Clinical Perspectives In Lactation

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The Breastfeeding Report Card—2010

by Martha Hagen

The Centers for Disease Control and Prevention (CDC) issues a Breastfeeding Report Card yearly. The 2010 report card indicates that seventy-five percent of babies born in the United States in 2007 – over three million – started life breastfeeding. The 75 percent breastfeeding initiation rate meets the nation's Healthy People 2010 goal, and half of the states have breastfeeding initiation rates above 75 percent. That's the good news.

Initiation rates have risen steadily but the number of babies who continue breastfeeding until six and 12 months remains stagnant for the third consecutive year. Only 43 percent (1.8 million babies) are still breastfeeding at six months and only 22 percent (fewer than one million) are breastfeeding at 12 months. National Healthy People 2010 objectives call for 50 percent of new mothers to continue breastfeeding for six months and 25 percent to continue for one year. Kansas, in this report, has a breastfeeding initiation rate of 79.6 percent which is better than Mississippi at 52.5 percent but a long way from Utah at almost 90 percent. The good news is that Kansas initiation rates have continued to gradually rise and rates have improved slightly in other areas. Below is a comparison of Kansas data for 2009 and 2010.

Year	Ever Breastfed	Breastfeeding at 6 months	Breastfeeding at 12 months	Exclusive breastfeeding at 3 months	Exclusive breastfeeding at 6 months
2009	78.1%	43.8%	23.6%	36.0%	16.8%
2010	79.6%	47.4%	20.2%	37.3%	18.5%
Healthy People 2010 Objectives	75%	50%	25%	40%	17%

This data is based on the National Immunization Survey for babies born in Kansas in 2007. Kansas also collects breastfeeding initiation data on the birth certificate. 2008 birth certificate data shows an initiation rate of 77.5 percent.

The report card also looks at other factors affecting breastfeeding initiation and duration. The percent of births at a designated Baby Friendly Hospital in Kansas continues at zero percent. The percent of breastfed infants receiving formula before two days of age has decreased from 19.2 percent to 10.9 percent. Kansas hospitals should be congratulated on this decrease as offering formula in the hospital is a huge detriment to continued breastfeeding. Studies show that a mother's confidence in her ability to breastfeed is eroded dramatically by her baby receiving formula in the hospital. Kansas also now has a state

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breastfeeding coalition with a public website. Access the Kansas Breastfeeding Coalition at http://ksbreastfeeding.org. The Breastfeeding Report Card states "A statewide coalition dedicated to breastfeeding represents a basic level of community support for breastfeeding. Though these coalitions differ in terms of what they do and how they do it, they share a commitment to empower community members to be local change agents. Coalition members make the case to their community for the importance of breastfeeding."

The report card also looks at the number of International Board Certified Lactation Consultants (IBCLC's) per 1,000 live births, legislation such as laws protecting breastfeeding in public or laws mandating support for breastfeeding mothers returning to work, or laws or regulations about breastfeeding support in child care settings. Kansas continues to have about 2.5 IBCLC's per 1000 births and has one law regarding breastfeeding. KSA 65-1,248 states, "A mother may breastfeed in any place she has a right to be" and includes exemption from jury service for a breastfeeding mother until she is no longer breastfeeding her child.

Kansas WIC breastfeeding statistics are not quite as good as Kansas breastfeeding data as a whole. Kansas WIC data for infants turning 14 months old in calendar year 2009 shows an initiation rate of 68.6 percent. Continued breastfeeding through six months shows a rate of 19.5 percent and through 12 months a rate of 11.4 percent.

Readers should remember that the Breastfeeding Report Card data reported here is for infants born in 2007. The general feeling among breastfeeding experts is that duration of breastfeeding has continued to stagnate in the years since 2007. The United States Department of Agriculture, CDC, and the federal WIC Program have been working hard to implement programs that will make a difference to breastfeeding dyads. These include the Business Case for Breastfeeding grants from Health and Human Services, the changes made by the WIC Program to food packages that better support breastfeeding dyads and CDC's Maternity Care Practices Study.

Breastfeeding from a Working Mother's Perspective

by Rochelle Nelson

What can I do as a health care provider to support breastfeeding? What can I do to support the continuation of breastfeeding? What advice or assistance can I give a working mother to help her in the continuation of breastfeeding? These are big questions, but I believe they are worth consideration.

I am a mother who continued breastfeeding defeating odds that were stacked against me. Because of the difficulties I overcame to nurse my daughter, I also took the time to become a Certified Breastfeeding Educator™ through the Debi Bocar program. My daughter was breastfed exclusively for six months (no solids either) and continued nursing until between twelve and thirteen months. My career is as a Supervisor with an Inspection Program through the State of Kansas. I am "Field Staff" and do not report to a single location every day, in fact, most often I found a place to park and pumped in my vehicle.

My OB/GYN asked me around week 32 gestation if I was planning on nursing and I told her I was and she suggested a class at the local hospital. I did take it, but the information came too quickly. You can only retain a certain amount at a time. It would have helped to discuss it earlier with my OB/GYN (around 25 weeks) to allow time for pre-natal education classes. Once the baby is here, from a teaching standpoint, you are dealing with exhausted and overwhelmed parents which greatly reduces retention. Perhaps there could be classes about why to breastfeed followed by a class that talks more in depth about how? Or possibly grants or help in some way to pay for classes in the hospital? Or maybe send home with each family phone numbers of who to contact with difficulties? Many parents are concerned about Child Protection Services taking their baby because they are incompetent which makes insecure parents more likely to contact a "peer" for

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NWA Urges Legislation Action to Ban BPA

Printed from National WIC Association news release

"Washington, DC, 28 June 2010 – The National WIC Association (NWA) has expressed support for the Ban Poisonous Additives Act, S. 593, sponsored by Sen. Dianne Feinstein, D-CA, and Sen. Chuck Schumer, D-NY, and urged that the Senate address endocrine disrupting compounds like bisphenol A (BPA) that are leaching out of food and beverage packaging into people.

In the letter to Senators. Feinstein, Reid, Dodd, Harkin, Enzi, McConnell, and Gregg, NWA wrote that 'in January 2010, the Food and Drug Administration (FDA) reversed its widely-criticized 2008 declaration that bisphenol A, or BPA, was safe, and admitted that the chemical warrants 'some concern' for its potential effects on children's development. In February 2010, the California EPA announced its intent to list BPA on the state's Prop 65 list, the official list of chemicals known to cause cancer or birth defects. Six states have banned BPA from baby bottles and sippy cups. Two of those states are also phasing BPA out of infant formula and baby food. These rulings and state actions add to the growing body of scientific evidence—now more than 200 studies—that show BPA, a synthetic estrogen linked to breast and prostate cancer and other serious health problems, is an urgent food safety and public health issue that demands immediate congressional attention.'

NWA expressed concern that liquid infant formula is packaged in metal cans that are lined with BPA and commented on the consequences of hormonally active chemicals like BPA and the potential disruptions to young children's hormonal systems during development that may set the stage for later-life diseases including breast cancer and prostate cancer. Despite formula industry lobbyists concerns about the capacity and ability for women who participate in WIC to receive an adequate supply of infant formula if the Senate were to phase out BPA from infant food packaging, NWA believes that formula manufacturers have had clear signals of the public's concern regarding BPA for many years now and is confident that manufacturers have had more than ample time to increase necessary capacity to meet production demands for powdered formula and alter manufacturing processes to utilize BPA-free packaging for liquid infant formula. Moreover, the formula of choice for the majority of WIC participants is powdered formula which, according to formula manufacturers themselves, is packaged in BPA-free containers making their arguments related to capacity irrelevant.

NWA supports legislative efforts to protect consumers from this unsafe, hormonally active chemical – BPA by phasing BPA out of all food and beverage containers regulated by the FDA."

Update on this bill :

This bill is in the first step in the legislative process introduced on March 12, 2009. Introduced bills first go to committees that deliberate, investigate, and revise them before they go to general debate. This bill has been referred to the Committee on Health, Education, Labor and Pensions. It is important to contact your legislator in support of this bill if you would like it to move out of committee. The bill states:

Ban Poisonous Additives Act of 2009 - Treats any food container that is composed, in whole or in part, of bisphenol A or that can release bisphenol A into food as a container that is composed of a poisonous or deleterious substance for purposes of the Federal Food, Drug, and Cosmetic Act. Bans the use of such containers. Allows the Secretary of Health and Human Services to grant a waiver of such ban for one year (renewable for an additional year) under specified circumstances. Requires any product for which the Secretary grants a waiver to display a prominent warning on its label of the potential health effects associated with bisphenol A. Directs the Commissioner of Food and Drugs to periodically review substances listed in federal regulations and generally recognized as safe. Requires any such substances that are shown by new scientific evidence to cause reproductive or developmental toxicity in humans or animals to be banned or otherwise restricted. Amends the Federal Food, Drug, and Cosmetic Act to require (currently, permits) a manufacturer or supplier of a food contact substance to notify the Secretary of the identity, intended use, and safety of any such substance and of determinations as to the health effects of such substance.

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Our Vision—Healthy Kansas living in safe and sustainable environments.

Breastfeeding from a Working Mother's Perspective *continued*

assistance rather than a doctor or someone they view as an authority figure. Some women are too "bashful" to seek assistance in a public setting. Are there ways to make lactation support go to the new mother, rather than her seek assistance? Can and should doctors recommend the Healthy Start Home Visitor program to new parents? Visits to new parents from Healthy Start Home Visitors would be invaluable if they understood lactation, how to help with some minor problems (e.g. bad latch, sore nipples, etc.) and know when to refer to a Lactation Consultant and have a list of contacts when needed.

Are you wondering "why as a health care professional should I get heavily involved in promoting breastfeeding to new parents?" The benefits for our culture are staggering. Breastfeeding as the norm, rather than the exception would result in healthier and more intelligent individuals who are better able to relate to others in society.

Editorial Note: The Kansas Healthy Start Home Visitor Program is available in almost every county in Kansas through the county health department. Healthy Start Home Visitors (HSHV) try to contact as many new moms as possible in their county and offer a visit. The Kansas Healthy Start Home Visitor Program has worked hard in the last few years to train many HSHV as breastfeeding educators, one important aspect of breastfeeding support. Contact your local county health department for more information about this program.