BREASTFEEDING IN KANSAS: EVERYONE CAN MAKE IT EASIER

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Program Director, Business Case for Breastfeeding
Kansas Breastfeeding Coalition, Inc.
A look at breastfeeding initiatives and programs across the state of Kansas as they relate to the Surgeon General’s *Call to Action to Support Breastfeeding*
The NORMAL way to feed a baby!
Where Do We Stand?

<table>
<thead>
<tr>
<th></th>
<th>Ever Breastfed</th>
<th>Exclusive @ 3 mos</th>
<th>Exclusive @ 6 mos</th>
<th>12 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>National 2013</td>
<td>76.50%</td>
<td>37.70%</td>
<td>16.40%</td>
<td>27.00%</td>
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<tr>
<td>Kansas 2013</td>
<td>72.9%</td>
<td>30.5%</td>
<td>15.1%</td>
<td>27.3%</td>
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<tr>
<td>Healthy People 2020 Goal</td>
<td>81.9%</td>
<td>46.2%</td>
<td>25.5%</td>
<td>34.1%</td>
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Our Mission: To protect and improve the health and environment of all Kansans.

Percent of Live Births by Initiation of Breastfeeding* by County of Residence
Kansas, 2012

* Missing/unknown breastfeeding status and infants that died shortly after birth were excluded.
Source: Birth Certificate Data, Bureau of Epidemiology and Public Health Informatics, KDHE

Our Mission: To protect and improve the health and environment of all Kansans.
Indicators of Breastfeeding Support

Data from CDC 2013 Breastfeeding Report Card
Who is “everyone”? 

Kansas Breastfeeding Coalition
- Employers - “Business Case for Breastfeeding”
- Public Businesses - “Breastfeeding Welcome Here”
- Child care providers - “We Care for Breastfed Babies!”
- Communities - Building Local Breastfeeding Coalitions”

High 5 for Mom and Baby
Hospitals
“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!!
US Surgeon General’s Call to Action to Support Breastfeeding

“Everyone can help make breastfeeding easier.”

Available at www.surgeongeneral.gov
What *You* Can Do…
A look at the locations of breastfeeding activities by county in relation to the Surgeon General’s Call to Action to Support Breastfeeding

Clearer understanding of breastfeeding in Kansas
Action 1: Give mothers the support they need to breastfeed their babies.

Types of support –
- Breast pump/aids
- Breastfeeding prenatal classes
- Spanish translation of breastfeeding materials
- High School class education

Hospitals - 88% included breastfeeding in their prenatal patient education *

* “Maternity Practices in Infant Nutrition and Care Survey (mPINC), Centers for Disease Control and Prevention, 2011
**Action 1: Counties providing maternal support**

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<th>County</th>
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<tbody>
<tr>
<td>Sherman</td>
<td>Thomas</td>
<td>Sheridan</td>
<td>Graham</td>
<td>Rooks</td>
<td>Osborne</td>
<td>Mitchell</td>
<td>Cloud</td>
<td>Clay</td>
<td>Ottawa</td>
<td>Dickinson</td>
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<td>Wallace</td>
<td>Logan</td>
<td>Gove</td>
<td>Trego</td>
<td>Ellis</td>
<td>Russell</td>
<td>Lincoln</td>
<td>Ellsworth</td>
<td>Geary</td>
<td>Morris</td>
<td>Wabaunsee</td>
<td>Jackson</td>
<td>Shawnee</td>
<td>Wabaunsee</td>
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<tr>
<td>Greeley</td>
<td>Wichita</td>
<td>Scott</td>
<td>Lane</td>
<td>Ness</td>
<td>Rush</td>
<td>Barton</td>
<td>Rice</td>
<td>Marion</td>
<td>Chase</td>
<td>Lyon</td>
<td>Coffey</td>
<td>Anderson</td>
<td>Coffey</td>
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<tr>
<td>Hamilton</td>
<td>Kearny</td>
<td>Finney</td>
<td>Hodgeman</td>
<td>Pawnee</td>
<td>Edwards</td>
<td>Stafford</td>
<td>Harvey</td>
<td>Butler</td>
<td>Greenwood</td>
<td>Woodson</td>
<td>Allen</td>
<td>Bourbon</td>
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<td>Morton</td>
<td>Stevens</td>
<td>Seward</td>
<td>Meade</td>
<td>Clark</td>
<td>Barber</td>
<td>Sumner</td>
<td>Chautauqua</td>
<td>Elk</td>
<td>Colorado</td>
<td>Montgomery</td>
<td>Linn</td>
<td>Miami</td>
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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”
**Action 3:** Strengthen programs that provide mother-to-mother support and peer counseling.

- La Leche League of Kansas has **61** trained volunteer Leaders in 20 counties
  
  1.87 LLL Leaders in KS per 1000 live births compared to **0.92** nationally*

- **39** WIC Peer Counselors in 47 counties

- **13** breastfeeding support groups at county health departments.

* CDC 2013 Breastfeeding Report Card
Action 3: La Leche League
Action 3: WIC Peer Counselors
Action 3: Independent Breastfeeding Support Groups
Action 3: Mother-to-Mother Support Composite
**Action 4**: Use community-based organizations to promote and support breastfeeding.

- Healthy Start home visitors
- Parents As Teachers
- Faith-based organizations
- Schools
- Other organizations
What *You* Can Do…

- Start a mother-to-mother support group
  New course on KS-TRAIN
  [www.ks.train.org](http://www.ks.train.org) course #1047630
- Connect with local organizations serving families
Action 5: Create a campaign to promote breastfeeding

Radio spot from Geary County of community outreach
Barton County Marketing Project

Included:
• Billboards
• Newspaper ads
• Radio spots
Breastfeeding Questions?
We’re here to help.

620-793-1909
Barton Co Health Dept

Breastfeeding Questions?
We're here to help.

Barton County Health Department
620.793.1909
Action 5: Create a campaign to promote breastfeeding
What You Can Do…

“Breastfeeding Welcome Here” signs
Available at www.ksbreastfeeding.org

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

Kansas scored a **64** out of 100 (D!!) ranks **44th** in the nation on the CDC’s *Maternity Practices in Infant Nutrition and Care 2011* survey.

**74%** of maternity hospitals in KS reported giving formula “gift bags”  
(2011 mPINC survey, CDC)
Action 7: Maternity Care - Hospitals who have “Ban the Bags”
Action 7: Maternity Care cont’d.

Wesley Medical Center, Wichita in the final phase of becoming a “Baby Friendly Hospital” - will effect 16% of all births in KS

37 of 73 maternity hospitals in KS enrolled in “High 5 for Mom & Baby”

Johnson Co. Dept. of Health – “Take on Ten” program educated 4 area hospitals about “Baby Friendly”
Green: Scheduled for High 5 Education
Red: High 5 Education is completed
Yellow: High 5 Recognized Hospital
Hospital Care That Supports Breastfeeding

http://High5Kansas.org

Funded by the United Methodist Health Ministry Fund
Action 8: Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community.

Strategies to provide continuity of breastfeeding care –

- Resource directories & referral systems
- Post-discharge follow-up visits to mothers
- Walk-in breastfeeding clinics

“Continuity of Care” project in Wichita.
Action 8: Continuity of Care projects
What *You* Can Do…

- Connect hospitals to *High 5 for Mom & Baby* program
  
  www.High5Kansas.org

- Foster the establishment of walk-in breastfeeding clinics and home-visiting programs

- Help area hospitals “Ban the Bag”

  www.banthebag.org
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 (Save the Date – March 6, 2015)

Breastfeeding Education – End of Sept. in Manhattan

KBC’s “Speaker’s Bureau” for on-site staff education

On-line breastfeeding courses – www.ksbreastfeeding.org
Action 11. Ensure access to services provided by International Board Certified Lactation Consultants (IBCLCs).

- Currently 147 IBCLC’s in KS
  
  3.71 IBCLC’s per 1000 live births in KS
  
  compared to 3.35 nationally
  
  (2013 Breastfeeding Report Card, CDC)

Scholarships to pursue becoming an IBCLC available from High 5 for Mom & Baby
Action 11: IBCLC’s in Kansas
What **You** Can Do…

- Become an IBCLC
  
  www.americas.ibcle.org

- Attend LLL of KS CE program March 2015
**Action 14.** Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees.

- The Kansas *Business Case for Breastfeeding* (visit exhibit)

- Employer assistance in 5 counties with funding from *Chronic Disease Risk Reduction (CDRR)* grants from KDHE
Action 14: Employer workplace support for breastfeeding employees
**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 **274** babies have been brought to work to date.

Source - *Babies in the Workplace website* – www.babiesatwork.org
Action 16: Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.

NEW Course for child care providers available for FREE from KCCTO through 2014

What You Can Do…

• Help businesses support their breastfeeding employees - 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

• Connect child care providers with new breastfeeding training.
Action 19: Develop a national [local] monitoring system to improve the tracking of breastfeeding rates as well as the policies and environmental factors that affect breastfeeding.

Monitoring breastfeeding rates in 4 counties

Currently breastfeeding rates come from:
- Kansas birth certificate data (2 years behind)
- Kansas WIC population (by county, timely)
- National Immunization Survey (3 years behind)
**Action 20:** Improve national leadership on the promotion and support of breastfeeding.

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

- 34 communities participating in “Building Local Breastfeeding Coalitions” program

Save the Date! Sept. 25-26th in Wichita

- Currently 18 local breastfeeding coalitions in Kansas

- Listing of local coalitions - [http://ksbreastfeeding.org/coalitions/](http://ksbreastfeeding.org/coalitions/)
Action 20: Local Breastfeeding Coalitions
What **You** Can Do…

- Join the Kansas Breastfeeding Coalition
  - [www.ksbreastfeeding.org](http://www.ksbreastfeeding.org)
- Join or form a local breastfeeding coalition
Composite of all Actions
A BIG thank you to the United Methodist Health Ministry Fund!
Resources

• Kansas Breastfeeding Coalition, Inc.
  • [www.ksbreastfeeding.org](http://www.ksbreastfeeding.org)

• Business Case for Breastfeeding
  • [www.kansasbusinesscase.com](http://www.kansasbusinesscase.com)

• High 5 for Mom & Baby
  • [www.High5Kansas.org](http://www.High5Kansas.org)

• La Leche League of Kansas
  • [www.kansasLLL.org](http://www.kansasLLL.org)
And You...
Brenda Bandy’s
Contact Information

(785) 477-4666

bandy@kansas.net