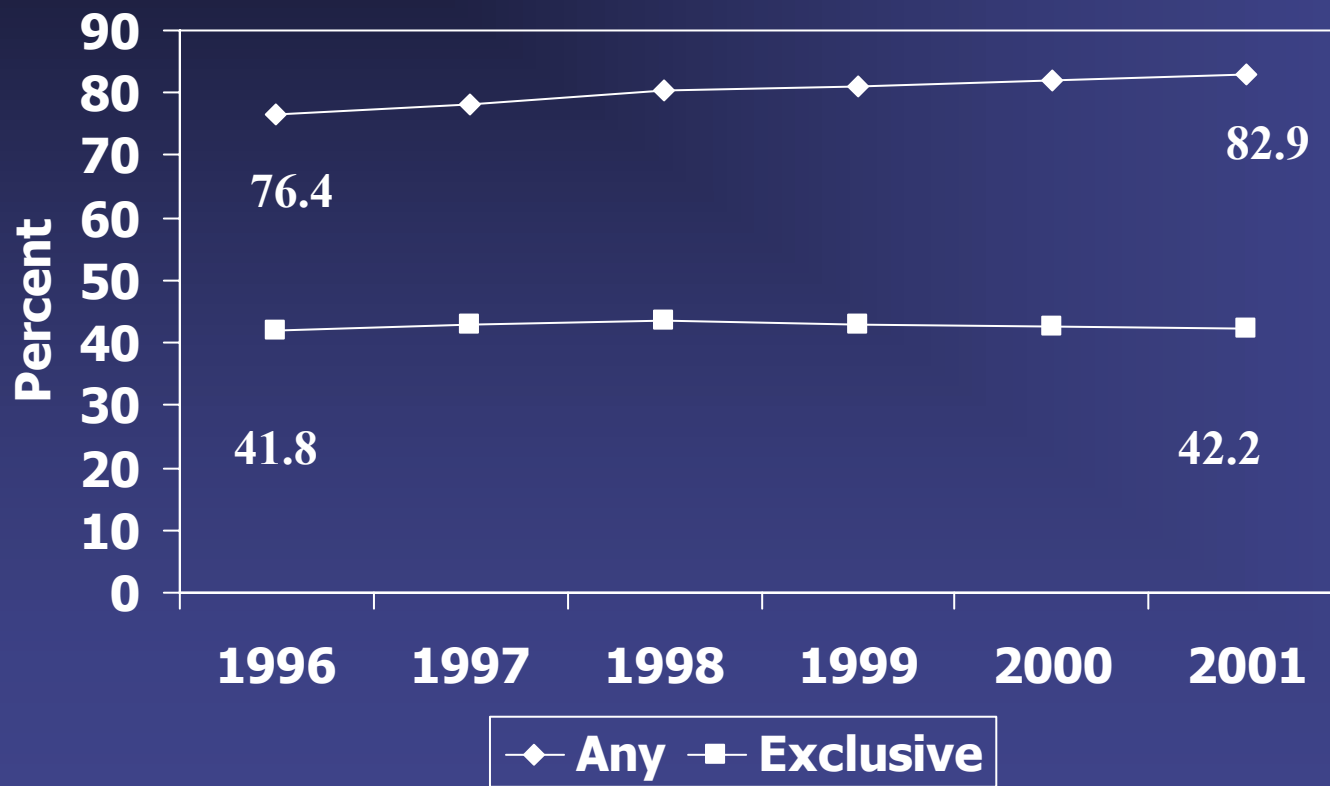




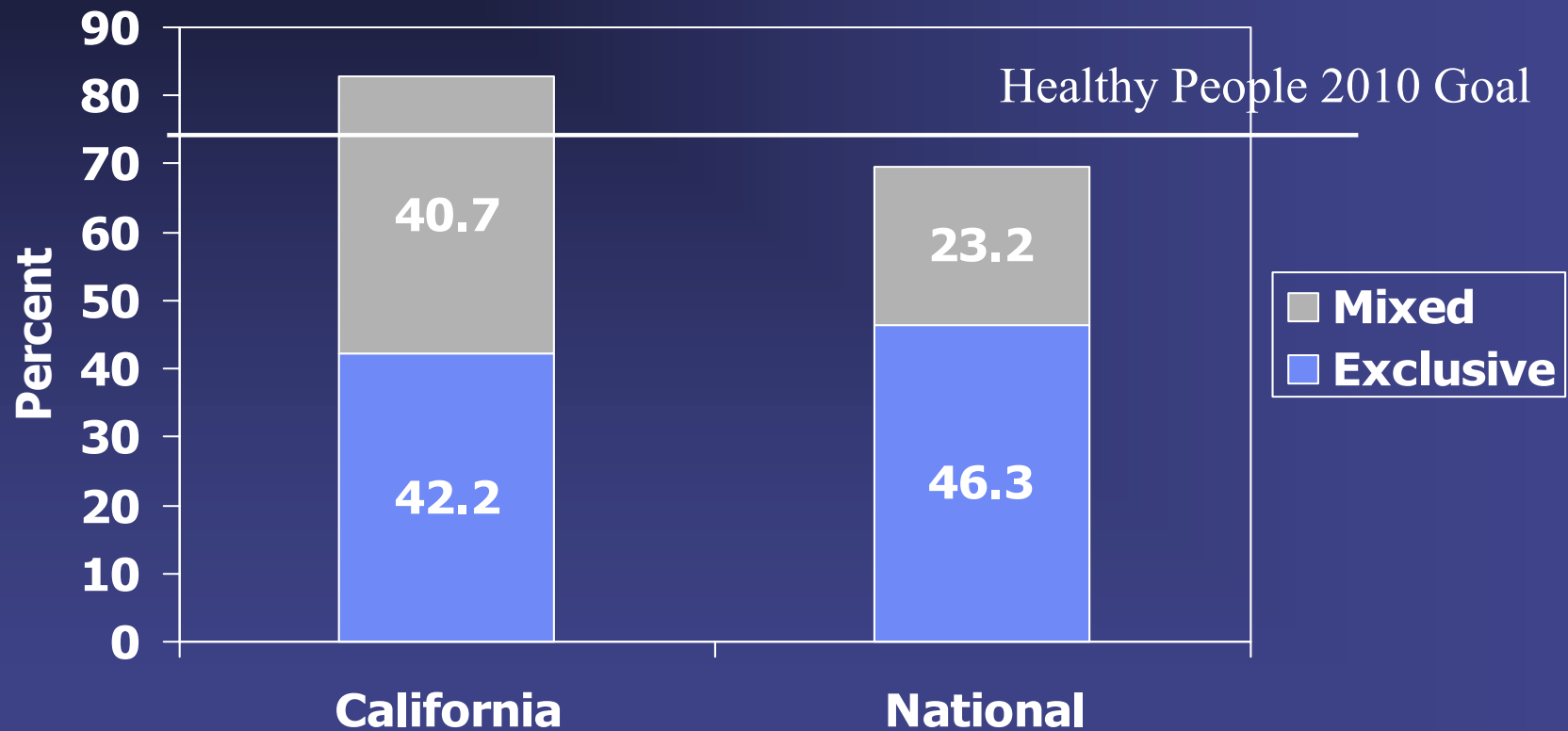
Breastfeeding Advocacy in California

Jane Heinig, PhD, IBCLC
Department of Nutrition, UC
Davis

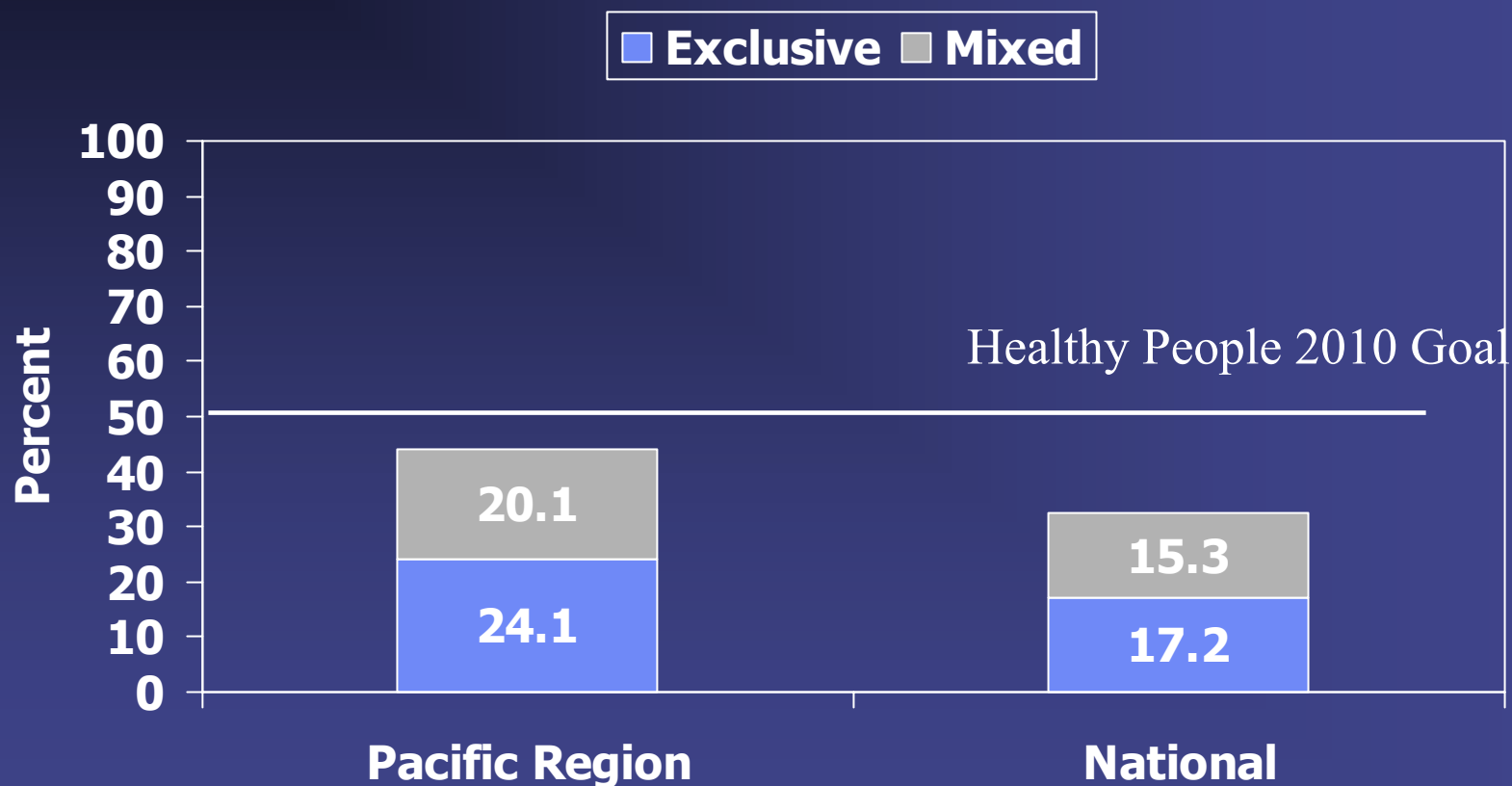
California In-Hospital Breastfeeding: 1996-2001



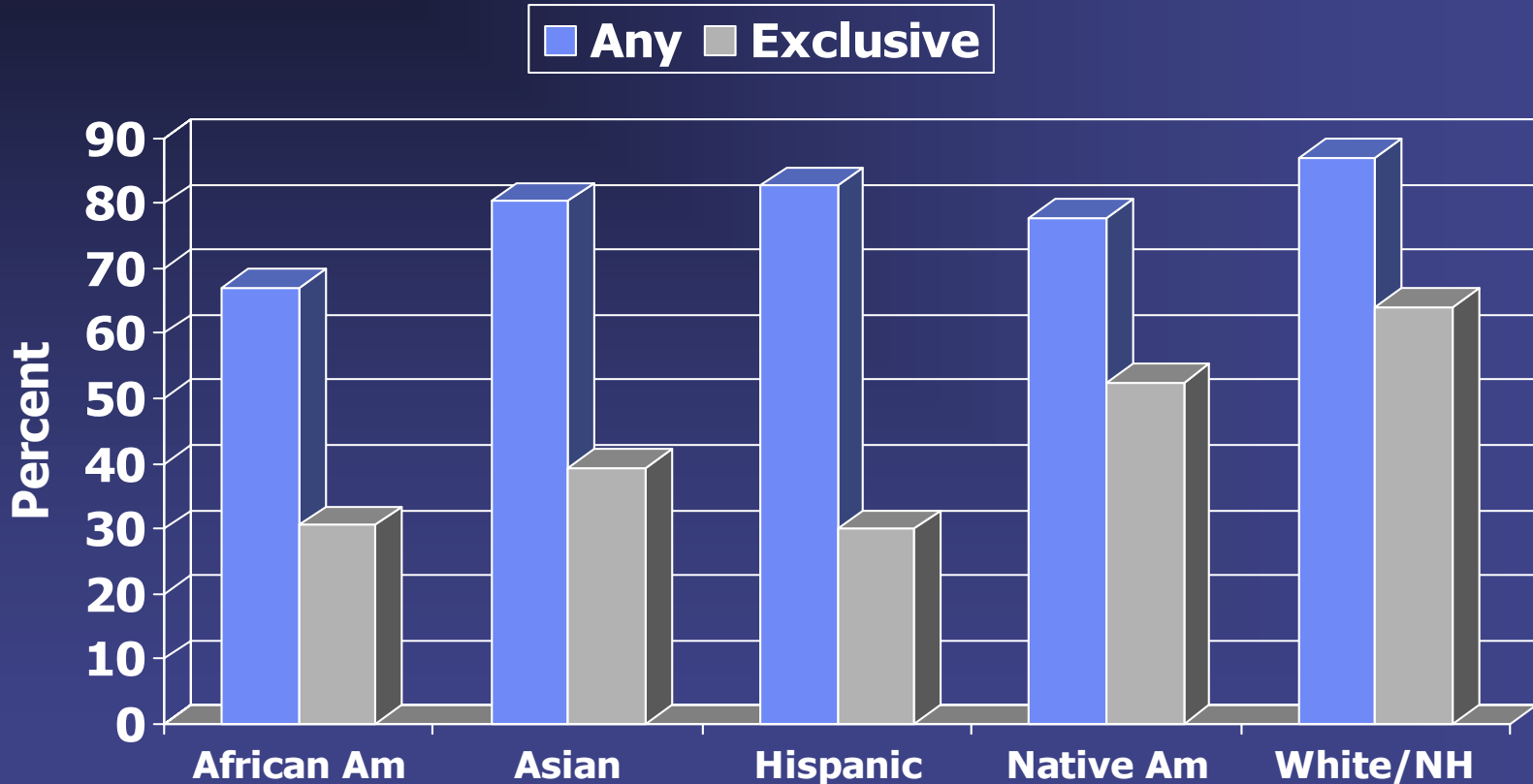
In-Hospital Breastfeeding Rates (2001)



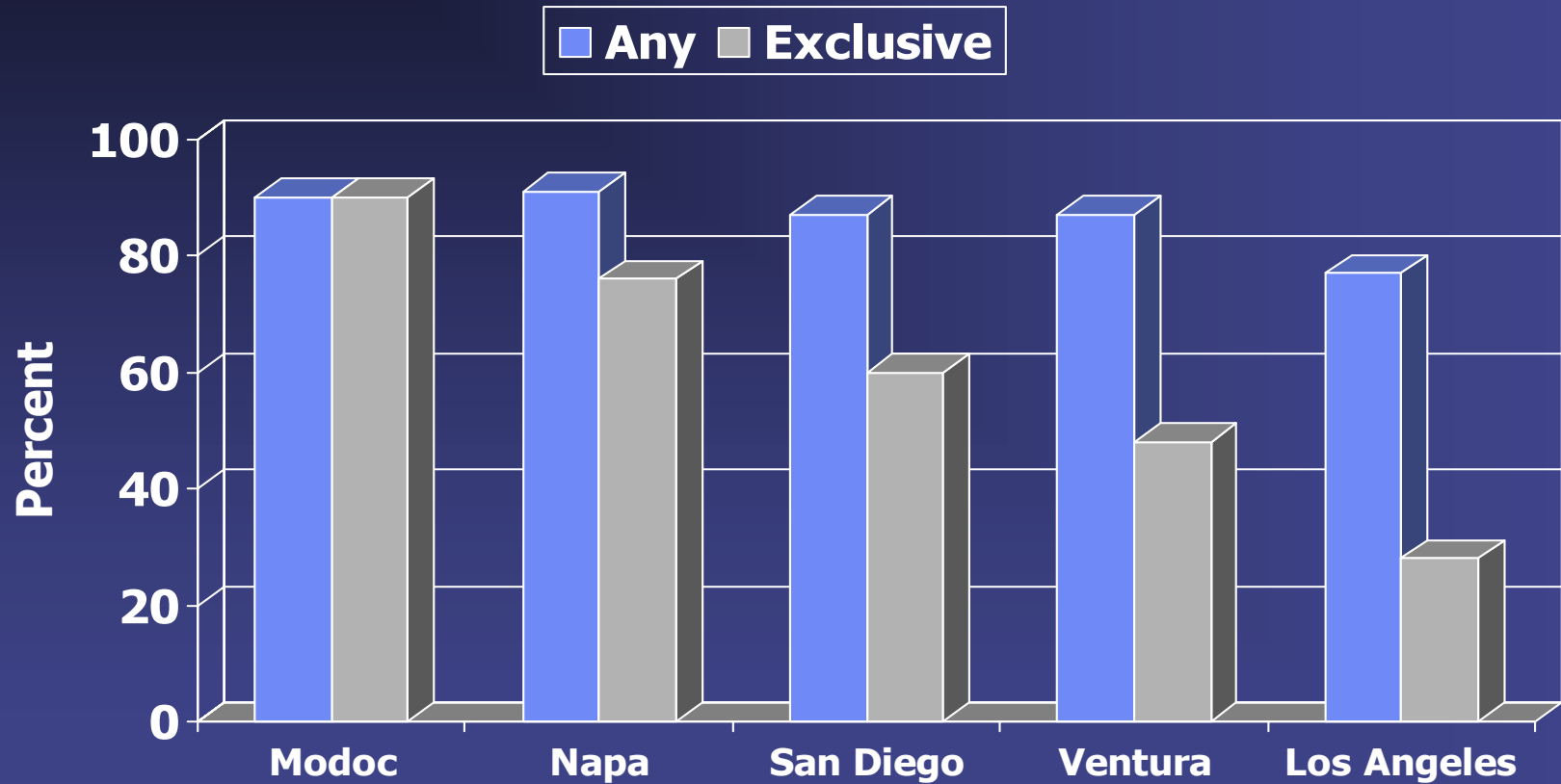
Breastfeeding Rates at 6 mo (2001)



California Breastfeeding Rates by Ethnicity (2001)



California Breastfeeding Rates by Region (1999)



Good News and Bad News

- “Any” breastfeeding rates exceed national average
 - Exclusive breastfeeding rates do not
 - “Any” breastfeeding rates have increased in the last five years, with greater increases in populations with the lowest rates
 - Disparities in breastfeeding rates still exist among populations and regions
-

Good News and Bad News

- Breastfeeding rates at 6 mo have increased dramatically
 - Breastfeeding rates at 6 mo remain below 2010 objective
-

Conclusions

- The majority of California women are motivated to breastfeed
 - Many are not adequately supported in order to breastfeed exclusively or for more than a short time
-

Erroneous Assumptions

- Women can be motivated into having a positive breastfeeding experience
 - Health care providers have the skills and time to support breastfeeding mothers
 - Comprehensive support for breastfeeding women is available through volunteer organizations
 - Most women “choose” to stop breastfeeding early
-

Breastfeeding Promotion in California WIC and MCH

- Long-term leadership role
 - Changing public policy
 - Providing broad-based promotion and support
 - Establishing channels for communication
 - Ongoing education and training



DHS Activities

- California Department Health Services Primary Care and Family Health Breastfeeding Promotion Committee
 - Governor's proclamation
 - Local Jurisdiction BF Promotion Coordinators
 - Public Health Grand Rounds
 - DHS Breastfeeding Friendly Workplace Program
 - Model hospital policies
-

WIC Branch Activities

- Peer counseling training manual
 - Lactation accommodation bill education materials
 - WIC Breastfeeding Coordinators
 - Survey of California hospitals
 - Breastfeeding policies
 - Education and support services for breastfeeding women
-

Breastfeeding Promotion in Regional Coalitions

- About 40 active coalitions
- Multi-cultural, multi-disciplinary groups
- Representing nearly every region
- Participated in 2001-2 breast needs assessment
- Meeting at UCD in 2003



In-Hospital Projects

- Policy change
- In-services
- Peer counseling programs
- World Breastfeeding Week displays
- Breastfeeding discharge packs



Health Care System Projects

- Resource Guides
- In office training
- Continuing education
- Displays at medical conferences
- Newsletters
- Warmlines



Workplace Projects

- “Baby Friendly” workplace recognition
- Supported workplace accommodation legislation
- Developed employer education materials
- Workplace lactation programs
- Established lactation rooms



Public Education Projects

- Health Fair participation/ booths
- WBW displays
- World Record BF event
- Photo contests
- Websites
- Walks/Fun Runs



Advocacy for Change

- Define the “addressable” problem
 - Recognize that you may only be able to address one aspect of a complex issue
 - Develop SMART objectives
 - Determine strategy
 - List and perform tasks
 - Evaluate
-

Selecting an Addressable Problem

■ Factors to consider

- Importance to community/your organization
- Clarity of cause(s)
- YOUR resources, purpose, values, skill level

■ Practice

- List an addressable problem in your community?
 - What is the cause?
 - Is it appropriate for your group to address the problem?
-

SMART Objectives

- Specific
 - Measurable
 - Attainable
 - Relevant
 - Time-limited
-

SMART Objectives

■ Example

- By June 2003, 75% of birthing mothers discharged from Charity Hospital will receive a pamphlet containing local bf resources

■ Practice

- We want to increase referrals from Public Health Nursing to the WIC Lactation Consultant
 - SMART objective?
-

Determine Strategy

- To achieve objectives, you need to determine your approach
 - Many problems have multiple causes
 - You need to determine which cause is the largest issue
 - **Practice**
 - What approach should we use to increase the referrals from PHN to WIC LCs?
-

List and Perform Tasks

- Factors to consider
 - Volunteer versus paid workers
 - Time constraints
 - Plan should be detailed
 - Best to set up timeline for each task
 - Must make plan for oversight and coordination
 - **Practice** – list of tasks for referral project?
-

Evaluation

- An evaluation plan is an important part of any intervention
- Used to determine whether or not you met your measurable objective and if not, what went wrong
- **Practice:** How would we know if we've met our objective?



Reach for the
stars, but
keep your
feet on the
ground



Important Resources

- Health and Human Services Blueprint for Action on Breastfeeding
 - www.4woman.gov/Breastfeeding/bluprntbk2.pdf
 - Breastfeeding: Investing in California's Future
 - www.mch.dhs.ca.gov/infants.htm
-

Important Resources

- Breastfeeding: One of California's First Investments in Young Children
 - <http://healthychild.ucla.edu>
 - California Statewide Breastfeeding Needs Assessment
 - <http://groups.ucanr.org/matinfnut/index.cfm>
 - <http://lactation.ucdavis.edu>
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