Paid Family Leave: Essential for Successful Breastfeeding

Coalition Building 101: Essential for Making Change Happen

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BREASTFEEDING SUPPORT AND THE NEED FOR A PAID MATERNITY LEAVE POLICY

Gerald Calnen, MD, FABM  
Pediatrician, Enfield, CT  
Immediate Past President, Academy of Breastfeeding Medicine

Percent of Women in the Workforce

Gender Character of Workforce - 2009

Mothers of Infants in the Workforce - 2009
Postpartum Return to Work Place, 1990's

- 0-3 months
- 3-6 months
- 6-12 months
- after 12 months

Postpartum Return of Mothers to the Work Place

- 1960's
- 1980's

Effect of Employment on Breastfeeding Duration

- Weeks of breastfeeding
  - FTE
  - non-employed

Breastfeeding Initiation by Employment Status

- % Initiation
  - Employed
  - Non-employed

Employment and Breastfeeding Initiation

Employment and Breastfeeding Duration
Breastfeeding duration is negatively related to employment status.

- Visness CM et al, 1197
- Ryan AS 2002
- Auerbach KG et al, 1984

Making breastfeeding work for the employed mother
Surgeon General’s Call to Action

- Paid maternity leave
- Employer lactation support programs
- Facilitation of direct access of working mother to her baby during work hours
- Accommodations for breastfeeding infants in day care centers
  * www.surgeongeneral.gov

Workplace Accommodations
Do they work?

No (randomized or quasi-randomized) trials have evaluated the effectiveness of workplace interventions in promoting breastfeeding among women returning to paid work after the birth of their child. The impact of such intervention on process outcomes (pertinent to employees and employers) is also unknown.

Abdulwadud, Cochrane Review 2009

Are Workplace Accommodations Enough?

The case for a paid maternity leave policy

BREASTFEEDING INITIATION AND TIME OF RETURN

Millennium Cohort Study
Of 6892 mothers who return to work:
- 6 weeks or less 62.8%
- 7 weeks to 4 months 68.9%
- 5 or 6 months 74.5%
- 7 months or more 80.3%

- Hawkins 2007

BREASTFEEDING INITIATION AND TIME OF RETURN

Early Childhood Longitudinal Study
6100 mothers
Percentage of mothers breastfeeding at 6 months who return to work:
- 1 to 6 weeks 32.3%
- > 13 weeks 38.4%
- No return by 9 months 46.7%

- Ogbuano 2001
MATERNITY LEAVE
AND
BREASTFEEDING DURATION

Positive Correlation: Time Before Return to Work and Duration of Breastfeeding.

- Roe B et al, 1999
- Kurinij N et al, 1989
- Auerbach KG et al, 1984
- Hawkins SS et al, 2007
- Ogbuanu C et al, 2011

Positive Correlation Between Time Before Return to Work and the Duration of Predominant Breastfeeding

Early Childhood Longitudinal Study

<table>
<thead>
<tr>
<th>Time of return</th>
<th>% predominant feeding after 3 months</th>
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<tbody>
<tr>
<td>1 – 6 weeks</td>
<td>18.3</td>
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<tr>
<td>7 – 12 weeks</td>
<td>23.9</td>
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<tr>
<td>No return at 9 months</td>
<td>29.5</td>
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Relation of Leave to Age and Education

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<tr>
<th>Age (&lt;18 or &gt;30)</th>
<th>Education (no h/s degree or BA)</th>
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<tbody>
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<td>60%</td>
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Getting from here to there:
Coalition Building 101

Tina Cardarelli IBCLC
State Breastfeeding Coordinator

COMMUNITY COALITIONS:
HOW TO BUILD THEM, SUSTAIN THEM, AND WHY THEY MATTER
### WHAT IS A COALITION?

“A group of like-minded people who come together for a common goal”

### WHY ARE COMMUNITY COALITIONS IMPORTANT?

Local people using their **time and talent** to create change that directly affects them.

### HOW DO COMMUNITY COALITIONS FIT INTO THE NATIONAL INFRASTRUCTURE?

Community Coalitions are a natural extension and complement to the national network of breastfeeding coalitions built by the USBC

### WHAT QUALITIES DOES ONE NEED TO FACILITATE COMMUNITIES COALITIONS?

- People connecting skills a must
- Clinical/technical skills not highest priority

### HOW DO YOU BEGIN WORKING WITH A COMMUNITY?

- Personally touch community
- Ask lots of questions
- Identify champions

*And It Helps to Have a Car...*
WHAT IS THE GOAL OF THE COMMUNITY FACILITATOR?

• Ignite interest/passion
• Organize the unorganized

HOW DO YOU GET STARTED?

• Meeting time/place
• Name
• Mission
• Vision
• Organizer

ANY GETTING STARTED ADVICE?

• Start simple/start where they are
• Don’t waste people’s time
• FUNCTION OVER FORM

HOW DO YOU PROMOTE EARLY SUCCESSES?

• Feed them ideas
• Ready made projects
• Small grants
• Basic $$ info
“In essence, you must fly the plane while you build it”
Frances Dunn Butterfoss

Work on Outside Projects
Build Internal Infrastructure

HOW DO COALITIONS STRUCTURE FINANCIALLY?

Start small/build as you go
1. Organization Passbook Account
2. Fiscal Agent
3. Basic 501c3 structure

WHAT ABOUT MEMBERSHIP?

• Ongoing
• Inclusive
• Moms represent “target audience”

HOW DO YOU KEEP MEMBERS COMING BACK?

• Respect all ideas
• Match projects to interests
• Coalition is not a second job
• Accomplish what you say you will

ONCE YOU BUILD A COALITION HOW DO YOU SUSTAIN IT?

This is the hard part...

“How getting people to work together in coalitions is like trying to herd cats.”
Frances Dunn Butterfoss

HOW IMPORTANT IS A SKILLED LEADER?

An effective coalition leader is critical to a successful, sustained coalition.
LEADERSHIP SKILLS

Vital to mentor and communicate with leaders as much as possible

WHAT ARE SOME OF THE COMMON PITFALLS LEADERS FACE?

- Burnout
- Poor Organization
- Lack of Direction
- Lack of Action

WHY ARE COALITIONS SO APPEALING?

- They “call the shots”
- Freedom to “THINK OUTSIDE THE BOX”
- Change is rapid
- NO RED TAPE

IF YOU COULD ONLY GIVE ONE PIECE OF ADVICE TO COALITIONS, WHAT WOULD IT BE?

Routinely ask three questions:
1. Are we a positive force in community?
2. How are we doing?
3. Do projects reflect passions?

WHAT CAN STATE/NATIONAL LEADERS LEARN FROM COMMUNITIES?

Local coalitions:
- Inform our decisions
- Identify trends/emerging issues at earliest stage
- Teach us how to customize initiatives
LIKE PLANTING FLOWERS, NOT ALL COALITIONS WILL THRIVE

WHAT IS MOST EXCITING TO YOU ABOUT COALITIONS?

WHAT THE 19TH CENTURY SOCIOLOGIST DURKHEIM CALLS: “COLLECTIVE EFFERVESCENCE”

“NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED PEOPLE CAN CHANGE THE WORLD. INDEED, IT IS THE ONLY THING THAT EVER HAS.”

MARGARET MEAD
WHERE DO YOU GO FROM HERE?

Create a:
• Business model
• Programs adaptable for communities in every state

WHAT IS THE GREATEST VALUE OF COMMUNITY COALITIONS TO A STATE?

• Community Coalitions multiply states’ ability to do work.
• Create a statewide team ready to take on large projects and grant opportunities.

WHAT ARE YOUR GREATEST LESSONS?

• Talent and ideas are abundant in every community.
• Communities teach and inspire us in the work we do.

GREATEST LESSON

Enhanced community infrastructure creates an optimal environment for breastfeeding success

You Are the Seed

Just as a seed contains all the potential for growth of a particular plant...
You, as an inspired breastfeeding advocate, have all the potential for growth of community breastfeeding support
The USA is the wealthiest nation in history.
Yet it is one of the only nations worldwide that does not have a paid maternity leave policy.
The other three are:
- Swaziland
- Liberia
- Papua New Guinea

Maternity Leave for 21 Developed Countries

Maternity Leave in the USA
- No nationwide paid maternity leave policy
- FMLA (1993)
  - 12 weeks of unpaid leave
  - All government employees
  - Companies employing 50+ workers
  - 12 months and 1250 hours to qualify
  - Other restrictions

Recommendations of the Surgeon General on Maternity Leave
- Paid maternity leave should be provided to employees of the federal government
- Encourage development of funding for state paid maternity leave programs.

The Future
- Federal Employees Paid Parental Leave Act
  - Provides for 8 weeks of paid parental leave
  - Reintroduced in the 112th Congress
Recommendations of the Surgeon General on maternity leave

- Paid maternity leave should be provided to employees of the federal government
- Encourage development of funding mechanisms for state paid maternity leave programs.

THE FUTURE

- All politics are local
- Three states already have paid parental leave policies:
  - WA
  - CA
  - NJ
- State paid leave fund for FY 2012 ($23M)

THE FUTURE

- Family Leave Insurance Act of 2007
  - Provides that 8 of the 12 weeks covered by FMLA will be paid leave time.
  - To be reintroduced in the 112th Congress.

Why a Paid Maternity Leave Policy?

- Promotion of Breastfeeding
- Counteract discrimination against working women
- Preservation of the workforce
- Health

WORKFORCE PRESERVATION

- European countries have increasingly adopted maternity leave policies as a means of increasing birth rates and reducing infant mortality rates. With a shrinking workforce and growing social welfare systems, European countries have become concerned that the working age population is not sufficiently large to support growing social insurance obligations.”

“In order to prevent discrimination against women on the grounds of marriage or maternity and to ensure their effective right to work, States Parties shall take appropriate measures... to introduce maternity leave with pay or with comparable social benefits without loss of former employment, seniority or social allowances.”

Article 11, Section 2(b), United Nations Convention on the Elimination of All Forms of Discrimination Against Women, December 18, 1979

U.S. Office of Personnel Management
There are data clearly demonstrating that paid maternity leave results in increased fertility rates

» Averett 2001, Winegarden CR

Maternity Leave – A Public Health Issue

“There is now widespread agreement that the brain is a self-organizing system, but there is perhaps less of an appreciation of the fact that the self-organization of the developing brain occurs in the context of a relationship with another self, another brain...

“Early failures in the dyadic regulation... skew the developmental trajectory of the corticolimbic systems that mediate the social and emotional functioning of the individual for the rest of the lifespan.”

Schore AN, 1996

Maternity Leave: Final Thoughts

Neurodevelopment
- Affect regulation
- Schore 1996

Cognitive development
- Baum, 2003

Infant mortality
- Ruhm, 2000

Maternal depression
- Chatterji, 2005

REFERENCES

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