Breastfeeding Friendly Practices

Spotlight on the Obstetric Care Setting and Managing Step 3

NYS Prevention Agenda & The Breastfeeding Friendly Practices Virtual Learning Network

FEBRUARY 23, 2015
12:00 TO 1:00 PM

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New York State Department of Health

University at Albany School of Public Health Center for Public Health Continuing Education

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Agenda and Introductions

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Objectives

Participants will be able to:

- Identify essential aspects of prenatal care and enhancements to the obstetric practice setting that support and promote breastfeeding.
- Describe how the NYS Breastfeeding Friendly Practice Designation may be advantageous to obstetrics practices.
- Recognize the policies and professional recommendations that support Step 3 of the NYS Ten Steps to a Breastfeeding Friendly Practice.
- Describe the impact of infant formula advertising on women’s perceptions of breastfeeding.

Ten Steps to a Breastfeeding Friendly Practice

Step 3: Eliminate infant formula and formula company materials from your office

- Stop accepting gifts and samples from infant formula companies
- Stop distributing formula samples, coupons or baby items from formula companies
- Stock small amounts of formula for infants who are formula feeding and keep supplies out of patient view
- Purchase small amounts of formula at fair market value for your patient population
- Establish inventory tracking system for all formula products to monitor expiration dates and lot numbers in case of recalls

NYS Ten Steps to a Breastfeeding Friendly Practice Implementation Guide – June 2014
Foundation for Step 3
International, National and State Policy

- The Surgeon General's Call to Action to Support Breastfeeding, 2011
- NY Public Health Law §2505-a Breastfeeding Mothers’ Bill of Rights, 2009

Foundation for Step 3
Professional Recommendations/Statements

- AAP Resolution #67SC - 2012
- ACOG Committee Opinion – #361 Breastfeeding: Maternal and Infant Aspects, Reaffirmed 2013
- Academy of Breastfeeding Medicine
  - Clinical Protocol #19 – Breastfeeding Promotion in the Prenatal Setting, 2009

Formula Advertising -
Women’s Perceptions

- Doubts about superiority of human milk
- Infant formula “close enough”
- Formula solves feeding problems better than their own milk
- Giving formula to breastfeeding mothers implied mothers will need to supplement/wean early
- Formula provided by health care professionals meant exclusive breastfeeding isn’t that important

Obstetric Care and the Breastfeeding Friendly Practice

Carlos Santos, M.D.
OB/GYN Associates of WNY

Our Practice - Established 1991

Locations:
- West Seneca/Orchard Park
- Lancaster/Depew Hospital:
  - Mercy Hospital of Buffalo
  - Deliveries in 2014: 1,271

Our Providers:
- 10 Physicians including a Perinatologist
- 9 Midlevel providers including 2 Nurse midwives
- 1 IBCLC and 1 CLC

Breastfeeding Friendly Practice

- Breastfeeding Friendly Practice
  - Concept introduced in July 2013
  - Directed towards physicians and mid-level providers
- Designated a physician leader - Carlos Santos, M.D.
  - Began designation process based on NYS DOH guidelines
  - Officially designated in 2014!!!
Breastfeeding Friendly Practice

Our Goal:
- Support patient decisions for breastfeeding after pregnancy
- Help patients meet their individual goals
- Encourage breastfeeding throughout the postpartum period, including exclusive breastfeeding for the first six months of life

Initial Prenatal Visit

- Typically between 6 to 8 weeks gestation
- Important time to begin breastfeeding education
- Focus on:
  - Decision to breastfeed
  - Breast exam
  - Prenatal vitamins
  - Social issues related to breastfeeding
- Continue to educate and offer support at obstetrical visits

During Pregnancy

- Meet one-on-one with lactation consultant
- Encourage attendance at BabyCafé
  - FREE Every Thursday from 6-8pm
- Provide breastfeeding classes- Free at office
- Link/refer clients to:
  - Registered Dietitian
  - Social Work Services
  - WIC
**During Pregnancy**

Create a birth plan:
- Breastfeeding
- Skin to Skin
- Rooming-in

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**Post Partum Support**

Support in hospital:
- Skin to skin and the “golden hour”
- Nurse midwife immediate intervention
- Hospital’s lactation consultants and nurses

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**Post Partum Support**

After discharge from the hospital:
- Triage incoming calls from breastfeeding moms
  - Appointments available with provider immediately
  - Meet with Lactation Consultant
- Attend FREE Baby Café - offered weekly
- Meet with our Registered Dietitian
- Collaboration of care with other community resources: home care through visiting nursing agencies, pediatric offices, WIC
Baby Café

Investments

- CLC/IBCLC:
  - Two of our nurses became lactation consultants
  - Some of these services are billable
- Baby Café
  - Costs include: yearly café registration, staffing lactation consultants, supplies, refreshments
- Promotional gifts that support breastfeeding:
  - Healthy Baby Bag

Results

Breastfeeding Rates from Mercy Hospital of Buffalo

<table>
<thead>
<tr>
<th>Year</th>
<th>%</th>
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<tr>
<td>2010</td>
<td>64.9%</td>
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<tr>
<td>2011</td>
<td>66.5%</td>
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<tr>
<td>2012</td>
<td>66.5%</td>
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<tr>
<td>2013</td>
<td>68.0%</td>
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<tr>
<td>2014</td>
<td>75.1%</td>
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Graph showing breastfeeding rates from 2010 to 2014.
Results
Breastfeeding Rates from Mercy Hospital of Buffalo
Total Number of Mothers Who Breastfeed, by Insurance Provider

- 2013
  - Medicaid: 55.7%
  - Private HMO: 77.0%
- 2014
  - Medicaid: 58.3%
  - Private HMO: 80.8%

Benefits to Our Practice

- Benefits:
  - Patients get needed breastfeeding support
  - Financial impact
- Reflection:
  - Importance of the designation
  - The role of the Physician Champion

Managing Step 3
Erika Pelczynski, RN, BSN, IBCLC
OB/GYN Associates of WNY
Managing Step 3

- Step 3: Eliminate infant formula and formula company materials from your office
- Discarded all formula, coupons and formula-sponsored promotional materials
- Notified formula company representatives that we would no longer be accepting their products
- Reactions from our patients and staff led us to search for new materials for our patients

Healthy Baby Bags

Healthy Baby Bags
- From Cottonwood Kids
- Promotion for our practice - our Logo!
- Samples and education on breastfeeding

Questions?

Breastfeeding Your Baby
Breastfeeding - Simply the Best
For More Information:
New York State Department of Health
Bureau of Community Chronic Disease Prevention
Phone: (518) 408-5142
Email: promotebreastfeeding@health.ny.gov

New York State Breastfeeding Friendly Practice
Designation - Primary Care
http://www.albany.edu/sph/cphce/prevention_agenda_bf3.shtml