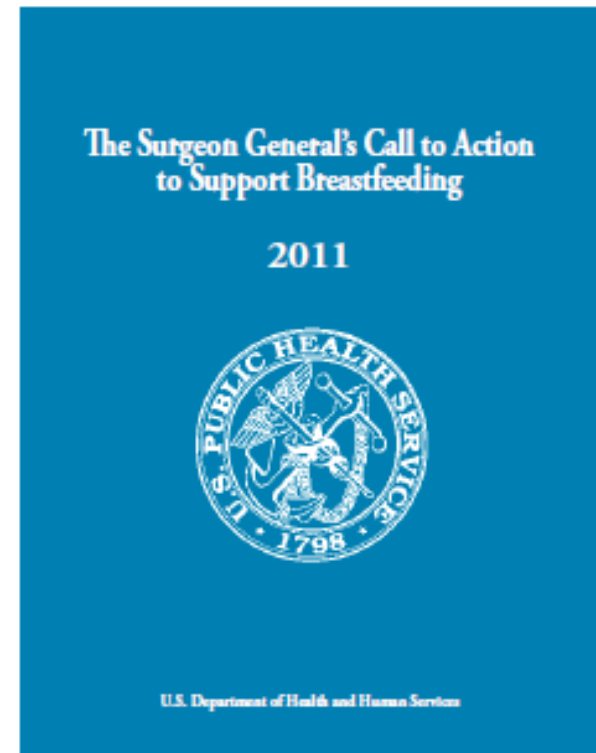
Healthy People 2020 Objectives

- Decrease the % of breastfed newborns that receive formula supplementation within the first 2 days of life
- Increase the % of live births that occur in facilities that provide the recommended care for lactating mothers and their babies



The Surgeon General's Call to Action to Support Breastfeeding

- Identifies barriers to breastfeeding
- Recommends actions for
 - Mothers and their families
 - Communities
 - Health care
 - Employment
 - Research and surveillance
 - Public health



The Joint Commission

- Perinatal Care Core Measure Set
 - elective delivery
 - Cesarean section
 - use of antenatal steroids
 - healthcare-associated bloodstream infections in newborns
 - **exclusive breast milk feeding**



Affordable Care Act Preventive Services ~ Women's Health

- Well-woman visits
- Gestational diabetes screening
- Domestic violence screening
- FDA-approved contraceptive methods
- **Breastfeeding support, supplies, & counseling**
- HPV DNA testing
- Sexually transmitted infections counseling
- HIV screening and counseling



Los Angeles County

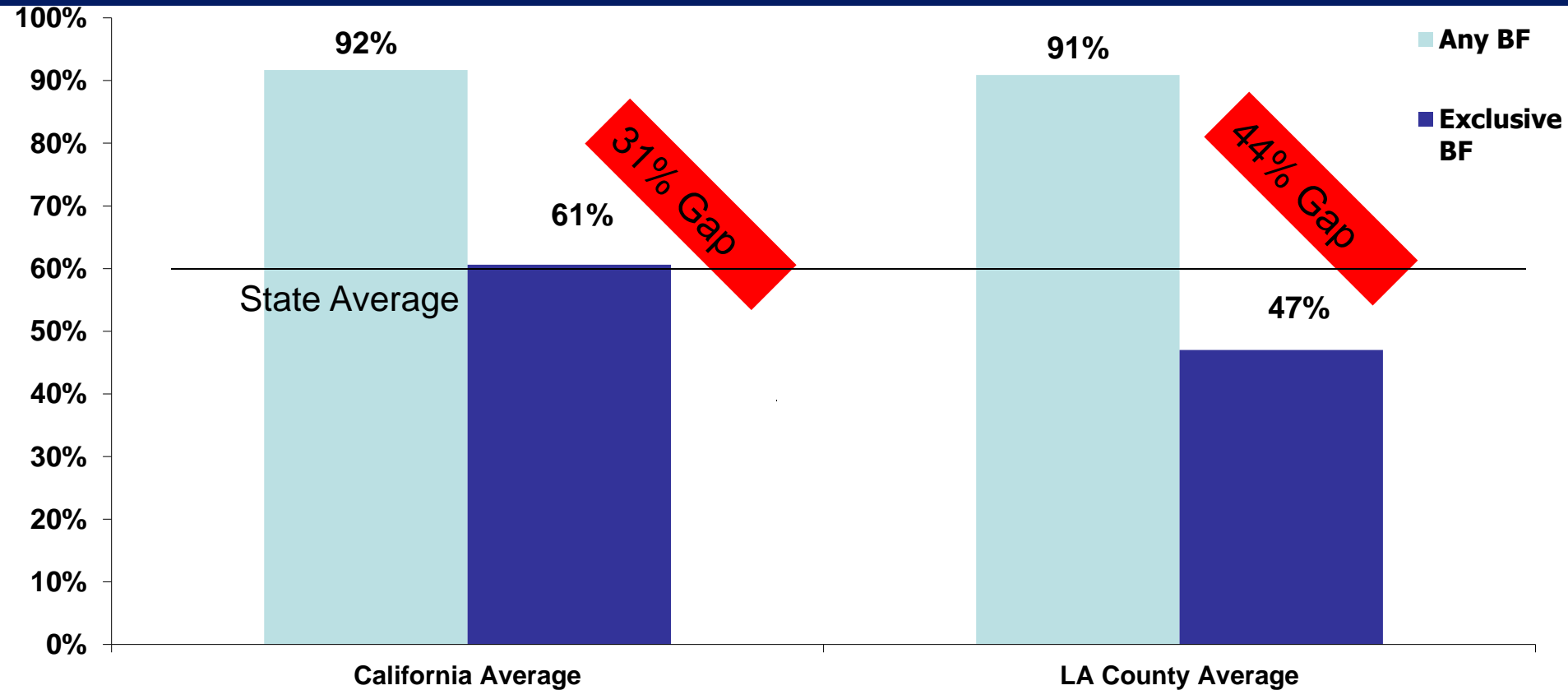
58 birthing hospitals



Approx.
133,000
births in
2010



Percent Any/Exclusive In-Hospital Breastfeeding: 2011

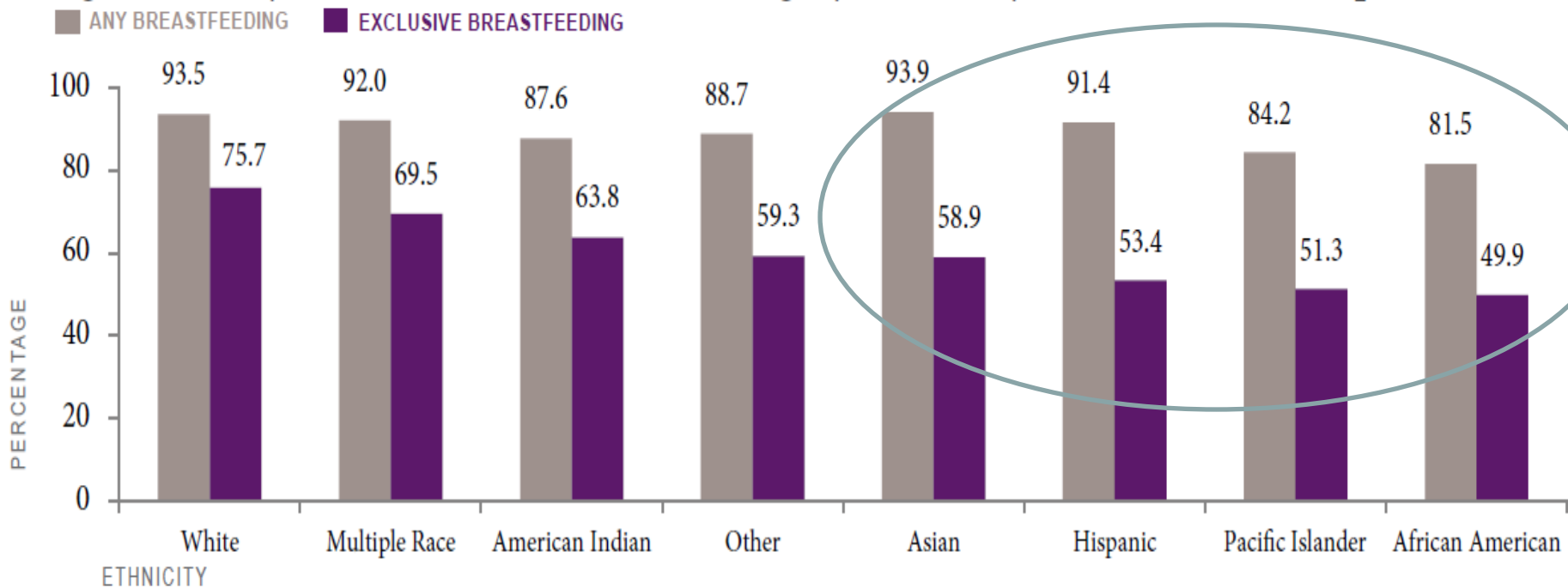


Source: California Department of Public Health, Genetic Disease Screening Program, Newborn Screening Data



Breastfeeding Rate Disparities

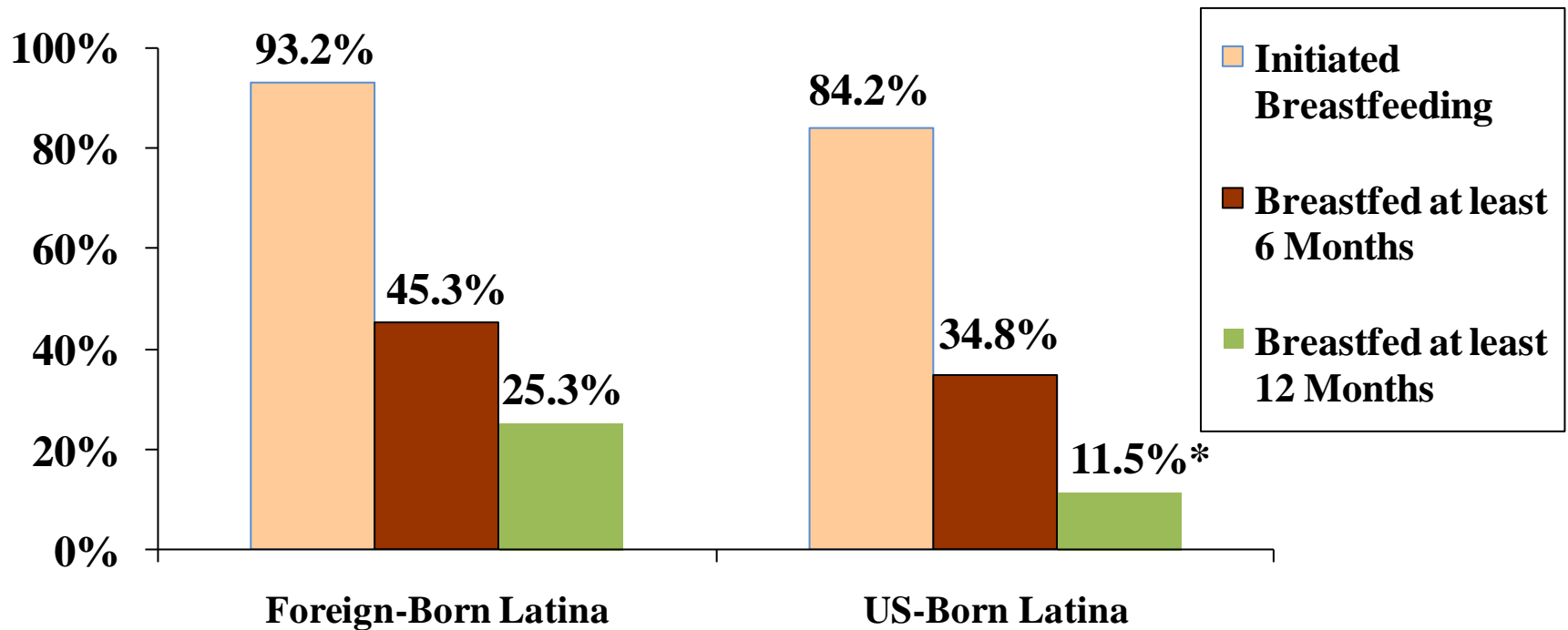
Figure 1. Any and Exclusive Breastfeeding by Ethnicity in California Hospitals (2011)



Source: California Department of Public Health Genetic Disease Screening Program, Newborn Screening Data, 2011.



Percent of Latina Mothers who Initiated Breastfeeding, & Breastfed at least 6 Months, & 12 Months by Birthplace, 2011



Source: LACHS, 2011.

*The estimate is statistically unstable (relative standard error $\geq 23\%$) and therefore may not be appropriate to use for planning or policy purposes.



Supplementation of Breastfed Infants

- In 16 LA hospitals, more than 75% of breastfed infants are given formula
- In 5 LA hospitals, more than 90% of breastfed infants are given formula
- **CDC uses 10% as a benchmark**



How Do Policies Influence Breastfeeding Practices?



Baby-Friendly Hospital Initiative

WHO/UNICEF Initiative

- Hospitals recognized for practicing research-based quality care that supports exclusive breastfeeding
- External review to achieve the Baby-Friendly designation

How many hospitals are Baby-Friendly?

Globally	20,000+
United States	150
California	57
Los Angeles County	13

www.babyfriendlyusa.org



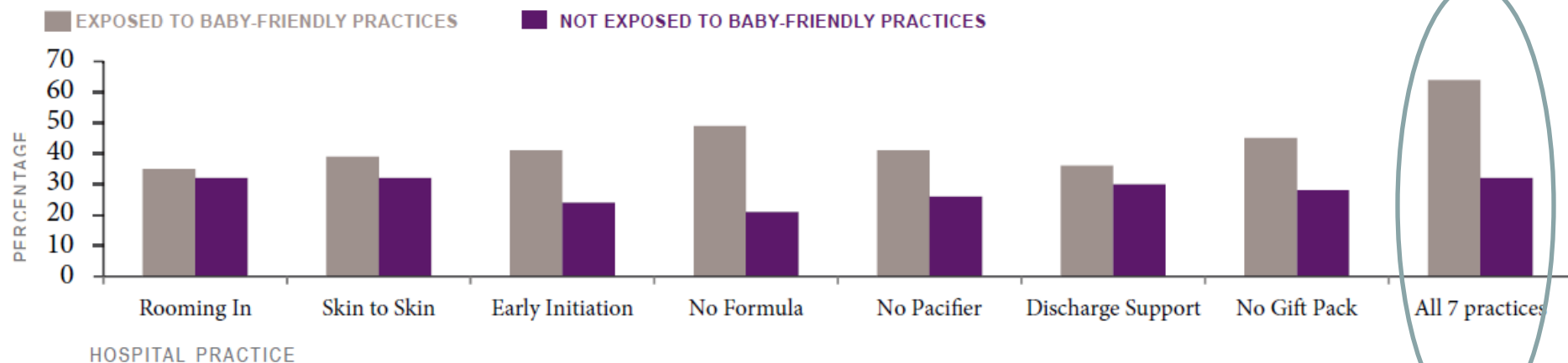
Examples of Baby-Friendly Policies

- Mothers & babies stay together
- Mothers are given all the information they need to breastfeed
- Mothers are helped to get started right after birth
- Supplementation is not given without medical need



Exclusive Breastfeeding at 3 Months by Hospital Experience

Figure 3. Mothers Reporting Exclusive Breastfeeding at 3 Months of Age, by Hospital Experience (2010)



Source: Maternal and Infant Health Assessment Survey, 2010 (www.cdph.ca.gov/MIHA)



Impact of Baby-Friendly Hospital Policies

- Higher exclusive breastfeeding rates during and after the hospital stay
- ***Even among populations that do not traditionally breastfeed***

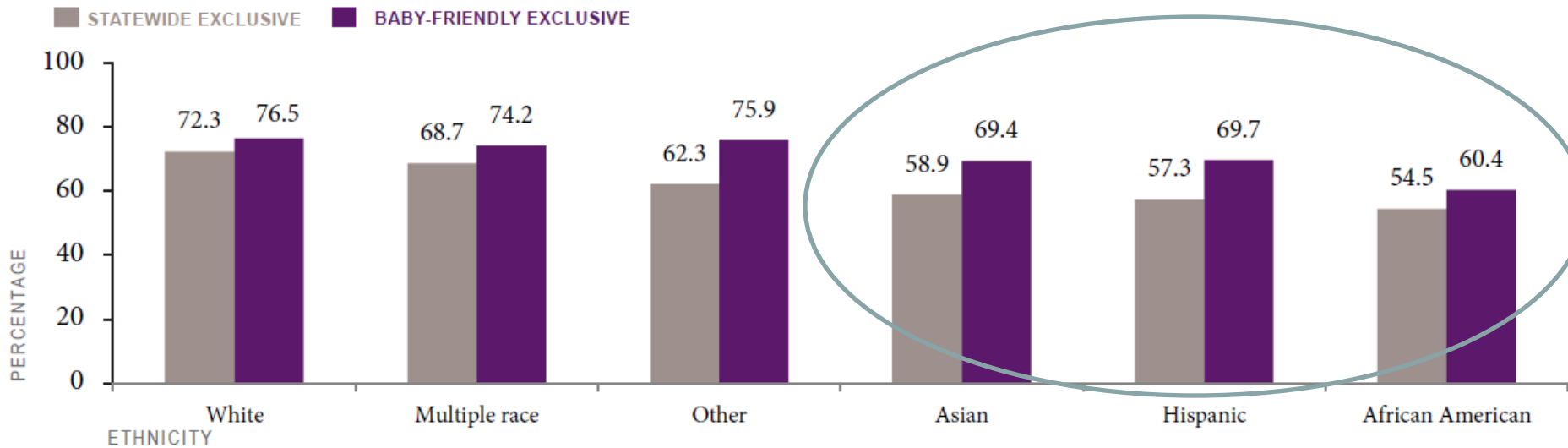


JAMA, 200; Pediatrics, 2005; Curr Opin Pediatr. 2009; Breastfeed Med. 2008; Am J Public Health, 2009



All California Hospitals vs Only Baby-Friendly Hospitals

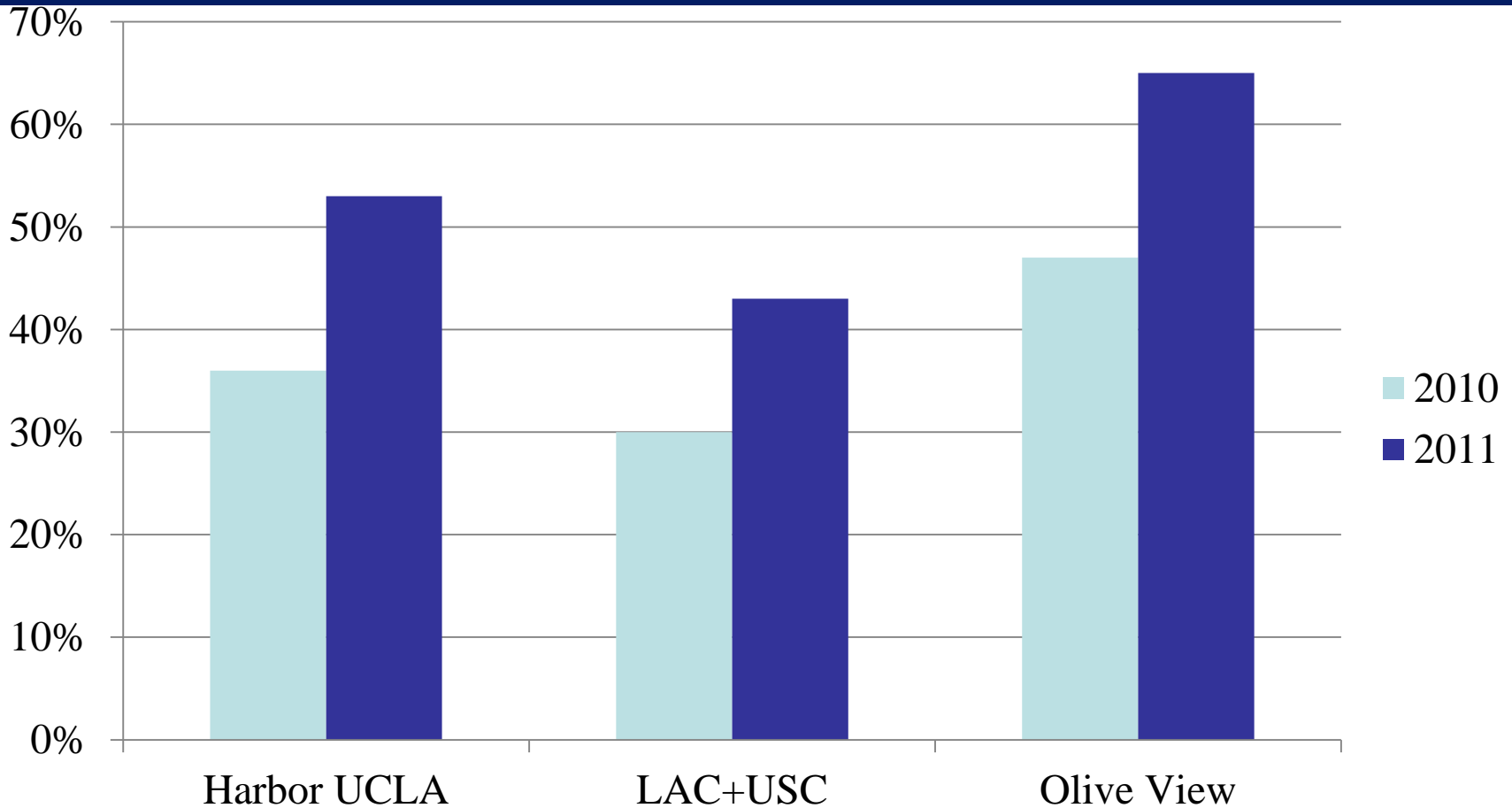
Figure 2. Exclusive Breastfeeding by Ethnicity; All California Hospitals Versus Only Baby-Friendly Hospitals (2011)



Source: California Department of Public Health Genetic Disease Screening Program, Newborn Screening Data, 2011.



Exclusive Breastfeeding Increased



Source: California Department of Public Health, Genetic Disease Screening Program, Newborn Screening Data



Why Policies Work

- Policies bring tools and resources that are needed to change practice
- Staff members see policies as indicators of buy-in from administration
- Policies protect staff and mothers
- Policies “bust myths” through documentation



Regional Hospital Breastfeeding Consortia (RHBC)



- 3 RHBCs: North, South, East
- 85% of hospitals have attended at least once
- 53% are engaged & regularly attending



RHBC: 2 Years Later

- Positive feedback from participants
- Engaged participants
- Increased collaboration
 - Hospitals
 - DPH
 - WIC
 - Breastfeeding Coalition
- Improved breastfeeding rates
- Progress towards Baby-Friendly

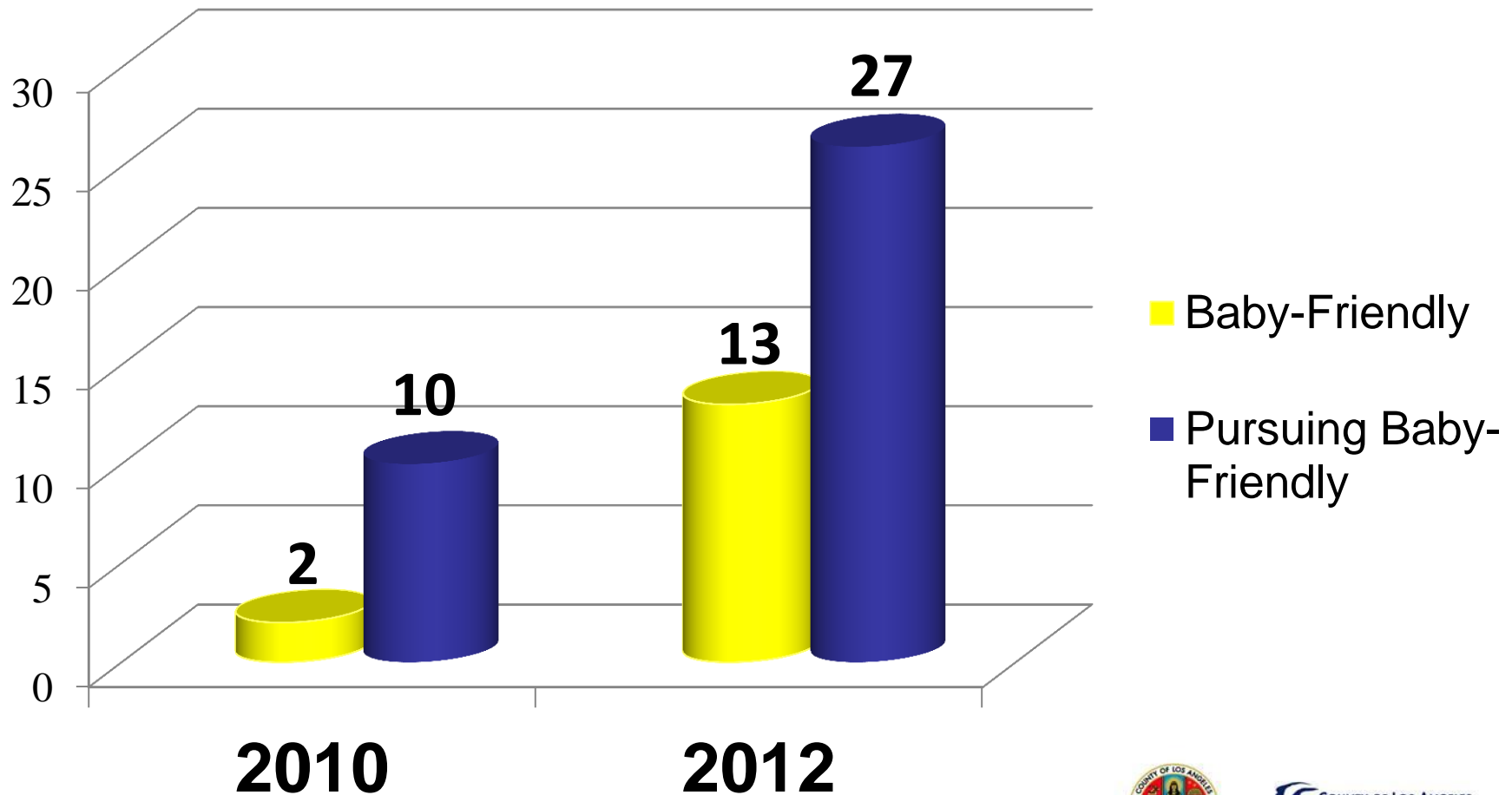


What is RHBC doing right?

- “Creating a community group of people who have the same goal of breastfeeding support”
- “Sharing expertise, knowledge, learning”
- “Identifying challenges and addressing them”



LA County: 2 Years Later



First 5 LA

Baby-Friendly Hospital Project

- \$10.5 million initiative to fund up to 20 of the lowest performing hospitals in the County
- 16 hospitals funded
- Applications will be accepted this fall for up to 4 more hospitals



First 5 LA

Baby-Friendly Hospital Project

- Funding to be used to achieve Baby Friendly designation
- Implementing systems change comes at a cost
- Funded hospitals receive up to \$473,000 over 3 years



Champions For Our Children

www.First5LA.org



B.E.S.T. Breastfeeding Project

Bringing Education,
Systems Change, and
Technical Assistance to you!



- Goals
 - Increase the number of Baby-Friendly Hospitals
 - Strengthen prenatal clinic/hospital collaboration
- Leverages First 5 LA investments in hospitals

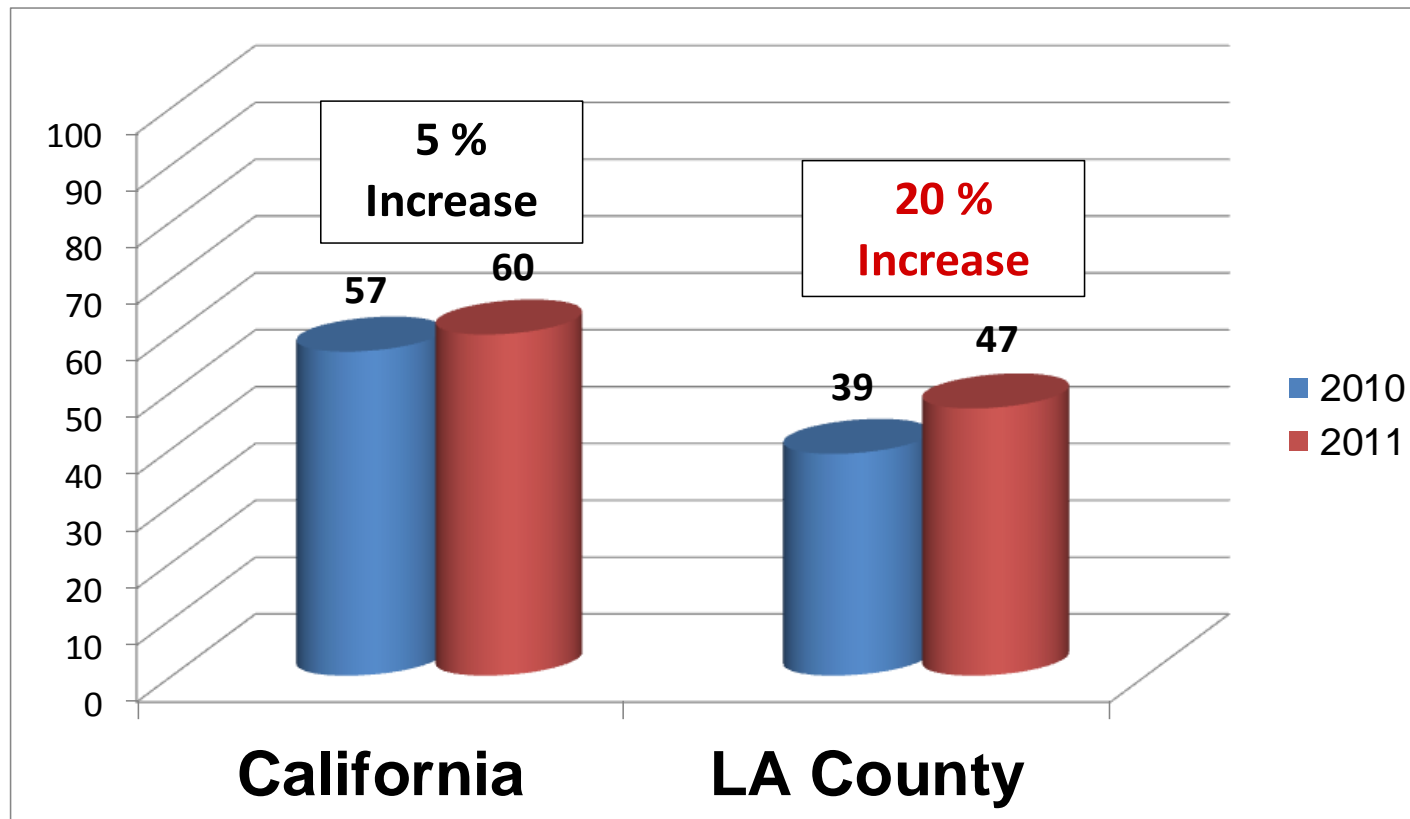


LA Baby-Friendly Hospitals

- Glendale Memorial Hospital and Health Center
- Harbor UCLA Medical Center
- Henry Mayo Newhall Memorial Hospital
- Kaiser Permanente Medical Center, Baldwin Park
- Kaiser Permanente Medical Center, Downey
- Kaiser Permanente Medical Center, Los Angeles
- Kaiser Permanente Medical Center, South Bay
- Kaiser Permanente Medical Center, Panorama City
- Kaiser Permanente Medical Center, West Los Angeles
- Kaiser Permanente Medical Center, Woodland Hills
- LAC+USC Medical Center
- Providence Holy Cross Medical Center
- Valley Care Olive View- UCLA Medical Center



In-Hospital Exclusive Breastfeeding 2010 & 2011



Source: California Department of Public Health, Genetic Disease Screening Program, Newborn Screening Database



Baby-Friendly: Continuous Quality Improvement

- Evaluate current practices
- Adopt new policies and practices
- Monitor improvements over time

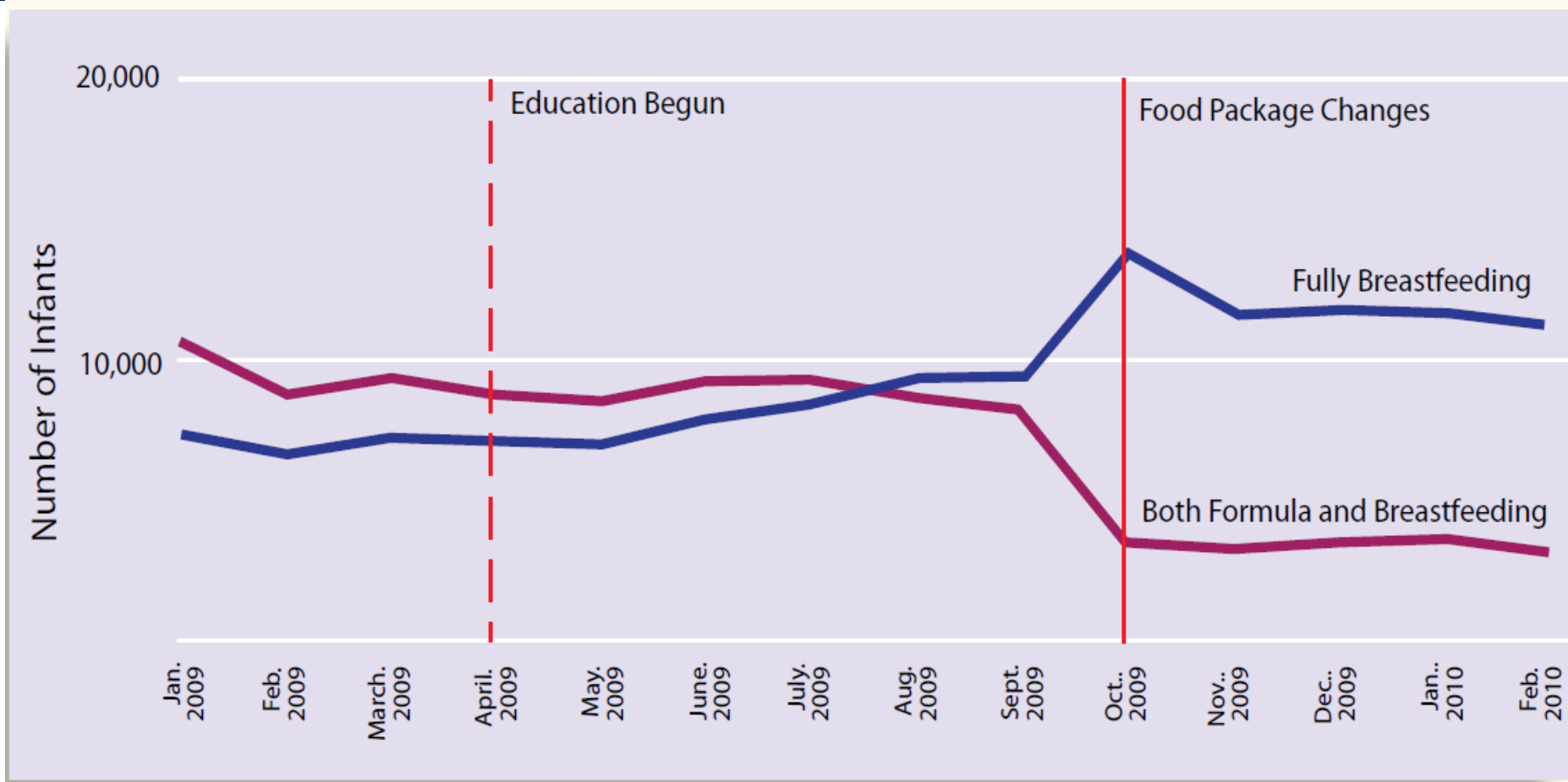


Promote Continuity of Care

- Hospitals do not work in a vacuum
- Identify strategic partners
 - WIC
 - Clinics
 - Providers
 - Community resources



More WIC Mothers Exclusively Breastfeeding



New Workplace Policies Adopted

- County of Los Angeles
- City of Los Angeles
- Kaiser Permanente Southern California



AB 2386 FEHA

Sex: Breastfeeding Discrimination

- Breastfeeding Employed Mothers
 - Protected Class
 - Discrimination Protection



Call to Action

- All hospitals in Los Angeles County achieve the Baby Friendly designation
- All employers adopt worksite lactation accommodation policies
- Create connections between hospitals and health care settings in the community

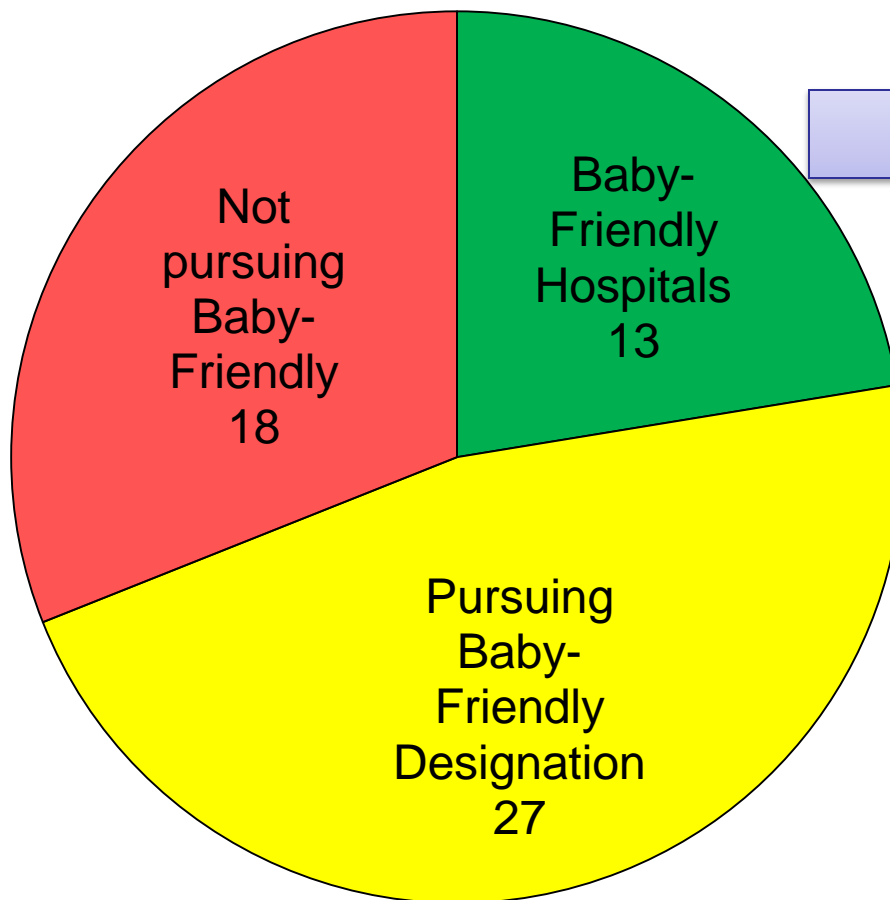


It's the Law

- SB 502: The Hospital Infant Feeding Act of 2011
- Requires hospitals to have an infant feeding policy preferably based on **Baby-Friendly** or on the California Department of Public Health's Model Policies
- By January 2014



Baby-Friendly - A Greater Piece of the Pie



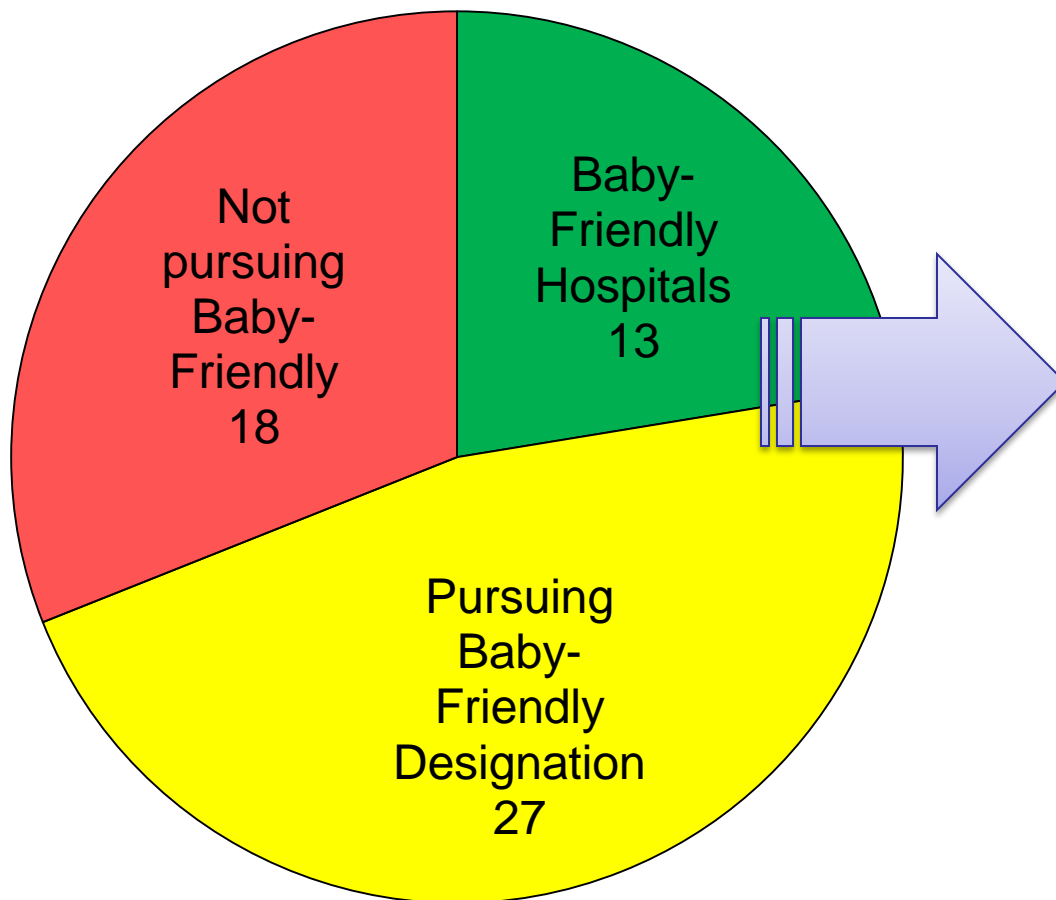
Currently

17%

of our births are at
Baby-Friendly
hospitals



Baby-Friendly - A Greater Piece of the Pie



5 Year Projection

73%

of our births will be at
Baby-Friendly
hospitals



Make Breastfeeding the Norm

- Good public health outcomes are associated with breastfeeding that is:
 - Exclusive
 - Extensive
- Need to make the healthy choice the easy choice



Breastfeeding: Levels the Playing Field

*Breastfeeding is a natural "**safety net**" against the worst effects of poverty ...it is almost as if breastfeeding takes the infant **out of poverty** for those first few months in order to give the child a **fairer start in life** and compensate for the injustice of the world into which it was born.*



James P. Grant
Former Executive Director UNICEF

