



Breastfeeding as a Chronic Disease Prevention Strategy

MaineGeneral Medical Center
Prevention Center
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Breastfeeding as chronic disease prevention strategy

- The Prevention Center at MGMC promotes breastfeeding to increase initiation and duration rates in our service area
- 3-pronged approach
 - Baby Friendly Hospital
 - Mother Friendly Worksite Initiative
 - Social marketing campaign



What's in this for you?

- Information about different strategies used to promote breastfeeding
- A look from within a health system
- Programs/strategies for your own area
- Resources to use in your area
- Ideas for collaboration



Why breastfeeding?

- Both babies and mothers gain many benefits from breastfeeding
- Benefits include both short-term and long-term health benefits



Benefits to Babies

- Complete nutrients and antibodies
- Protects against diarrhea and gastroenteritis
- May reduce risk of diabetes
- Protects against ear infections, respiratory illness
- May reduce incidence and severity of allergies
- Increases bone density
- May contribute to decreased obesity later in life
- Etc.



Benefits to Moms

- Protects against osteoporosis and hip fractures later in life
- Decreases symptoms of rheumatoid arthritis during lactation
- Reduces risk of breast and ovarian cancer
- Faster return of uterus to pre-pregnancy state



For complete study evidence see:

***Evidence Report/Technology
Assessment, Number 153:
Breastfeeding and Maternal and
Infant Health Outcomes in
Developed Countries***

**AHRQ Publication No. 07-E007,
April 2007**



MGMC's 3-pronged approach

- Baby Friendly Hospital initiative
- Mother Friendly Worksite initiative
- Social marketing planning



1. Baby Friendly Hospital

- Focus on increasing breastfeeding initiation rates
- International program that certifies hospitals for instituting “10 Steps to Successful Breastfeeding”
- Works on hospital policies and practices for prenatal education, in-hospital and postpartum care



Ten Steps

- Maintain a written breastfeeding **policy** that is routinely communicated to all health care staff.
- **Train** all health care staff in skills necessary to implement this policy.
- Inform all **pregnant women** about the benefits and management of breastfeeding.
- Help mothers initiate breastfeeding **within one hour of birth**.
- **Show mothers how to breastfeed** and how to maintain lactation, even if they are separated from their infants.
- Give infants **no food or drink** other than breastmilk, unless medically indicated. (no acceptance of free formula)
- Practice "**rooming in**"-- allow mothers and infants to remain together 24 hours a day.
- Encourage **unrestricted breastfeeding**.
- Give **no pacifiers or artificial nipples** to breastfeeding infants.
- Foster the establishment of **breastfeeding support groups** and refer mothers to them on discharge from the hospital or clinic.



Baby Friendly Process

- Several year process (MGMC began effort in 2004)
- Buy-in from management
- Commitment to provide staff time
- Mass education of hospital staff
- Culture/institutional change required
- Mock assessment -> multi-day official assessment (interview staff and patients)

* This can lead to a shift in cultural norms!



How Can You Support Hospitals in Your Area in Becoming Baby Friendly?

- Help local hospitals learn about the Baby Friendly process
- Help get primary care provider offices on board to support and advocate
- Help educate and provide resources to provider offices
- Help create a demand in the community- talk to your clients, consumers who are child-bearing age about the importance of breastfeeding
- Any of the current Baby Friendly hospitals (MGMC, CMMC, Miles) would be willing to answer questions



Questions?



2. Mother Friendly Worksite Initiative

- Focus on breastfeeding duration (up to 6 months, 1 year, beyond)
- 70% of employed mothers with children younger than 3 years work full time
- More than 50% of women who are working when they become pregnant return to work by the time their infant is 8-12 weeks old



Effect of Employment on Breastfeeding Rates (2002)

	<i>Percentage of infants who are breastfed</i>		
<i>Maternal employment status</i>	<i>Early postpartum period</i>	<i>Six months of age</i>	<i>One year of age</i>
Employed outside of the home (full and part-time)	70.2	Full time: 27.1 Part time: 36.8	Full time: 12.6 Part time: 20.8
Not employed outside of the home	69.0	35.2	23.8



Mother Friendly Worksite: Process

- Conducted worksite survey asking about knowledge of issue, support for breastfeeding
- Convened planning group to review data and discuss strategies
- Developed CD toolkit and technical assistance manual
- Distribution- word of mouth, Chamber newsletters, Career Centers (needs more work)



Mother Friendly Worksite: Process (cont.)

- Follow-up with worksites who request toolkit
- Offer one-on-one technical assistance
- Resource for agencies outside our service area
- Currently evaluating toolkit with mini-grant from MaineHealth




Questions?




3. Breastfeeding Social Marketing Plan

- Focus on initiation and duration of breastfeeding
- Surveyed postpartum women to ask who they got information about infant feeding from, and who influenced their decision about infant feeding
- Identified audiences and their influencers
- Discussed desired behavior change for each “influencer” group
- Developed messages and strategies for each group



Primary Audience	Secondary Audience	Key Influencers Message/Intervention
Young Mothers (age 19 and under)		
	Mothers/In-laws	DVD production
		<p>Messages:</p> <p>"I know you want to be helpful, the best way to do this is..."</p> <p>"For the health of your grandbaby..."</p> <p>"There are more supports available now for your daughter..."</p> <p>"We've learned more since you had children..."</p>
Women who start but stop because "not enough milk"		
	Care providers: pediatrician, ob/gyn, family practice, office staff, hospital nurses, WIC	<p>Resource packets</p> <p>Baby scale pilot</p> <p>Messages:</p> <ul style="list-style-type: none"> - "Yes You Have Enough" - what to expect in first couple months ie intensity, frequency
	Family	<p>4th trimester calendar</p> <p>Dad's "to do" list</p>



Primary Audience	Secondary Audience	Key Influencers Message/Intervention
Women who stop because of return to work		
	Employers	Toolkit CD Breastfeeding and Work packets Messages: - "This is a cost savings measure..." - "This is a recruitment and retention tool..."
Prenatal, undecided		
	Silent, successful breastfeeders	Prompts created Message: - "Share your success" - "What you say matters"



Social Marketing Plan (cont.)

- Currently working to test messages and distribution methods with target audiences
- Will work with hospital, WIC, other care providers and agencies that interact with target population for distribution



Thank you for your time...

- Overview of MGMC's efforts to use best practices that focus on breastfeeding as a chronic disease prevention strategy.
- Any questions? Feedback?



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