



*2020*  
Indiana State  
Breastfeeding  
Conference



# Dr. Ruth Petersen, MD, MPH

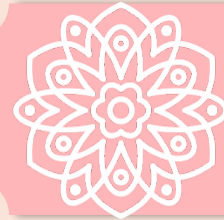
*Director  
Division of Nutrition, Physical Activity,  
and Obesity (DNPAO)  
Centers for Disease Control  
and Prevention (CDC)*



# *The Kaleidoscope Lens:*

*Aligning our Strengths to Accelerate the Change*

*Eliminating Inequities in Breastfeeding*



**2020 Indiana State  
Breastfeeding Conference**

**Ruth Petersen, MD, MPH**

**Director**

**Division of Nutrition, Physical Activity, and Obesity (DNPAO)**

**National Center for Chronic Disease Prevention and Health Promotion**



**February 26, 2020**

# DNPAO Strategic Priorities

## Reaching All Americans Across the Lifespan by Supporting

### A Healthy Start for Infants



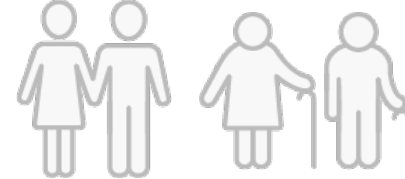
- Breastfeeding
- Early Child Nutrition
- Vitamins & Minerals
- First 1,000 Days

### Children & Youth Growing Up Strong & Healthy



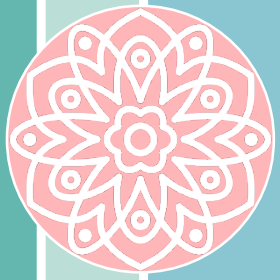
- Good Nutrition & Healthy Food Environments
- Physical Activity & Access to Environments Designed for Physical Activity
- Healthy Weight Management & Obesity Prevention

### Adults & Older Adults Maintaining a Healthy Lifestyle



# The Kaleidoscope Lens: Aligning Our Strengths to Accelerate the Change

- **Breastfeeding statistics, trends, and disparities**
- **CDC's efforts to support breastfeeding**
- **Aligning our strengths**



# We Know that Breastfeeding Is an Investment in Health, Not Just a Lifestyle Decision

## Benefits for Infants

Infants who are breastfed have reduced risks of:

- Ear and respiratory infections
- Asthma
- Type 1 diabetes
- Obesity
- Gastrointestinal infections (diarrhea/vomiting)
- Necrotizing enterocolitis (NEC) for preterm infants
- Sudden infant death syndrome (SIDS)

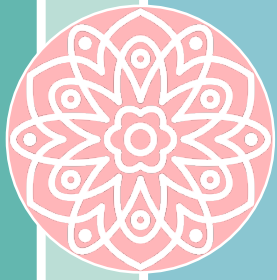


## Benefits for Mothers

Breastfeeding can help lower a mother's risk of:

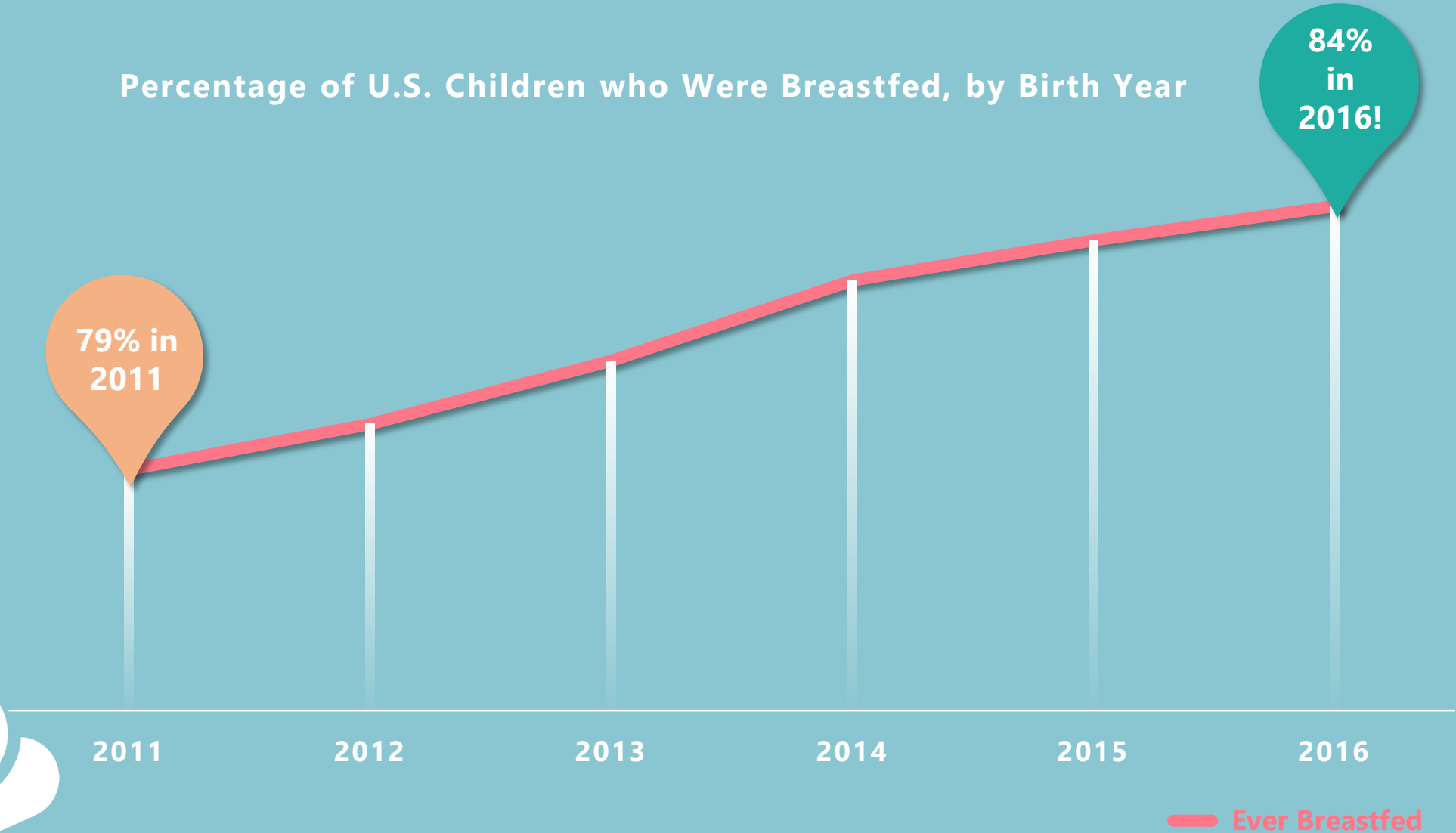
- Hypertension
- Type 2 diabetes
- Ovarian cancer
- Breast cancer

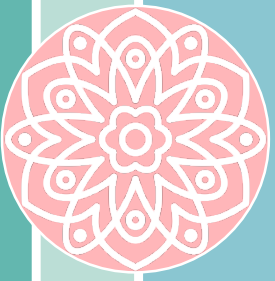




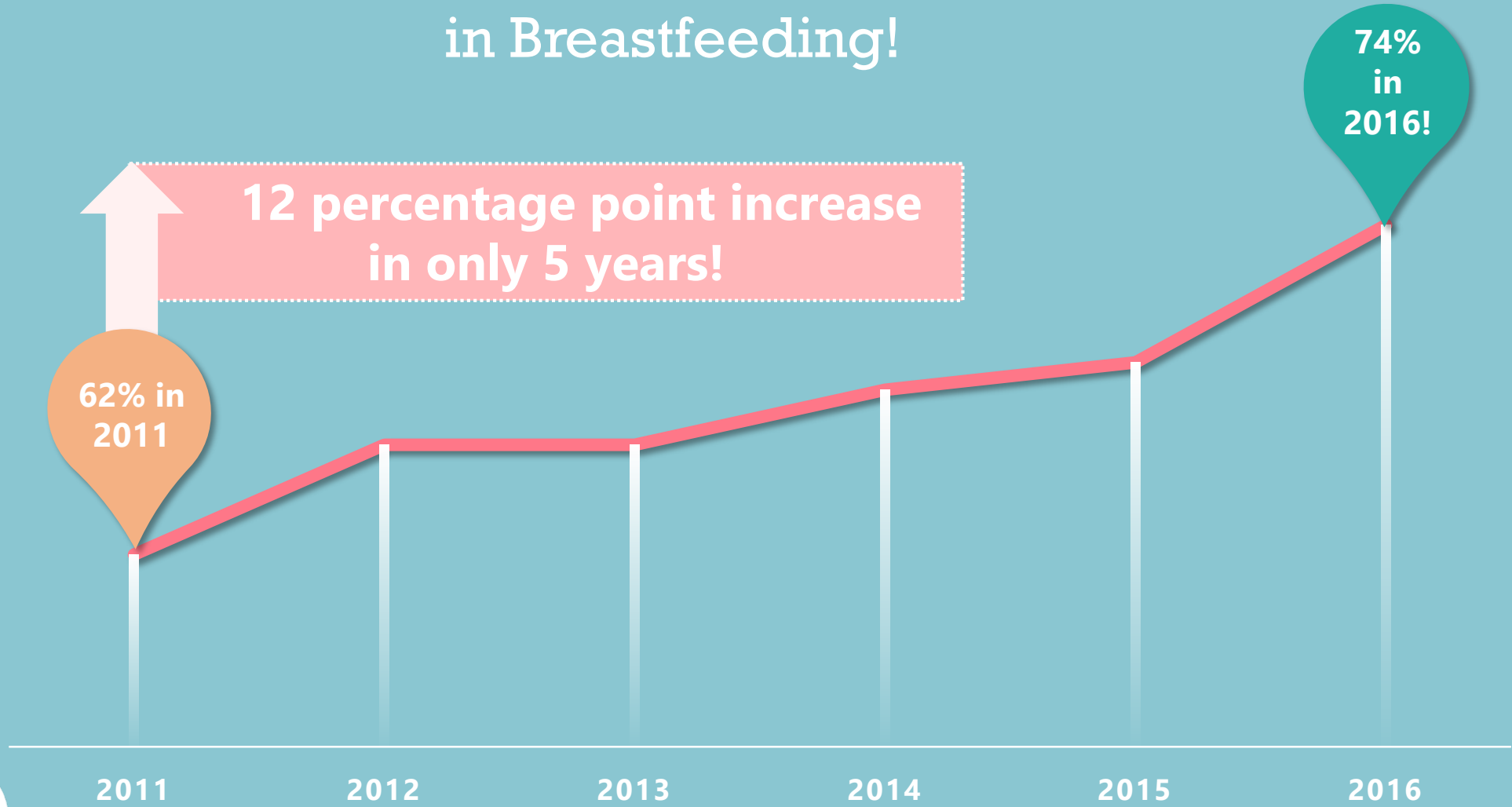
# More Babies Are Starting out Breastfeeding Overall

Percentage of U.S. Children who Were Breastfed, by Birth Year





# Great News: Black Women Are Making Strides in Breastfeeding!



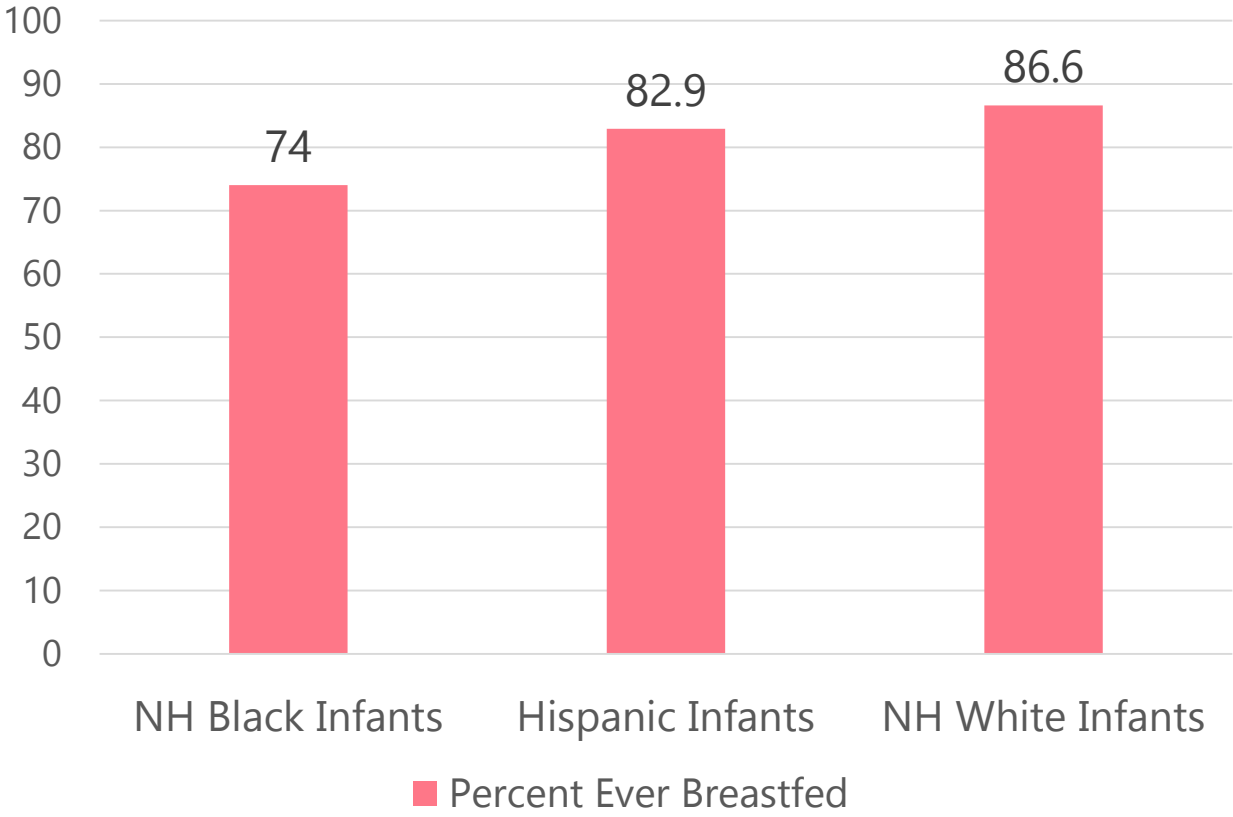
Percentage of U.S. Non-Hispanic Black Children who Were Breastfed, by Birth Year





We need more work to reduce disparities in breastfeeding rates

### Breastfeeding Initiation Rates by Ethnicity in the U.S. – 2016



**Black infants are 15% less likely to have ever been breastfed than white infants**

# Breastfeeding Duration and Exclusivity Are Increasing



**25%** of infants born in **2016** were exclusively breastfed through 6 months

**14%** of infants born in **2006** were exclusively breastfed through 6 months

“The American Academy of Pediatrics reaffirms its recommendation of **exclusive breastfeeding for about 6 months...**”

“The college recommends **exclusive breastfeeding for the first 6 months** of life...”

American Academy  
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN™



**ACOG**

The American College of  
Obstetricians and Gynecologists

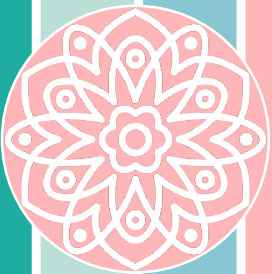
## However, Mothers Need More Support in Reaching Their Breastfeeding Goals

**WARNING:**



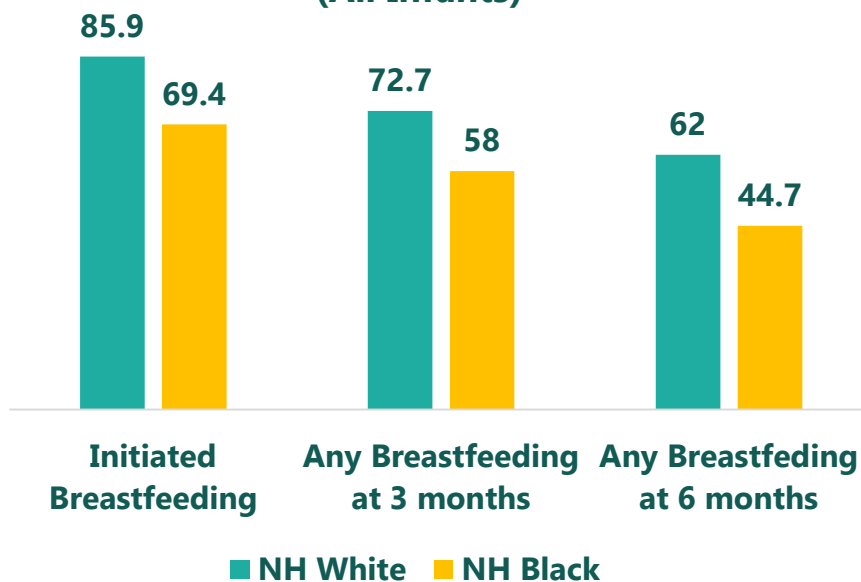
**60%** of mothers stop breastfeeding sooner than they planned.



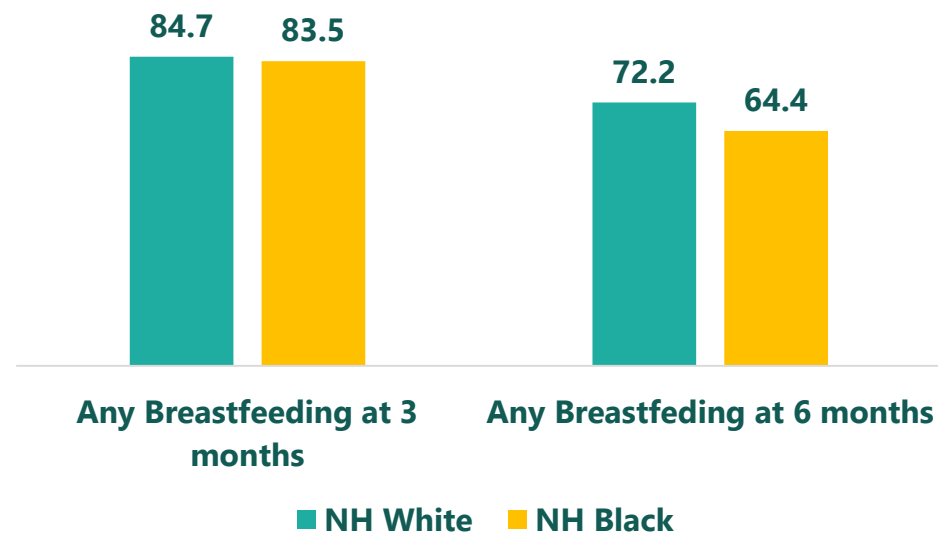


# Initiation of Breastfeeding May Reduce Disparities in Duration

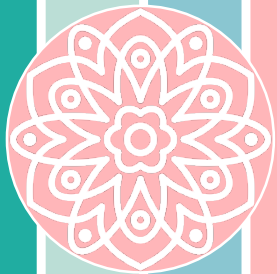
**Breastfeeding Initiation and Duration among Children Born in 2015 (All Infants)**



**Breastfeeding Duration among Children Born in 2015 (Infants who Initiated Breastfeeding ONLY)**



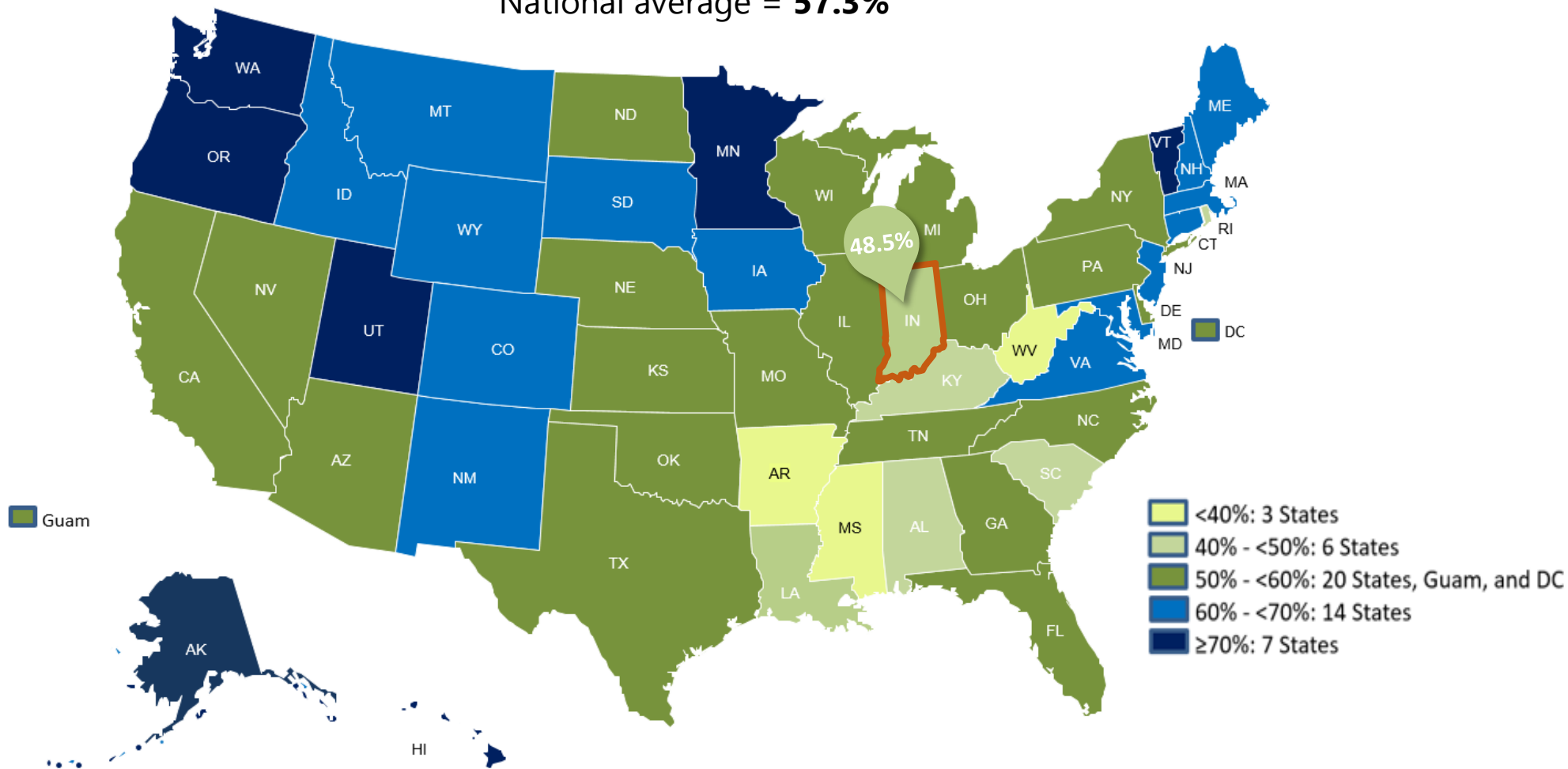
**The impact of racial disparities in breastfeeding initiation on racial disparities in breastfeeding duration among U.S. infants — United States, National Immunization Survey-Child, 2015**



# Understanding Regional Breastfeeding Disparities

## Percent of Infants Breastfed at 6 Months (2016)

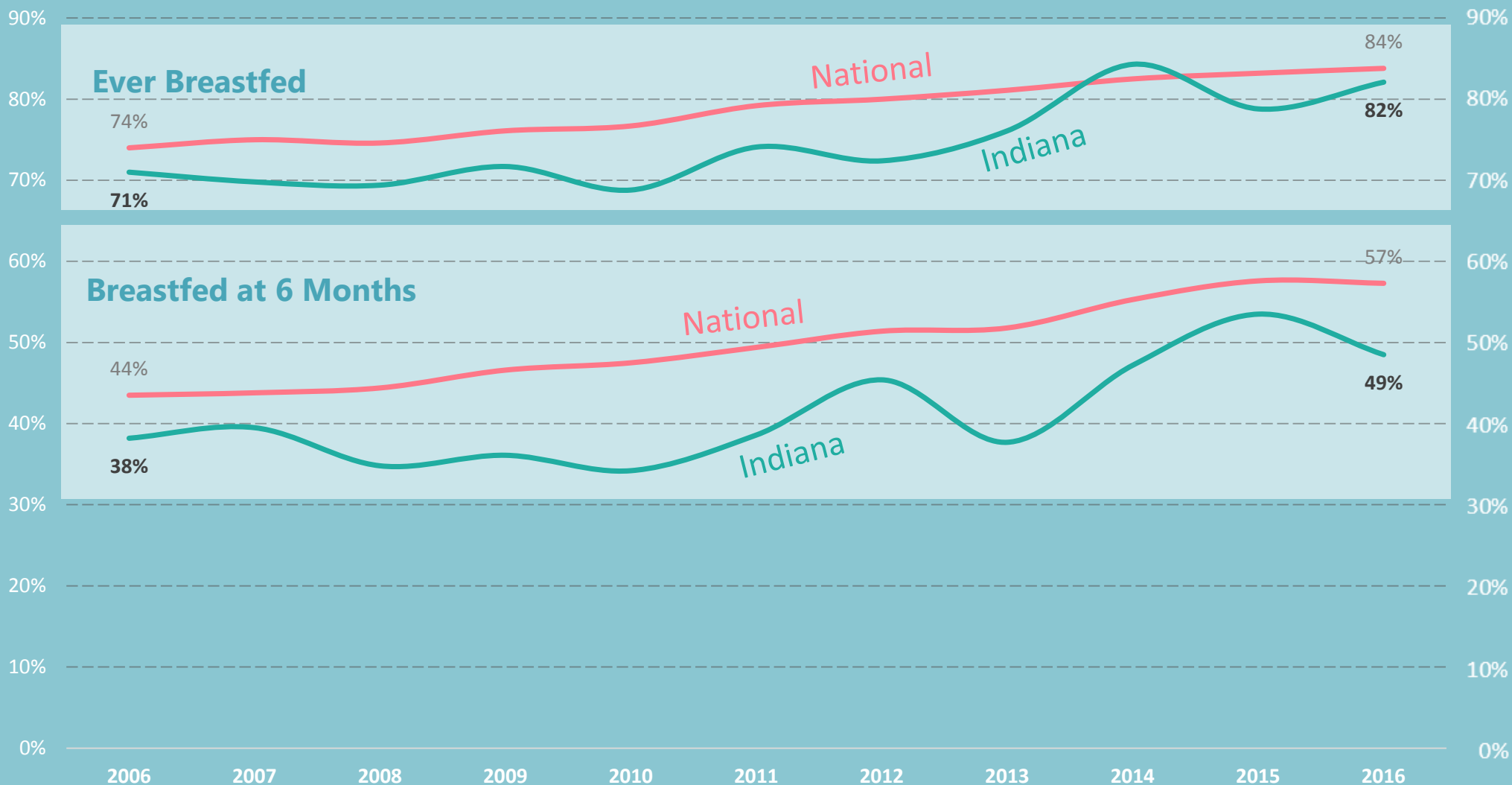
National average = **57.3%**



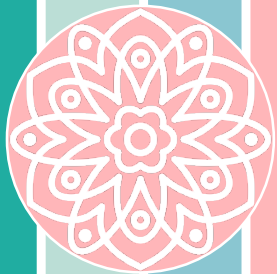


# Indiana Compared to the National Average Over Time

## Percent of Infants Breastfed Ever and at 6 Months in Indiana and the U.S., 2006-2016

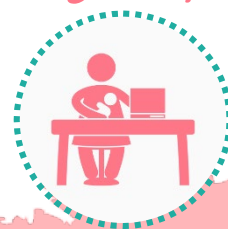
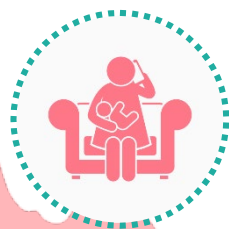


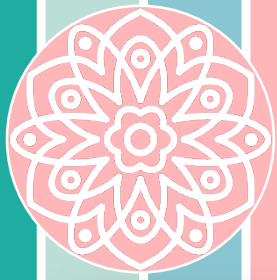
Source: <https://www.cdc.gov/breastfeeding/data/facts.html>



# What CDC Is Doing with Partners to Increase Breastfeeding Rates for All Mothers

*Our Commitment to Achieving Equity*





# Making Breastfeeding Resources Widely Available



## Breastfeeding Report Card United States, 2018

**Overview**  
Breastfeeding, with its many known health benefits for infants, children, and mothers, is a key strategy to improve public health. The American Academy of Pediatrics recommends that infants be exclusively breastfed for about the first 6 months with continued breastfeeding alongside introduction of complementary foods for at least 1 year. To track our nation's progress on achieving the Healthy People 2020 goals, CDC's 2018 Breastfeeding Report Card provides a compilation of data on breastfeeding practices and supports in all states, the District of Columbia (DC), Puerto Rico, Guam, and the US Virgin Islands.



Centers for Disease Control and Prevention  
National Center for Chronic Disease Prevention and Health Promotion  
Division of Nutrition, Physical Activity, and Obesity  
[www.cdc.gov/breastfeeding](http://www.cdc.gov/breastfeeding)

## CDC W **PINC** HOSPITAL SURVEY Maternity Practices in Infant Nutrition & Care

**VERSIÓN ACCESIBLE:**  
[https://www.cdc.gov/breastfeeding/recommendations/handling\\_breastmilk.htm](https://www.cdc.gov/breastfeeding/recommendations/handling_breastmilk.htm)

### ALMACENAMIENTO Y PREPARACIÓN DE LA LECHE MATERNA

**ANTES DE EXTRAERSE LA LECHE**

- Lávese** bien las manos con agua y jabón.
- Revise** el extractor y sus tubos para asegurarse de que estén limpios. Reemplace inmediatamente los tubos que tengan moho.
- Limpie** los diales del extractor y el mesón.

**CÓMO ALMACENAR LA LECHE**

- Use** bolsas para almacenar leche materna o envases limpios, de calidad apta para guardar alimentos y con tapas que se ajusten bien.
- Evite** los plásticos que contengan bisfenol A (BPA) (símbolo de reciclaje #7).

**GUÍA PARA ALMACENAR LA LECHE MATERNA\***

TIPO DE LECHE	LUGARES Y TEMPERATURAS DE ALMACENAMIENTO		
	Mesón 77 °F (25 °C) o más frío <i>(temperatura ambiente)</i>	Refrigerador 40 °F (4 °C)	Congelador 0 °F (-18 °C) o más frío
Recién extraída	Hasta 4 horas	Hasta 4 días	Dentro de los 6 meses es mejor. Hasta 12 meses es aceptable.
Descongelada, previamente	1 a 2 horas	Hasta 1 día (24 horas)	NUNCA vuelva a congelar la leche materna que ya fue descongelada.
Leche que sobra después de alimentar al bebé (el bebé no tomó todo el biberón)	Se debe usar dentro de las 2 horas después de que el bebé paró de tomar el biberón.		

## CDC'S WORK TO SUPPORT & PROMOTE BREASTFEEDING IN HOSPITALS, WORKSITES, & COMMUNITIES

**THE PROBLEM**

- 1 IN 4** Only 1 in 4 infants is exclusively breastfed as recommended by the time they are 6 months old.
- Low rates of breastfeeding add more than **\$3 billion** a year to medical costs for the mother and child in the United States.
- Black infants are **21% less likely** to have ever been breastfed than white infants.

**BREASTFEEDING IS AN INVESTMENT IN HEALTH, NOT JUST A LIFESTYLE DECISION**

**BENEFITS FOR INFANTS**  
Infants who are breastfed have reduced risks of:

- Asthma
- Obesity
- Type 2 diabetes
- Ear and respiratory infections
- Sudden infant death syndrome (SIDS)

**BENEFITS FOR MOTHERS**  
Breastfeeding can help lower a mother's risk of:

- Heart disease
- Type 2 diabetes
- Ovarian cancer
- Breast cancer

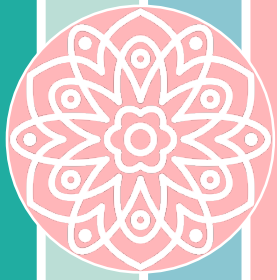
Breastfeeding provides unmatched health benefits for babies and mothers. It is the clinical gold standard for infant feeding and nutrition, with breast milk uniquely tailored to meet the health needs of a growing baby. We must do more to create supportive and safe environments for mothers who choose to breastfeed.  
Dr. Ruth Petersen, Director of CDC's Division of Nutrition, Physical Activity, and Obesity

**MOTHERS NEED SUPPORT THROUGHOUT THEIR BREASTFEEDING JOURNEY**

**60% of mothers stop breastfeeding sooner than they planned.**

- Hospital practices
- Education and encouragement
- Policies or supports in the workplace
- Access to community supports





# Making Breastfeeding Resources Widely Available

Strategies to Prevent Obesity and Other Chronic Diseases

## The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies



National Center for Chronic Disease Prevention and Health Promotion  
Division of Nutrition, Physical Activity, and Obesity



## The Surgeon General's Call to Action to Support Breastfeeding

2011



U.S. Department of Health and Human Services

**Vital signs™**  
August 2011

### Hospital Support for Breastfeeding

Preventing obesity begins in hospitals

**30%**  
Breastfeeding for 9 months reduces a baby's odds of becoming overweight by more than 30%.

**1 in 3**  
Even mothers who want to breastfeed have a hard time without hospital support; about 1 mother in 3 stops early without it.

**5% H**  
About 5% of US babies are born in hospitals that are designated Baby-Friendly.

Childhood obesity is an epidemic. In the US, 1 preschooler in 5 is at least overweight, and half of these are obese. Breastfeeding helps protect against childhood obesity. A baby's risk of becoming an overweight child goes down with each month of breastfeeding. In the US, most babies start breastfeeding, but within the first week, half have already been given formula, and by 9 months, only 31% of babies are breastfeeding at all. Hospitals can either help or hinder mothers and babies as they begin to breastfeed. The Baby-Friendly Hospital Initiative describes Ten Steps to Successful Breastfeeding that have been shown to increase breastfeeding rates by providing support to mothers. Unfortunately, most US hospitals do not fully support breastfeeding; they should do more to make sure mothers can start and continue breastfeeding.

→ See page 4  
Want to learn more? Visit <http://www.cdc.gov/vitalsigns>

National Center for Chronic Disease Prevention and Health Promotion  
Division of Nutrition, Physical Activity, and Obesity

## How to Keep Your Breast Pump Kit Clean

Accessible version: [www.cdc.gov/healthywater/hygiene/healthychildren/hospitalfeeding/breastpump.html](http://www.cdc.gov/healthywater/hygiene/healthychildren/hospitalfeeding/breastpump.html)

Providing breast milk is one of the best things you can do for your baby's health and development. Pumping your milk is one way to provide breast milk to your baby. Keeping the parts of your pump clean is critical, because germs can grow quickly in breast milk or breast milk residue that remains on pump parts. Following these steps can help prevent contamination and protect your baby from infection. If your baby was born prematurely or has other health concerns, your baby's health care providers may have more recommendations for pumping breast milk safely.



### BEFORE EVERY USE



**Wash hands** with soap and water.

**Inspect and assemble** clean pump kit. If your tubing is moldy, discard and replace immediately.

**Clean** pump dials, power switch, and countertop with disinfectant wipes, especially if using a shared pump.

### AFTER EVERY USE



**Store milk safely.** Cap milk collection bottle or seal milk collection bag, label with date and time, and immediately place in a refrigerator, freezer, or cooler bag with ice packs.

**Clean pumping area,** especially if using a shared pump. Clean the dials, power switch, and countertop with disinfectant wipes.

**Take apart** breast pump tubing and separate all parts that come in contact with breast/breast milk.



**Rinse** breast pump parts that come into contact with breast/breast milk by holding under running water to remove remaining milk. Do not place parts in sink to rinse.

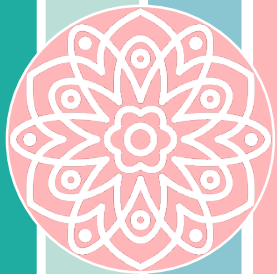


**Clean pump parts** that come into contact with breast/breast milk as soon as possible after pumping. You can clean your pump parts **in a dishwasher** or **by hand** in a wash basin used only for cleaning the pump kit and infant feeding items.

Follow the cleaning steps given on the next page.



Centers for Disease Control and Prevention  
National Center for Emerging and Zoonotic Infectious Diseases



# Helping Mothers Stay Informed about the Challenges of Breastfeeding – and how to Overcome Them



## What to Expect While Breastfeeding

Every mother's experience with breastfeeding is different. Whether this is your first baby or you are an experienced mom, each baby is unique. Breastfeeding will be a learning process.

### Your baby is learning how to:

- Latch.
- Suck.
- Swallow.

### You are learning how to:

- Position your baby to feed.
- Observe and follow his or her hunger cues.
- Manage your breast milk supply and breast health.



Breastfeeding support is available. Visit our [resources page](#) to find the right kind of help for you.

<https://www.cdc.gov/breastfeeding/resources/syndicated-content.html>

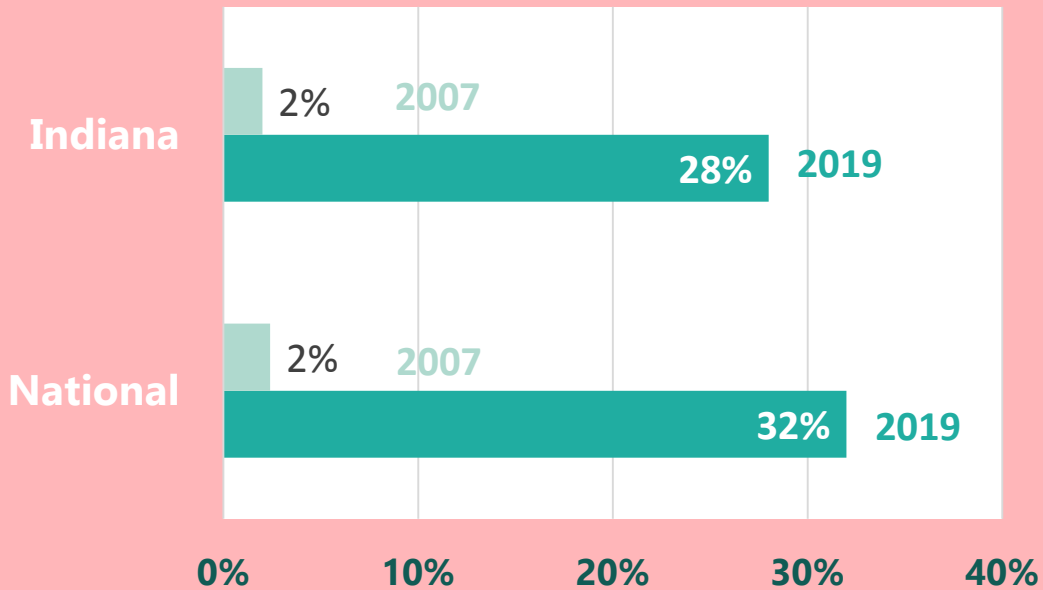
# CDC's Work to Support Breastfeeding Progress



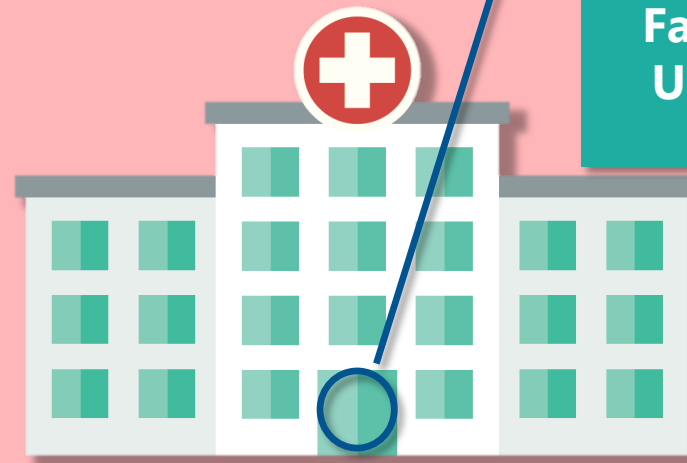
# More Births Are Occurring in Hospitals that Support Breastfeeding

Over One Million Babies Born in Baby-Friendly Facilities Each Year!

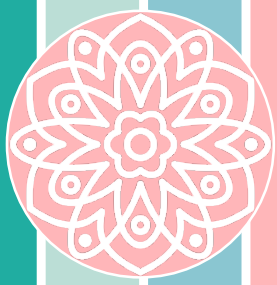
Percentage of Babies Born in Baby-Friendly Facilities in Indiana and the U.S., 2007 & 2019



600+



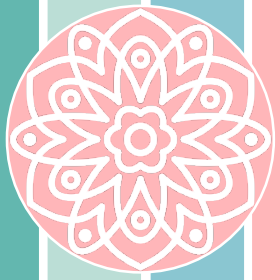
Baby-Friendly Facilities in the United States!



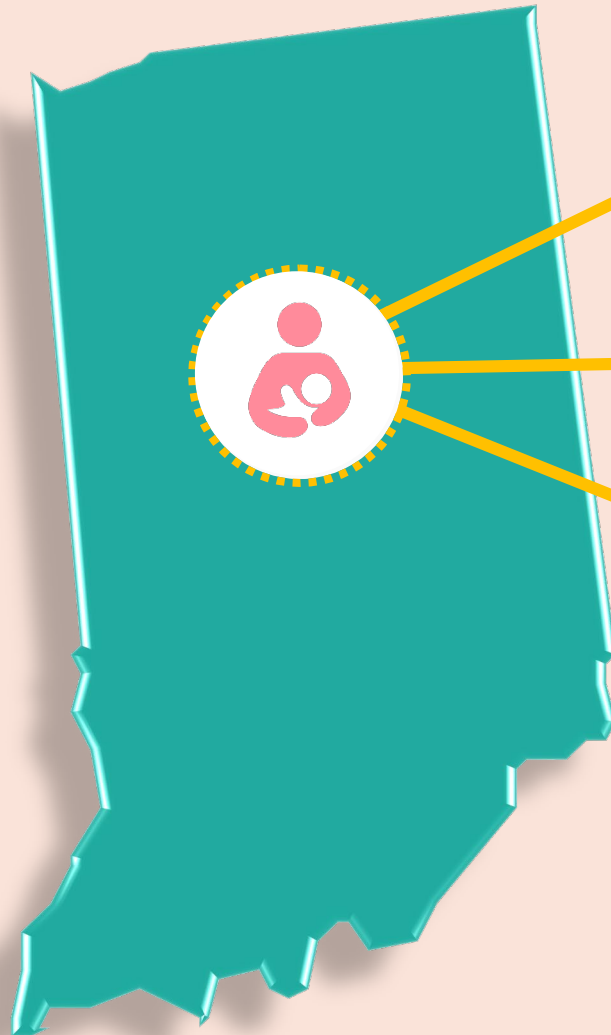
## Baby-Friendly Designation Can Help Address Racial Inequities in Breastfeeding

Designation is associated with a decrease in racial disparities in breastfeeding:

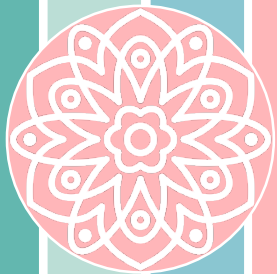
- Disparity in initiation between African American and white infants **decreased by 9.6%** (over 31 months)
- Initiation increased from **66% to 75%** for all races combined
- Initiation and exclusive breastfeeding among African American infants increased from **46% to 63%** and **19% to 31%**, respectively
- Skin-to-skin care after cesarean delivery: associated with increased breastfeeding initiation and exclusivity in all races
- Rooming in: associated with increased exclusive breastfeeding in African American infants



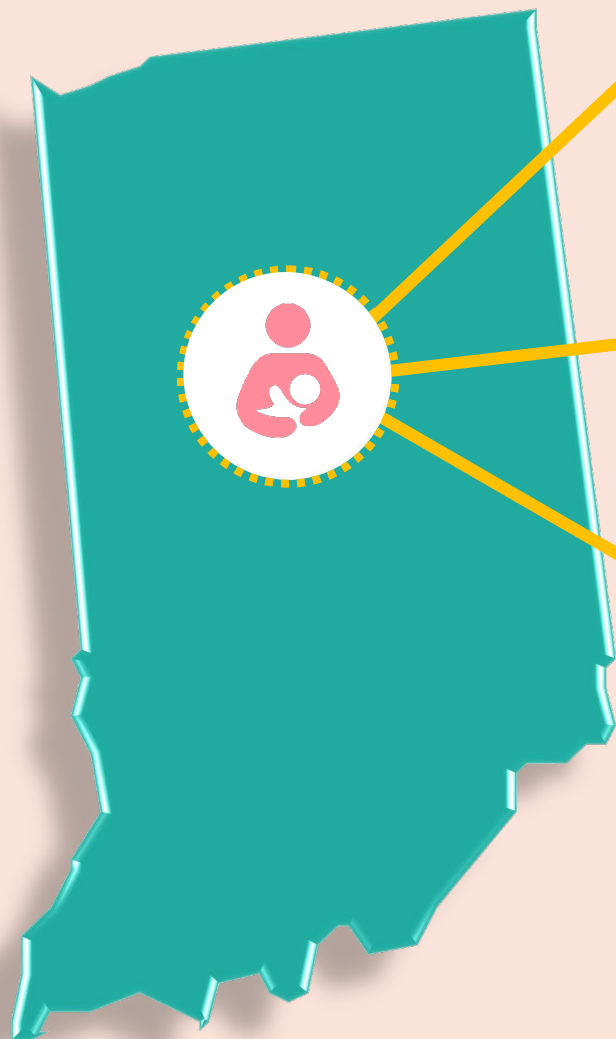
# Indiana State Breastfeeding Work Highlights



- The Indiana Breastfeeding Coalition is providing **scholarships to people of color for lactation education**, building a **BF-friendly physician office designation** toolkit, **engaging with local BF stakeholders**, and more
- The Indiana Breastfeeding Alliance is piloting **physician BF education** at the IU School of Medicine, building **provider learning collaborative of BF champions**, and more
- ISDH formed a steering committee with partners to evaluate and build on **Indiana's State Breastfeeding Plan** beginning in Jan. 2020



# Spotlight: Indiana WIC



## WIC in Hospitals:

- Local agency WIC staff in 34 hospitals across IN providing certifications at bedside
- In 2019, over 28,000 certifications were done in hospitals
- Helps connect families to BF resources faster and reduces the burden on participants

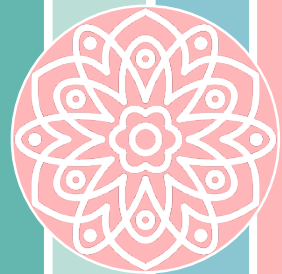
## Peer Counselors:

- WIC Breastfeeding Peer Counselor funds provided to all 39 local agencies in IN for total of ~100 peer counselors
- In FY19, peer counselors received 58,000+ referrals for BF support and reached out to WIC clients nearly 200,000 times

## Honors and Recognition:

USDA has recognized Indiana WIC for BF efforts:

- Eight local agencies achieved Loving Support Gold Award of Excellence for BF support in recent years
  - IU Monroe and Greene counties' WIC programs received the Gold Premiere level of the award in 2019
- In 2018, Indiana WIC was one of two states that received a Performance Bonus Award from USDA for increasing breastfeeding rates

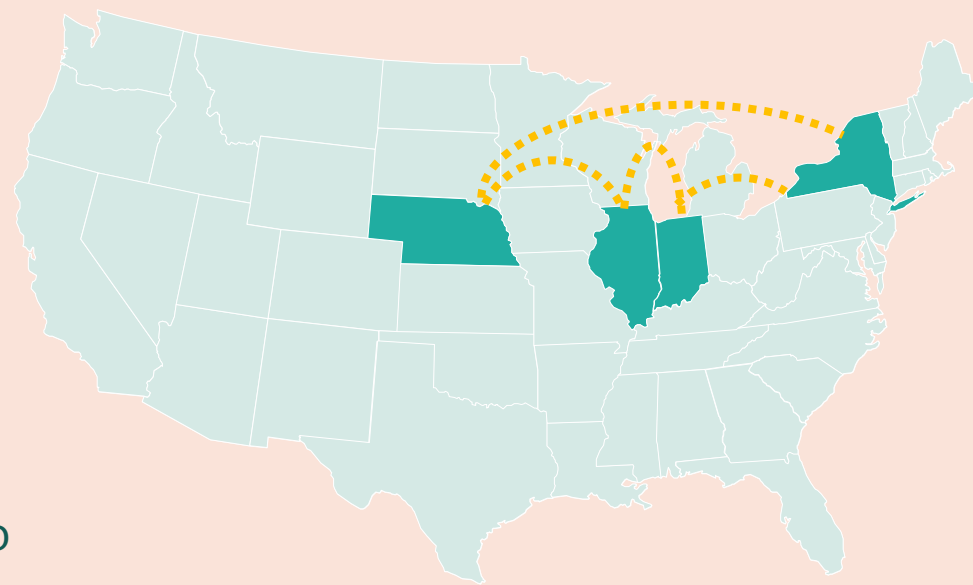


## NACCHO and DNPAO Are Bridging the Gap to Build a Breastfeeding Support Model for Community Health Centers

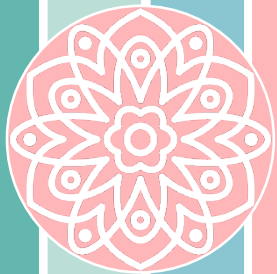


Technical assistance to four federally qualified health centers in the states of Illinois, **Indiana**, Nebraska, and New York. Collectively, these centers are –

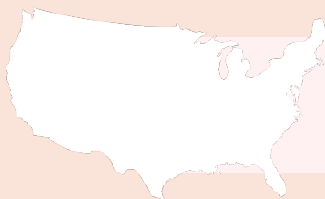
- **Implementing modifications** in their electronic medical records
- **Improving breastfeeding support policies and procedures** for clients and employees
- **Training all staff** in breastfeeding management
- **Bridging** obstetric and pediatric **providers**
- Making changes to the clinic surroundings to **actively display an environment supportive of breastfeeding**





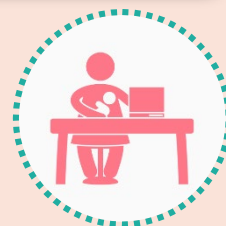
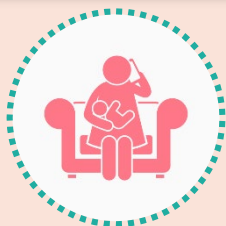
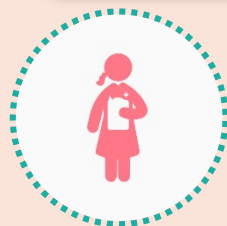


# Future Directions: Together We Are Stronger



CDC is increasing breastfeeding support for mothers across the nation by...

✓ Integrating breastfeeding strategies into our programs



&

✓ Ensuring our partners have access to the data you need...

So you can...

Effectively engage at the ground level

And Together,

we can work toward closing the gap in racial disparities

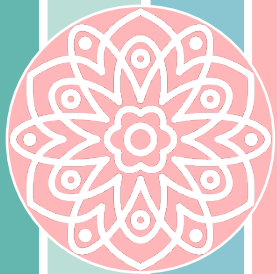


*“Given the importance of breastfeeding on the health of mothers and children, it is critical that we take action to support breastfeeding. Women who choose to breastfeed face numerous barriers—only through the support of family, communities, clinicians, healthcare systems, and employers will we be able to make breastfeeding the easy choice.”*

**Jerome M. Adams, MD, MPH**  
**U.S. Surgeon General**



- How do we use this data to continue advancing equity?
- How do we get creative and innovative with new ways to promote BF initiation, duration, and exclusivity?



## Have You Heard about Our Online Resources?



### **Data Trends and Maps**

Interactive database that provides national and state health status and behaviors



### **State Community Health Media Center**

Collection of free and low-cost, audience-tested advertising and support materials



### **Division of Nutrition, Physical Activity, and Obesity (DNPAAO) Website**

[CDC.gov/nccdphp/dnpao](https://www.cdc.gov/nccdphp/dnpao)



### **DNPAAO Facebook Page**

[Facebook.com/CDCEatWellBeActive](https://www.facebook.com/CDCEatWellBeActive)



### **DNPAAO Twitter**

[@CDCObesity](https://twitter.com/CDCObesity)  
[@CDCMakeHealthEZ](https://twitter.com/CDCMakeHealthEZ)



Questions?

# Thank You!



For more information, contact: [\*\*dnpaopolicy@cdc.gov\*\*](mailto:dnpaopolicy@cdc.gov)

Help us keep America healthy and strong. See how at: [\*\*cdc.gov/nccdphp/dnpao\*\*](https://cdc.gov/nccdphp/dnpao)

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.

































































