

# Breastfeeding in Kansas: Everyone can make it easier

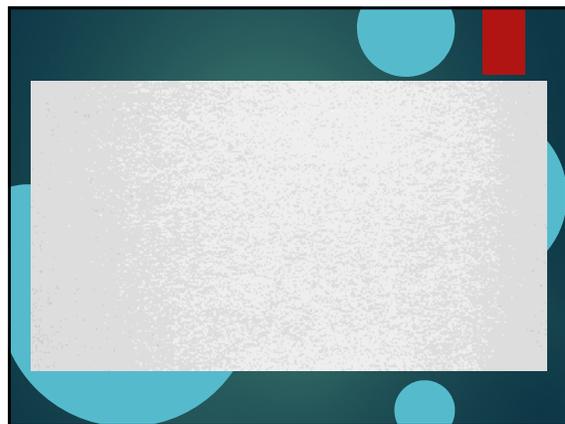
BRENDA BANDY, IBCLC  
PROGRAM DIRECTOR, KANSAS BREASTFEEDING COALITION




## US Surgeon General's Call to Action to Support Breastfeeding



*"Everyone can help make breastfeeding easier."*

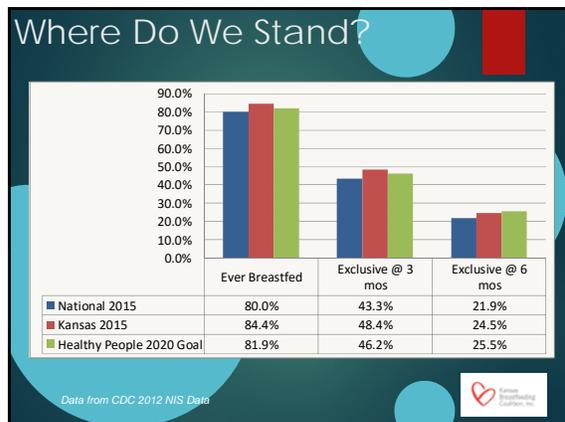



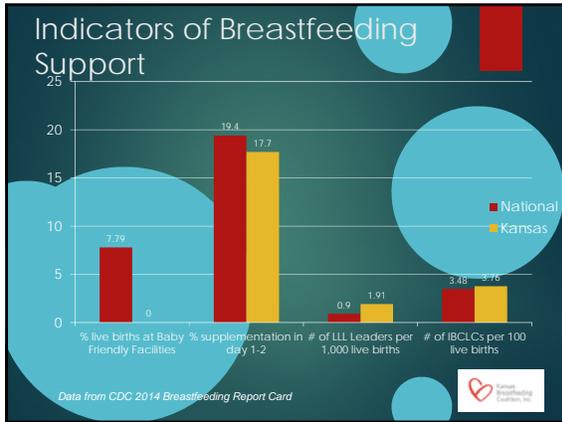
## A look at breastfeeding activities in Kansas in relation to the Surgeon General's Call to Action to Support Breastfeeding



Clearer understanding of breastfeeding in Kansas

See "Executive Summary" handout



### "Everyone" continued...

**High 5 for Mom & Baby**  
Improve hospital maternity care practices

**YOU!!**

### Who is "everyone"?

**Kansas Breastfeeding Coalition (see handout)**

- Employers - "Business Case for Breastfeeding"
- Public Businesses - "Breastfeeding Welcome Here"
- Child care providers - "We Care for Breastfed Babies!"
- Communities -
  - "Building Local Breastfeeding Coalitions"
  - "Communities Supporting Breastfeeding"
  - Prenatal Breastfeeding Class
  - "Breastfeeding 101" trainings

### What *You* Can Do...

### "Everyone" continued...

**La Leche League of Kansas**

- Mother-to-mother support and education
- Continuing education to health care professionals

**Women, Infant & Children (KDHE)**

- Peer counselors (mother-to-mother support)
- Maternal & family education
- Community awareness campaigns

**YOU!!**

### Action 1: Give mothers the support they need to breastfeed their babies.

Types of support -

- Breast pump/aids
- Breastfeeding prenatal classes (*FREE* from KBC)
- Spanish translation of breastfeeding materials
- High School class education

Hospitals - **95%** include breastfeeding in their prenatal patient education \*

\* Maternity Practices in Infant Nutrition and Care Survey (mPINC), Centers for Disease Control and Prevention, 2013

### What *You* Can Do...

- ▶ Support breastfeeding mothers
  - ▶ Smile!
  - ▶ Provide list of breastfeeding resources
  - ▶ Provide nursing area
  - ▶ Provide prenatal breastfeeding classes
- ▶ Educate fathers and grandmothers about breastfeeding.
  - ▶ Host a "Daddy Boot Camp" or "Grandmothers' Tea"




### What *You* Can Do...

- ▶ Start a mother-to-mother support group
  - ▶ 1 Hour course on KS-TRAIN
  - ▶ WIC course #1047630
- ▶ Connect with local organizations serving families




### Action 3: Strengthen programs that provide mother-to-mother support and peer counseling.



- ▶ La Leche League of Kansas has over **60** accredited Leaders in **20** counties
- ▶ **36** WIC Breastfeeding Peer Counselors in **39** counties
- ▶ Breastfeeding support groups at hospitals & county health departments.



### Action 5: Create a campaign to promote breastfeeding

Radio spot from Geary County of community outreach





### Action 4: Use community-based organizations to promote and support breastfeeding.

- ▶ Healthy Start home visitors
- ▶ Parents As Teachers
- ▶ Faith-based organizations
- ▶ Schools
- ▶ Other organizations



### Barton County Marketing Project



Breastfeeding let's talk about it.

Barton County HEALTH DEPARTMENT

Included:

- Billboards
- Newspaper ads
- Radio spots



Breastfeeding Questions? We're here to help.

Barton County HEALTH DEPARTMENT

620-793-1909 WIC




**Breastfeeding Questions? We're here to help.**

WIC 620-793-1909 Barton Co Health Dept

Breastfeeding Questions? We're here to help. Barton County Health Department 620.793.1909

Action 7: Maternity Care cont'd.

**Wesley Medical Center**, Wichita **FIRST AND ONLY** "Baby Friendly Hospital" in KS - effects 16% of all births in KS

WESLEY Medical Center Baby-Friendly USA The gold standard of care

54 of 73 maternity hospitals in KS enrolled in "High 5 for Mom & Baby" - 20 recognized facilities

What **You** Can Do...

"Breastfeeding Welcome Here" signs Available at [www.kansasbreastfeeding.org](http://www.kansasbreastfeeding.org)

Use  symbol

**High 5 FOR Mom & Baby**

*Hospital Care That Supports Breastfeeding*

[www.High5Kansas.org](http://www.High5Kansas.org)

Funded by the United Methodist Health Ministry Fund

**Action 7.** Ensure that maternity care practices around the United States are fully supportive of breastfeeding.

Kansas scored a **70** out of 100 (C-!!) ranks **42<sup>th</sup>** in the nation on the CDC's *Maternity Practices in Infant Nutrition and Care* 2013 survey.

**45%** of maternity hospitals in KS reported giving formula "gift bags" (2013 mPINC survey, CDC)

**Action 8:** Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community.

- ▶ KBC's "Community Supporting Breastfeeding" designation
- ▶ Resource directories & referral systems
- ▶ Post-discharge follow-up visits to mothers
- ▶ Walk-in breastfeeding clinics

### What *You* Can Do...




- ▶ Connect hospitals to *High 5 for Mom & Baby* program  
[www.high5kansas.org](http://www.high5kansas.org)
- ▶ Foster the establishment of walk-in breastfeeding clinics and home-visiting programs
- ▶ Help area hospitals "Ban the Bag"  
[www.banthebag.org](http://www.banthebag.org)




### Other Breastfeeding Credentials

Title	Days of Training	Certifying Organization/Person
Certified Lactation Counselor (CLC)	5	Healthy Children's Project
Certified Lactation Educator (CLE)	3	CAPPA (Stephanie Henry)
Certified Breastfeeding Educator (CBE)	3	Debi Bocar



### Action 9. Provide education and training in breastfeeding for all health professionals who care for women and children.

La Leche League of Kansas Continuing Education Programs  
(Annually in March)

KBC's "Breastfeeding 101" trainings

On-line breastfeeding courses - [www.ksbreastfeeding.org](http://www.ksbreastfeeding.org)




### What *You* Can Do...



- ▶ Become an IBCLC  
[www.kansas.ibclic.org](http://www.kansas.ibclic.org)
- ▶ Attend LLL of KS CE program's in March
- ▶ Complete a breastfeeding education training (CLC, CLE, CBE)



### Action 11. Ensure access to services provided by International Board Certified Lactation Consultants (IBCLCs).

- ▶ Currently **168** IBCLC's in KS (1/5/2016)  
**3.76** IBCLC's per 1000 live births in KS compared to **3.48** nationally (2014 Breastfeeding Report Card, C)



Scholarships to pursue becoming an IBCLC available from *High 5 for Mom & Baby* through April 2016.



### Action 14. Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees.

- The Kansas *Business Case for Breastfeeding*
- Employer assistance in 4 counties with funding from *Chronic Disease Risk Reduction (CDRR)* grants from KDHE




### Action 15: Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies.

14 State agencies in Kansas allow approximately 6490 employees to bring their babies to work. Over 374 babies have been brought to work to date.



Source: Babies in the Workplace website – [www.babiesatwork.org](http://www.babiesatwork.org)



### Action 20: Improve national leadership on the promotion and support of breastfeeding.

Specifically, "to increase the capacity of...affiliated state coalitions to support breastfeeding."

- ▶ "Building Local Breastfeeding Coalitions" program – hosting KS Breastfeeding Coalitions Conference Oct. 2016
- ▶ Currently 25 local breastfeeding coalitions in Kansas (see *handout*)
- ▶ Listing of local coalitions - <http://www.kansasbreastfeedingcoalition.org/coalitions/>



### Action 16: Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.

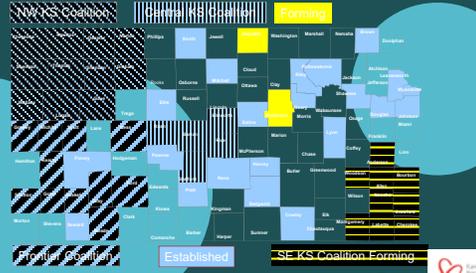
Online interactive course for child care providers available for FREE from KCCTO through 2016

Training for child care providers covering the latest breastfeeding guidelines from "Caring for Our Children: National Health and Safety Performance Standards" 3rd edition, 2011





### Action 20: Local Breastfeeding Coalitions




### What *You* Can Do...

- ▶ Host a training for WIC staff, coordinate a presentation to employers (Chamber, Rotary, etc...)
- ▶ Advocate for working mothers –
  - ▶ Offer a "Returning to Work" class for mothers
  - ▶ Distribute Dept. of Labor wallet cards to mothers
- ▶ Encourage child care providers to take the FREE breastfeeding training with KCCTO




### New Designation: Communities Supporting Breastfeeding




## What *You* Can Do...

- ▶ Join the Kansas Breastfeeding Coalition  
[www.ksbreastfeeding.org](http://www.ksbreastfeeding.org)
- ▶ Join or form a local breastfeeding coalition
- ▶ Help your community become a "Community Supporting Breastfeeding"



## And You...



## A BIG thank you to our funders:

- United Methodist Health Ministry Fund
- KDHE Bureau of Family Health
- KDHE Health Promotions
- Blue Cross & Blue Shield of KS Foundation



## Brenda Bandy's Contact Information

(785) 477-4666

[bandy@kansas.net](mailto:bandy@kansas.net)

## Resources

- ▶ Kansas Breastfeeding Coalition, Inc.  
[www.ksbreastfeeding.org](http://www.ksbreastfeeding.org)
- ▶ Business Case for Breastfeeding  
[www.ksbreastfeeding.org/business-case.com](http://www.ksbreastfeeding.org/business-case.com)
- ▶ High 5 for Mom & Baby
- ▶ La Leche League of Kansas

