

Women's Health Grand Rounds

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Sponsored By

- School of Public Health,
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Breastfeeding Grand Rounds

Speakers:

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**Moderator: Mary Applegate, MD,
MPH**

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Evaluations

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Promoting Breastfeeding in Minority Communities

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Breastfeeding Coordinator, AAP D. C. Chapter
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Benefits of Breastfeeding

- **Superior nutritional content for infant**
- **Immunological protection for infant**
- **Improved cognitive outcomes for infant**

Benefits of Breastfeeding

- **Protection from premenopausal breast cancer, osteoporosis, epithelial ovarian cancer for the mother**
- **Improved mother – infant bond**

Benefits of Breastfeeding for the Mother

- **Faster weight loss in the early postpartum period**
- **Reduced risk of post-menopausal osteoporosis**

Benefits of Breastfeeding for the Mother

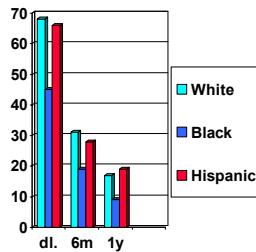
- **Reduced risk of epithelial ovarian cancer**
- **Reduced risk of pre-menopausal breast cancer**

Benefits of Breastfeeding for the Mother

- **For mothers employed outside the home – fewer lost days from work due to infant's illness**
- **Mothers who experienced gestational diabetes during pregnancy were less likely to subsequently develop insulin dependent diabetes**

Current Breastfeeding Rates

- Breastfeeding initiation rates are low in African Americans
- Therefore many A.A. mothers and infants do not get a chance to receive the health benefits of breastfeeding



Promotion Focus on the Disenfranchised

- Who are the disenfranchised?
 - Native Americans
 - African Americans
 - Latino Americans
 - Asian Americans
 - Poor Americans
 - American women

Promotion Focus on the Disenfranchised

- Cultures have been denigrated and disrupted
- Cultural roles have been reversed
- Health beliefs have been suppressed
- Financially challenged
- Ignored

Factors Which Affect How Women Feed Their Infants and the Length of Time They Feed

- Living environment (urban or rural)
- Socioeconomic status
- Maternal education
- The woman's employment situation
- Commercial pressures

Factors Which Affect How Women Feed Their Infants and the Length of Time They Feed

- Don't perceive any risk to not breastfeeding
- Believe that formula is an equal substitute
- Knowledge and availability of breastmilk substitutes
- Social factors - family/society attitudes toward breastfeeding

Prevalence of Formula Advertising and Distribution During Pregnancy

- Survey of 136 consecutive intrapartum patients
 - 78% received infant feeding info published by formula companies
 - 65% received offers for free formula during their pregnancy

Prevalence of Formula Advertising and Distribution During Pregnancy

- Women receiving private OB care were more likely to receive offers for free formula ($p < 0.001$) than women cared for in hospital-affiliated clinics
- 90% of women who received free formula prenatally reported their prenatal provider as a source of samples

Health Risks to Infant if Not Breastfed

Increased incidence or severity of

- Gastroenteritis and diarrhea
- Otitis media
- Pneumonia and lower respiratory infection
- Respiratory syncytial virus (RSV) infection
- Neonatal sepsis
- Necrotizing enterocolitis
- Haemophilus influenzae type B (Hib) meningitis
- Urinary tract infection

Health Risks to Infant if Not Breastfed

- Increased incidence of
 - Type 1 diabetes mellitus
 - Type 2 diabetes mellitus
 - Inflammatory bowel disease
 - Childhood cancer
 - Sudden infant death syndrome (SIDS)
 - Obesity

African-American and Latino Adolescent Mothers' Infant Feeding Decisions and Breastfeeding Practices

Hannon Et Al J Adolesc Health 2000 June, 26(6) 399-407

- Adolescents' mothers are important influence
- Breast pump may be strategy to address teen's concerns
- Teen concerns
 - Potential for excessive attachment
 - Fear of pain
 - Embarrassment with public exposure
 - Concern with the act of breastfeeding

Breastfeeding Promotion

- Education – patients, staff and community
 - Risks of not being breastfed
 - Benefits of receiving mother's milk
 - Benefits to the mother of breastfeeding
- Immediate post delivery support
- Continued encouragement and support after discharge

Breastfeeding Promotion

- Educate on how to maintain milk supply for mothers who return to work or school
- Educate about breastfeeding and effective birth control methods
- Educate oneself about the ethnic community /nation you serve and communicate with them

Actions That Will Support a Breastfeeding Choice

- Reduce the use of formula sponsored literature in your office.
- Encourage the placement of the baby at the breast within 1 hour after delivery.
- When it is necessary to medicate the mother, select drugs that are compatible with breastfeeding if possible.

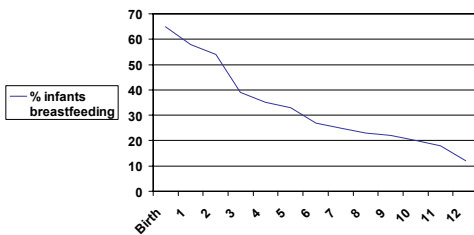
Breastfeeding Promotion in the Workplace

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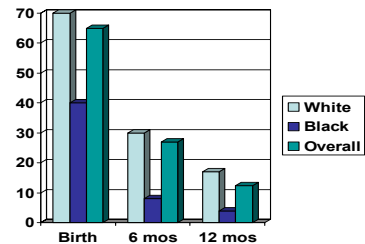


Breastfeeding Continuation



Li R, et al. Prevalence of breastfeeding in the US: The 2001 National Immunization Survey. *Pediatrics* 2003;111: 1198-1201.

Breastfeeding Continuation – Racial Disparities



Li R, et al. Prevalence of breastfeeding in the US: The 2001 National Immunization Survey. *Pediatrics* 2003;111: 1198-1201.

PRAMS

Pregnancy Risk Monitoring System



Benefit to Employers

- Reduces costs
 - Fewer hospitalizations
 - Lower pharmacy costs (50% savings)
 - Lower medical costs (\$200 in first year)
 - Less parental absenteeism

Benefit to Employers

- Increased worker satisfaction
 - Greater loyalty
 - Improved productivity
 - Recruitment & retention
 - Enhanced public image

Source: Washington Business Group on Health, *Babies, Business, and the Bottom Line*,

Workplace Practices

- New York State Best Practices for Breastfeeding Promotion in the Workplace Setting, 1999
- United States Breastfeeding Committee Workplace Breastfeeding Practices Checklist, 2003

Workplace Practices

- New York State Survey, 2004
 - USBC Checklist, with NYS Business Council
 - Profiles of exemplary workplaces

Workplace Strategies

- Time
- Space
- Support

Workplace Policies

- Visibly promote breastfeeding
- Health benefits covering:
 - postpartum home visits
 - lactation consultant services
- Maternity leave -- 6 weeks minimum
- Flexible hours and breaks
- Infants on site

Workplace Facilities

- On-site child care
- Lactation room
 - comfortable, clean, private
 - electric pump, sink, refrigerator
 - resource center: books, pamphlets, videos

Workplace Services

- **Breastfeeding classes addressing concerns about work and breastfeeding**
- **Staff Lactation Consultant**
 - classes and individual counseling
 - manage lactation facilities
 - products (pumps, pump kits, coolers, books)
- **Working parents' support group**

***Final Footnote**

Special role for hospitals & health departments

- **Major employers with many young female employees**
- **Stake in health reasons for supporting breastfeeding - not just financial benefits**
- **Serve as role models and resources**

Federal Legislation

- **Breastfeeding Promotion and Employers' Tax Incentive Act of 1999**
- **Introduced by Rep. Carolyn Maloney, NYS**
- **Employers' tax credit for 50% of expenses involved in providing lactation support**

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