

Quality Improvement (QI) Mini-Collaborative Technical Assistance Webinar

Preventable Risk Factors for Chronic Disease (CD)
Target Area Group (TAG)

September 1, 2009
1:00 – 2:30 PM



Agenda

1:00 PM – 1:05 PM	Welcome and Introductions
1:05 PM – 1:50 PM	Breastfeeding: Critical Strategy for Health Presentation Rachel Abramson, RN, MS, IBCLC HealthConnect One
1:50 PM – 2:25 PM	Q and A
2:25 PM – 2:30 PM	Announcements and Evaluation



Breastfeeding: Critical Strategy for Health

Rachel Abramson, RN, MS, IBCLC
HealthConnect One



Webinar Agenda

- Breastfeeding rates nationally and in Illinois
- Breastfeeding as disease prevention strategy
- Barriers to breastfeeding
- Focus on promotion
- Questions & Answers



PLATITUDES...

OR NECESSITY?

Healthy People 2010 Breastfeeding Goals

- 75% initiation in the early postpartum period
- 50% at 6 months of age
- 25% at 1 year of age



AAP Policy Statement

Human milk is the preferred feeding for all infants, including premature and sick newborns, with rare exceptions.

CDC Breastfeeding Statistics

U.S. Children born in 2005
Provisional Data, National Immunization Survey

Percent of U.S. Children Breastfed
in early postpartum

1999	68.3%
2005	74.2%

CDC Breastfeeding Statistics
 U.S. Children born in 2005
 Provisional Data, National Immunization Survey

**Percent of U.S. Children Breastfed
 at 6 months**

1999	32.6%
2005	43.1%

CDC Breastfeeding Statistics
 U.S. Children born in 2005
 Provisional Data, National Immunization Survey

ILLINOIS

**Percent of children ever
 breastfed, 2005: 71.2%**

**Percent of children
 breastfed at 6 mos: 37.5%**

CDC Breastfeeding Statistics
 U.S. Children born in 2005
 Provisional Data, National Immunization Survey

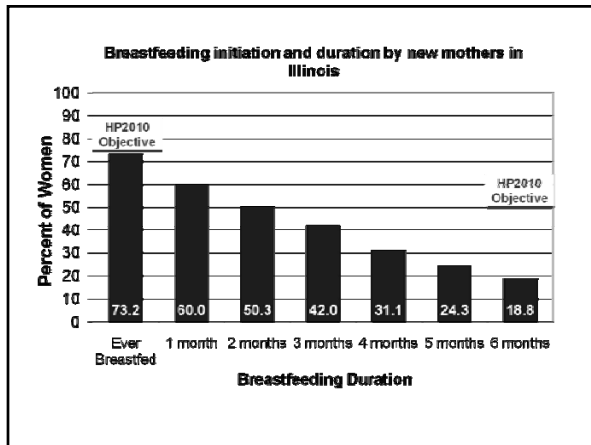
CHICAGO

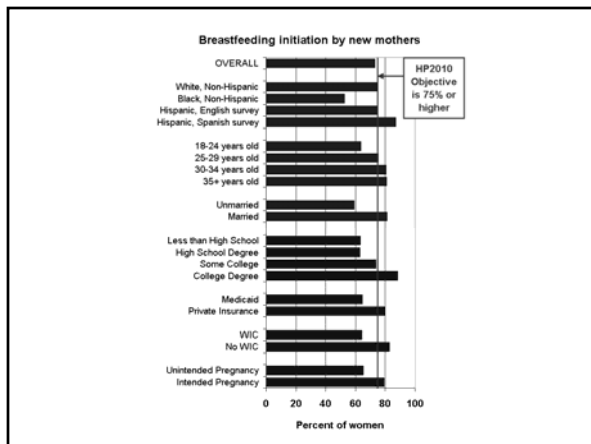
**Percent of children ever
 breastfed, 2005: 70.8%**

**Percent of children
 breastfed at 6 mos: 32.3%**

Pregnancy-Risk Assessment Monitoring System (PRAMS) data from 2000-2006

PRAMS surveys women who have recently delivered an infant in Illinois. PRAMS asks whether or not a woman breastfed her infant, for how long she breastfed, at what age the infant received any food other than breast milk, and reasons why she chose not to breastfeed or to stop breastfeeding, as applicable.





Where are the disparities?

Groups of new mothers in Illinois NOT meeting the HP2010 objective for breastfeeding initiation include: Non-Hispanic Blacks, 18-24 year olds, unmarried, high School education or less, Medicaid recipients, WIC participants, those whose pregnancy was unintended



Why does it matter?



Photo by Flint Chaney

Breastfeeding Reduces Risks of Chronic Disease

- Infections
- Pediatric Asthma
- Pediatric Overweight
- Diabetes
- SIDS

Breastfeeding Improves Health and Development

- Baby - Improved cognitive development
- Baby - Protection against maternal neglect
- Baby - Improved oral-motor development
- Mother - Promotes uterine involution and decreases the risk of postpartum hemorrhage
- Mother - Lowers risk of ovarian and breast cancer
- Mother - Facilitates earlier return to pre-pregnancy weight
- Mother - May decrease risk of osteoporosis in post-menopausal period

Barriers to Breastfeeding

Lack of Information



Lack of Support



Why don't women in Illinois breastfeed?

The most common reason for not breastfeeding was that the mother reported not liking breastfeeding. More than half of women who did not breastfeed cited this as a reason.

(PRAMS) data from 2000-2006

Why do breastfeeding women in Illinois stop breastfeeding?

Of women who started out breastfeeding, the most common reasons for stopping were: the mother thought she was not producing enough milk and breastmilk alone did not satisfy the baby.

(PRAMS) data from 2000-2006

Marketing of Infant Formula



**Hospital Practices
That Interfere With Breastfeeding**

- Delayed First Feeding
- Restrictions on rooming-in
- Unsupportive staff
- Use of bottles

AAP Policy Statement
Recommended Breastfeeding Practices

- Initiate BF in the first hour.
- Keep newborn and mother together in recovery and after.
- Avoid supplemental bottles, unless medically indicated.
- Avoid traumatic procedures.

AAP Policy Statement
Recommended Breastfeeding Practices

- **Respond to early breastfeeding cues.**
 - Rooting
 - Fist to mouth
 - Early arousal
- **Crying is a late hunger sign.**
- **Avoid pacifiers in early weeks until breastfeeding is well established.**

AAP Policy Statement
Role of Pediatricians and Other Health Care Professionals in Protecting, Promoting, and Supporting Breastfeeding

- Promote hospital policies that facilitate breastfeeding
- Eliminate mother-infant separation
- Eliminate formula discharge packs



SKIN-TO-SKIN CONTACT



Build Support in the Community



Build Family Support



Photo by Flint Chaney

Illinois' Statewide Breastfeeding Initiative *Creating the Blueprint for Breastfeeding*



HealthConnect One, the Illinois Department of Human Services, the Illinois WIC Program, and the University of Illinois School of Public Health are collaborating on a new statewide initiative to create a strategic plan to increase successful breastfeeding and to decrease disparities in breastfeeding rates across the state.

Illinois' Statewide Breastfeeding Initiative
Creating the Blueprint for Breastfeeding



- o Analysis of existing and emerging data to identify demographic trends in statewide breastfeeding rates, and to prioritize areas in which our efforts should be focused.
- o Engage stakeholders in critical thinking about priority issues and strategies.
- o Publish a Blueprint for Breastfeeding, which will point the way toward decreasing demographic disparities in breastfeeding initiation and duration in Illinois.

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Questions?

Q and A



Let us hear from you...

- Please complete the online survey to give us feedback.
- We value your input to improve this collaborative experience.
- Link to survey will be sent to you.



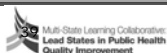
Upcoming Events

- October 6th CD TAG Webinar (1:00 PM)
- Learning Session II: Thursday, November 5 in Bloomington
 - IPHI Covers Travel Expenses
 - 2-3 Team Members Required to Attend



Feedback

- Wikispaces Posting
- QI Tools and Learning Needs for November Learning Session



Need TA? Have Questions? or Need to Submit Work Products?

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