

BREASTFEEDING IN KANSAS: *EVERYONE CAN MAKE IT EASIER*

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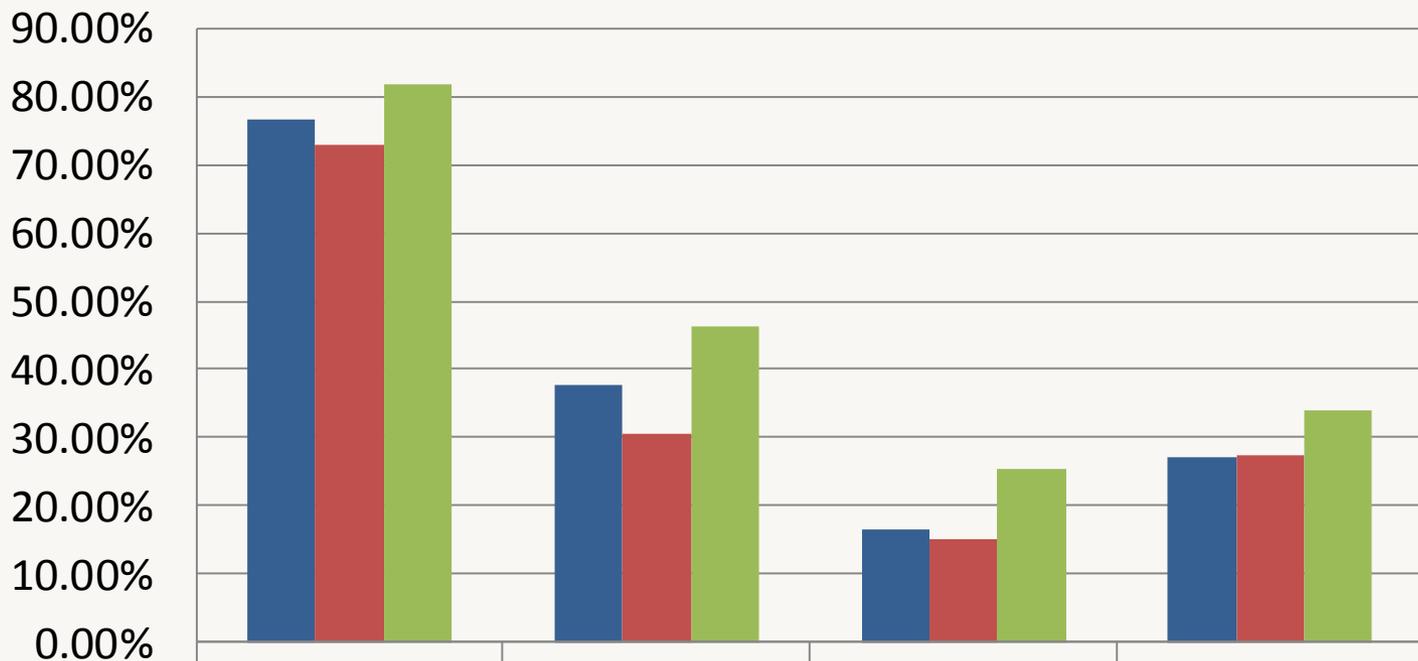
A look at breastfeeding initiatives and programs across the state of Kansas as they relate to the Surgeon General's *Call to Action to Support Breastfeeding*



The NORMAL way
to feed a baby!

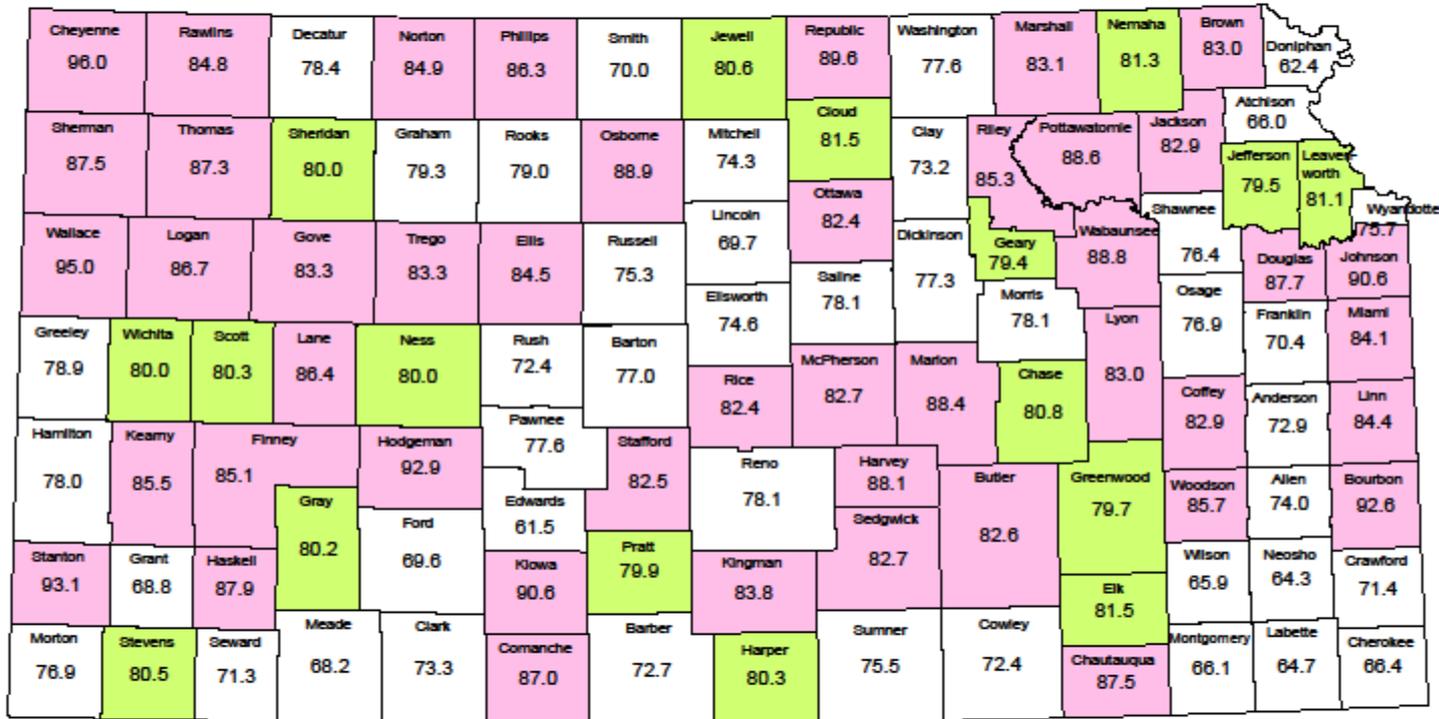


Where Do We Stand?



■ National 2013	76.50%	37.70%	16.40%	27.00%
■ Kansas 2013	72.9%	30.5%	15.1%	27.3%
■ Healthy People 2020 Goal	81.9%	46.2%	25.5%	34.1%

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



<79.4%
 79.4% - 81.8%
 >=81.9%

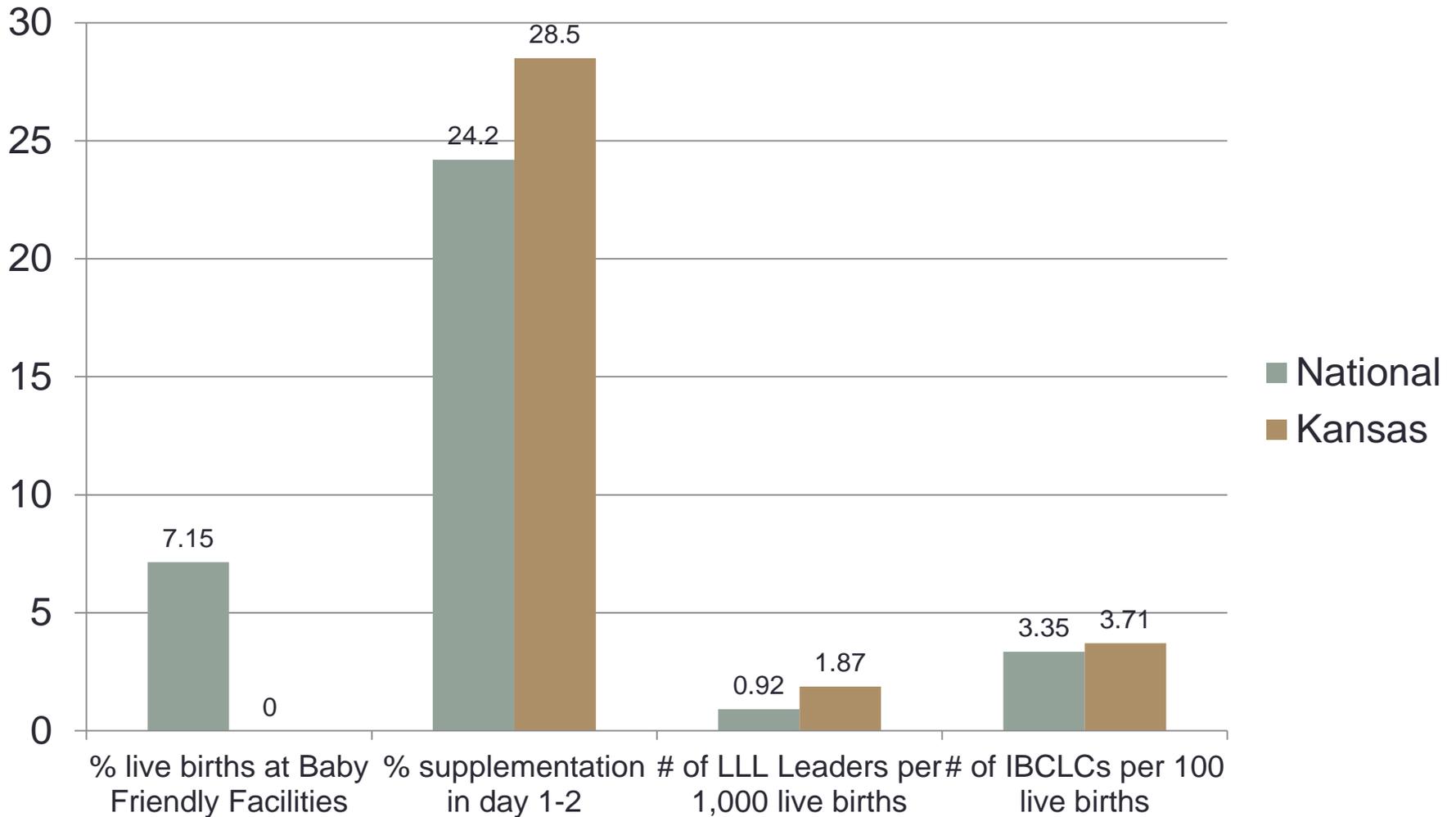
Kansas 2012 = 81.7%
 Kansas 2010 - 2012 = 79.4%
 Healthy People 2020 Goal = 81.9%

* 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”



Kansas
Breastfeeding
Coalition, Inc.

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

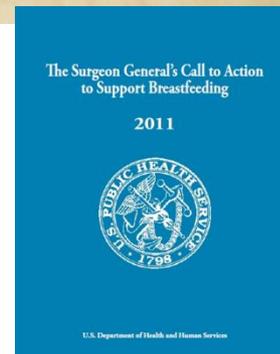


YOU!!



US Surgeon General's Call to Action to Support Breastfeeding

“Everyone can help make breastfeeding easier.”

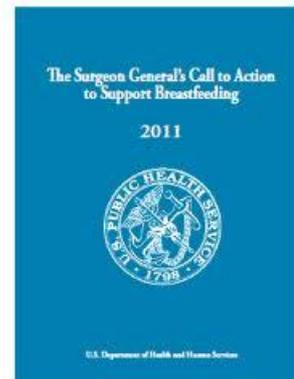
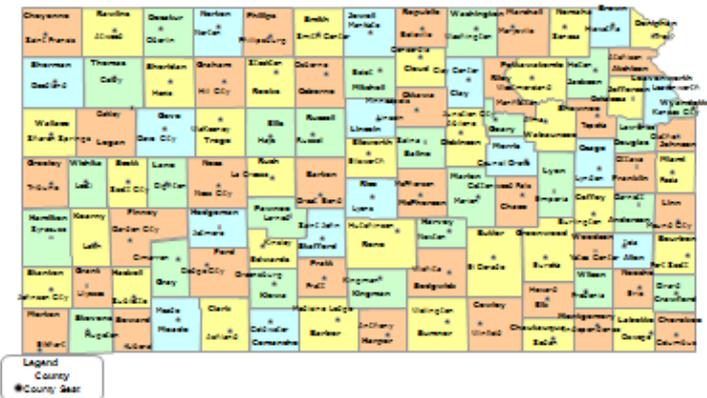


Available at
www.surgeongeneral.gov

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*

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.

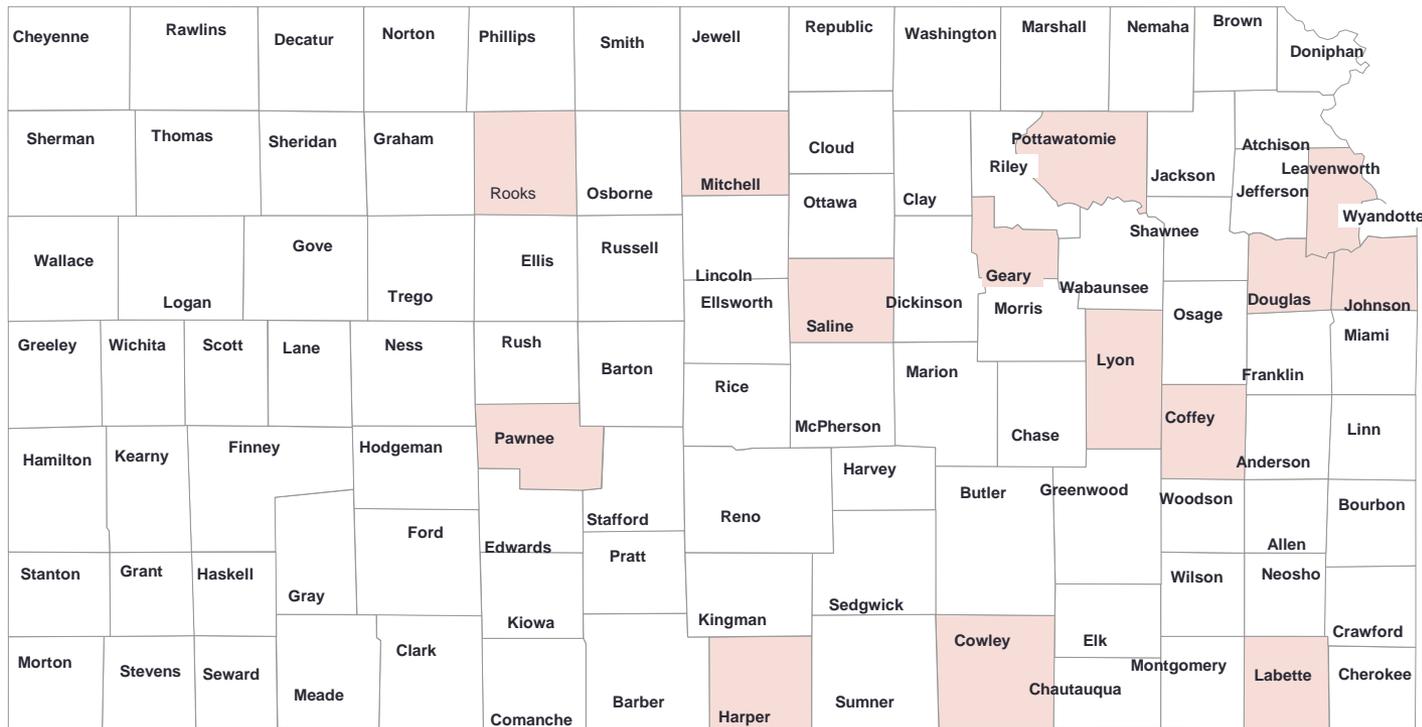
* CDC 2013 Breastfeeding Report Card



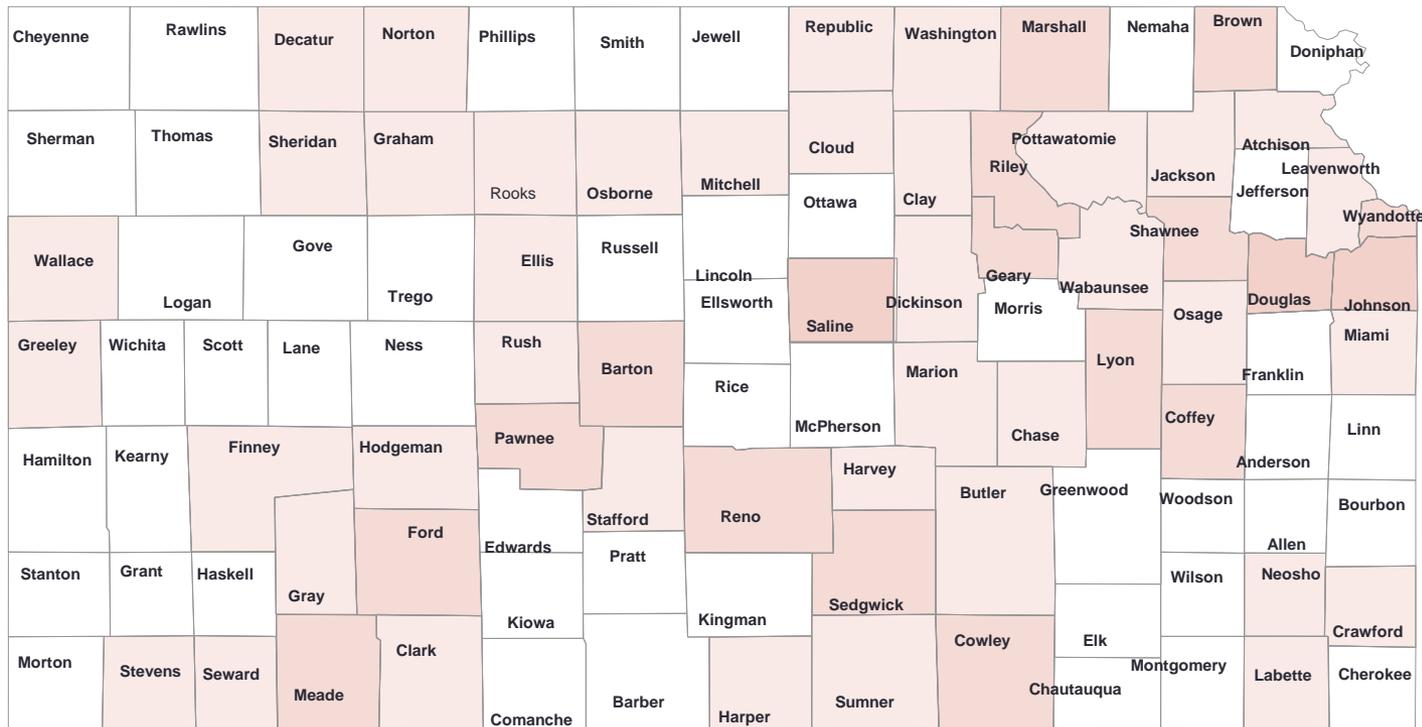
Action 3: WIC Peer Counselors

Cheyenne	Rawlins	Decatur	Norton	Phillips	Smith	Jewell	Republic	Washington	Marshall	Nemaha	Brown	Doniphan	
Sherman	Thomas	Sheridan	Graham	Rooks	Osborne	Mitchell	Cloud	Pottawatomie	Riley	Jackson	Atchison	Leavenworth	
Wallace	Logan	Gove	Trego	Ellis	Russell	Lincoln	Ottawa	Clay	Gea	Shawnee	Jefferson	Wyandotte	
Greeley	Wichita	Scott	Lane	Ness	Rush	Ellsworth	Saline	Dickinson	Morris	Wabaunsee	Osage	Douglas	Johnson
Hamilton	Kearny	Finney	Hodgeman	Pawnee	Barton	Rice	McPherson	Marion	Lyon	Chase	Coffey	Franklin	Miami
Stanton	Grant	Haskell	Gray	Ford	Edwards	Stafford	Reno	Harvey	Butler	Greenwood	Woodson	Anderson	Linn
Morton	Stevens	Seward	Meade	Clark	Kiowa	Pratt	Kingman	Sedgwick	Cowley	Elk	Wilson	Allen	Bourbon
					Comanche	Barber	Harper	Sumner	Cowley	Chautauqua	Montgomery	Neosho	Crawford
												Labette	Cherokee

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

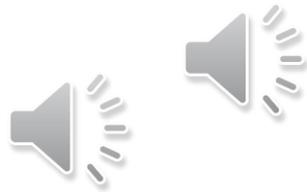
What *You* Can Do...



- Start a mother-to-mother support group
New course on KS-TRAIN
www.ks.train.org 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



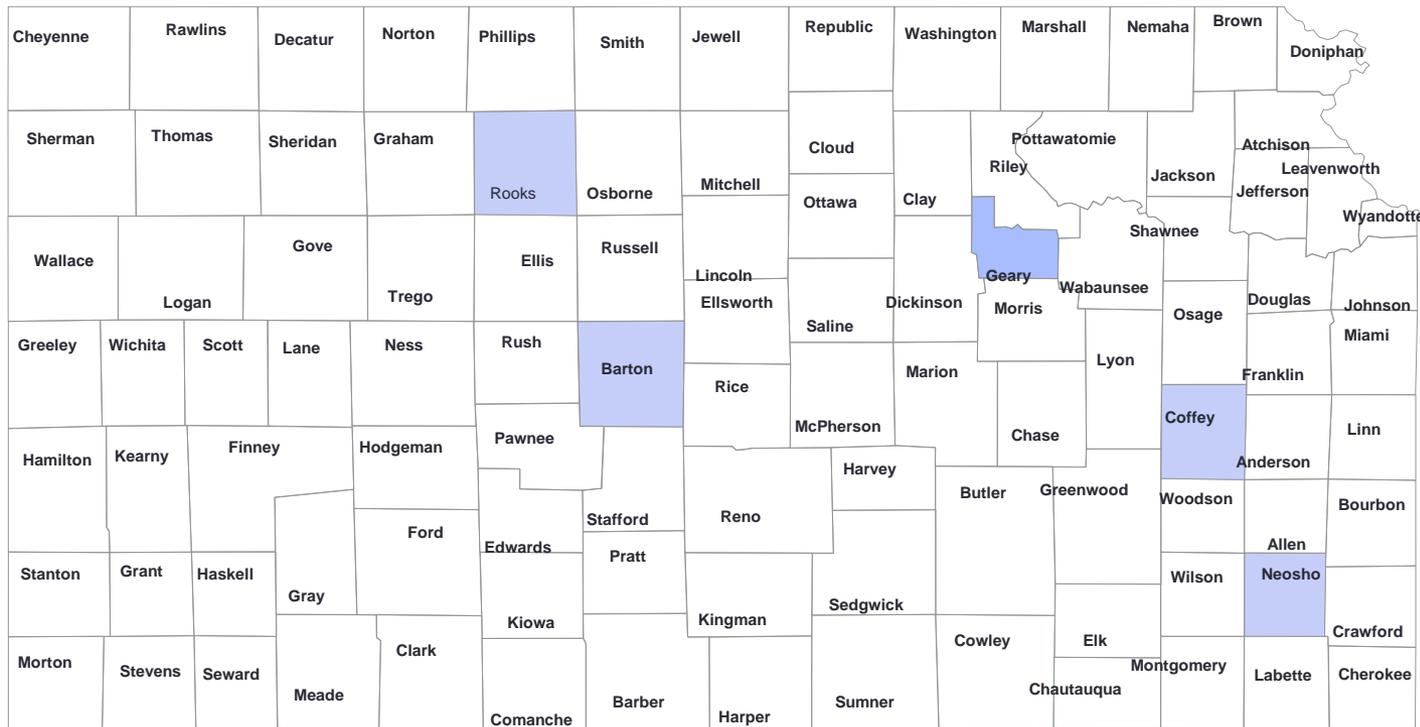
Breastfeeding Questions?

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 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”



***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.

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

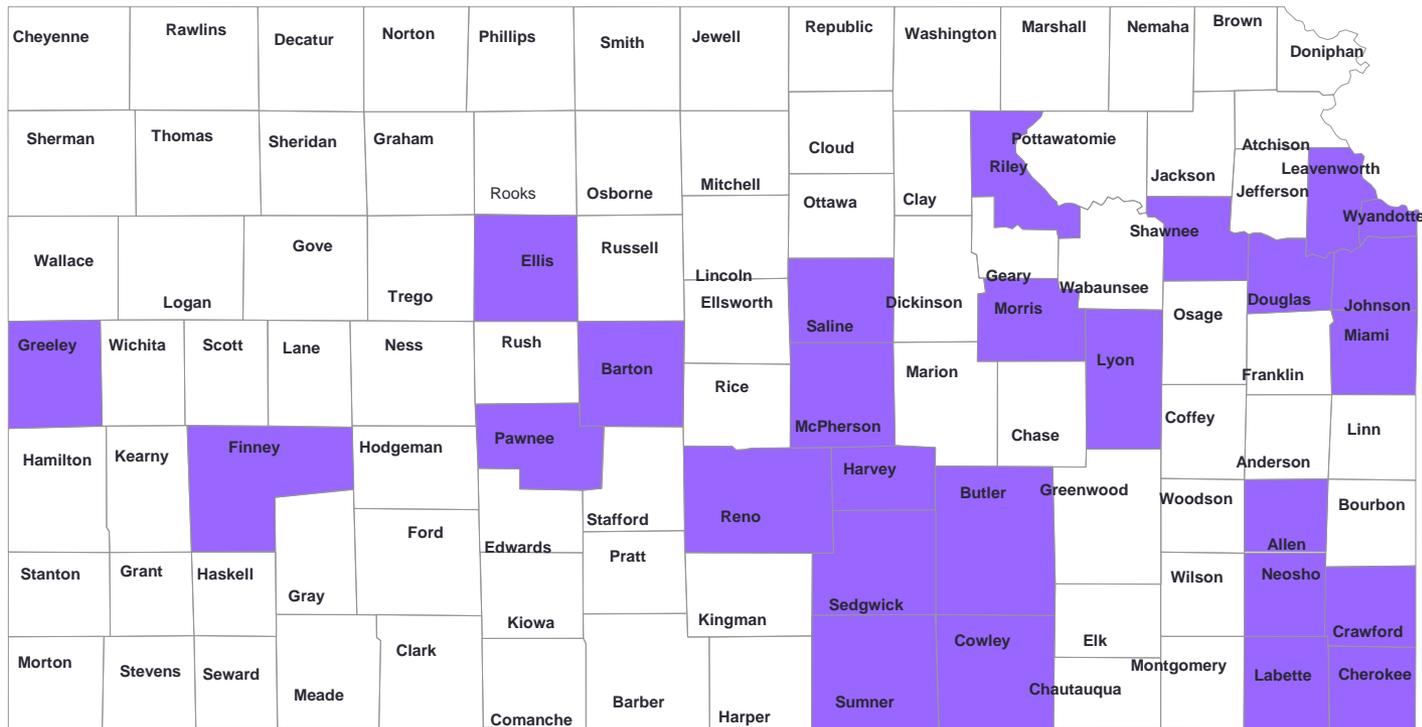
Action 11. Ensure access to services provided by International Board Certified Lactation Consultants (IBCLCs).

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

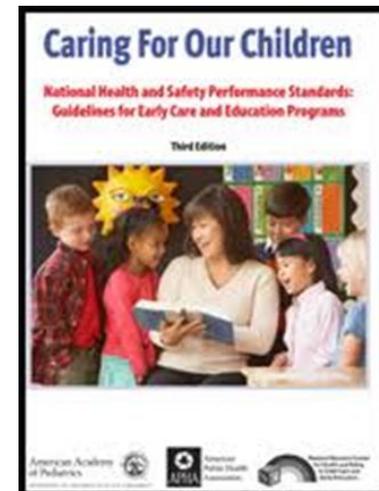
14 State agencies in Kansas allow approximately 6490 employees to bring their babies to work. Over **274** babies have been brought to work to date.



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

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



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

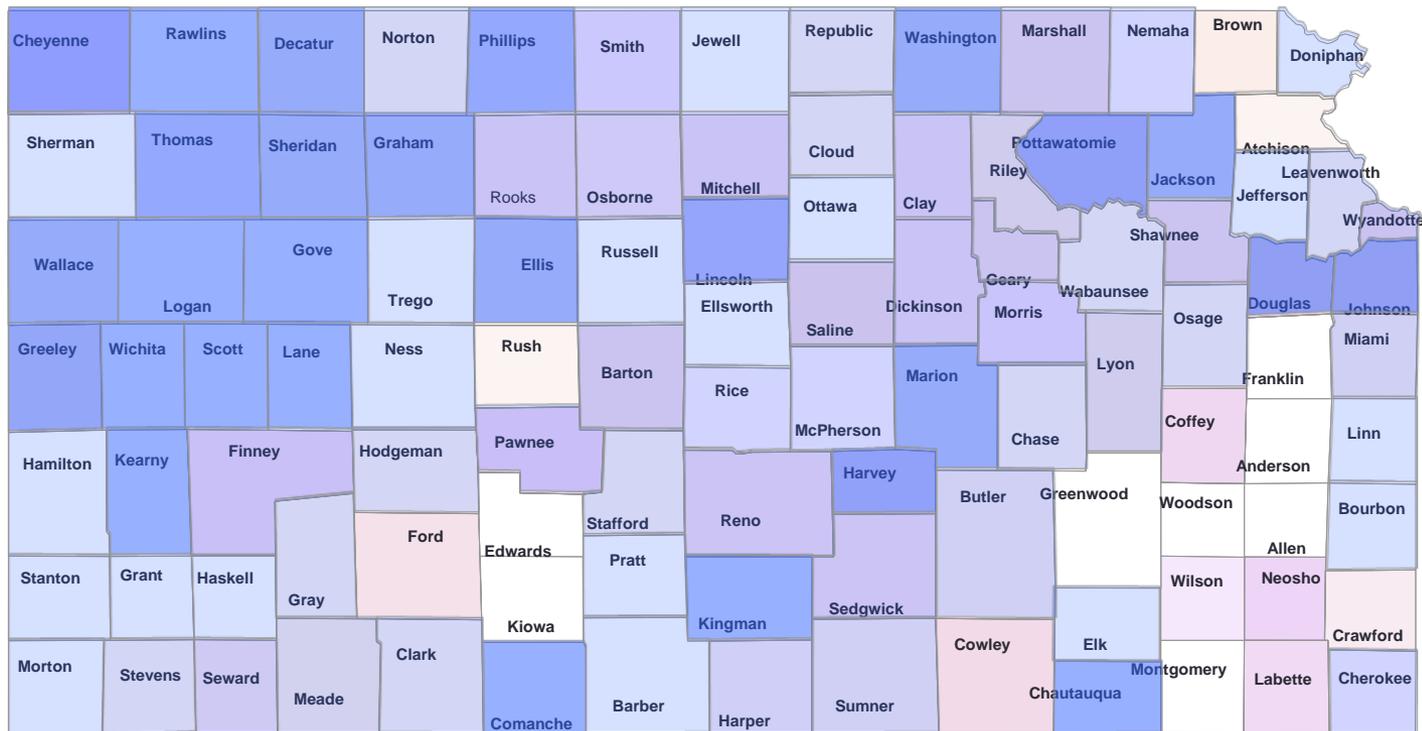
- Currently **18** local breastfeeding coalitions in Kansas
- Listing of local coalitions - <http://ksbreastfeeding.org/coalitions/>

What *You* Can Do...



- Join the Kansas Breastfeeding Coalition
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!



Health MINISTRY **Fund**



Resources

- Kansas Breastfeeding Coalition, Inc.

- www.ksbreastfeeding.org



- Business Case for Breastfeeding

- www.kansasbusinesscase.com



- High 5 for Mom & Baby

- www.High5Kansas.org



- La Leche League of Kansas

- www.kansasLLL.org



And You...



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