State of Breastfeeding in Colorado

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Colorado Breastfeeding

- National Immunization Survey - Breastfeeding Report Card
- mPINC and PRAMS
- CBFHC
- Breastfeeding in Child Care
- Workplace Lactation Accommodation
Breastfeeding Report Card

*CDC National Immunization Survey (NIS), 2013 births

<table>
<thead>
<tr>
<th>Proportion of infants breastfed</th>
<th>Healthy People 2020 Target</th>
<th>U.S. National*</th>
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*CDC National Immunization Survey (NIS), 2013 births
**WIC Compass data for 2015

2012: Percent of infants who were ever breastfed

2012: Percent of breastfed infants who were supplemented with infant formula within 2 days of life


2015: Number of International Board Certified Lactation Consultants (IBCLCs) per 1,000 live births

mPINC

- Every 2 years
- Hospital self-report survey
- National Average Total Score = 79
Colorado mPINC

State Total Scores and National Rank by Year

Colorado mPINC - Care Dimension Subscores
Colorado mPINC

Examine *Ideal Responses to Selected Items* in Colorado hospitals for 2007–2015:

![Percentage of Colorado hospitals with ideal responses (2007-2013)](chart)

- **Complete Hospital Policies:**
  - Hospital breastfeeding policy includes all 10 model policy elements. (In Structural & Organizational Aspects of Care Delivery)
- **Appropriate Feeding Practices:**
  - Supplemental feedings to breastfeeding infants are rare. (In Feeding of Breastfed Infants)
- **Adequate Discharge Protocols:**
  - Hospital provides appropriate discharge planning (referrals & other multi-modal support). (In Hospital Discharge Care)


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2013: Average Maternity Practice in Infant Nutrition and Care (mPINC) score among hospitals and birthing facilities†

![Map of the United States indicating mPINC scores](map)

Nutrition, Physical Activity and Obesity Data, Trends and Maps. USDHHS, CDC.
Colorado Breastfeeding Initiation and Duration Rates

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
Colorado Breastfeeding Initiation and Duration Rates, Medicaid and non-Medicaid, 2003 and 2013

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE

Colorado Breastfeeding Initiation and Duration Rates, All White Non-Hispanic and Hispanic Mothers, 2013

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
Colorado Can Do 5! Hospital Breastfeeding Practices, 2002-2014

* Statistically significant change from previous year

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE

All Mothers Reporting All 5 Practices

* Breastfed in first hour, breastmilk only, no pacifier, rooming-in and phone

** Statistically significant change from previous year

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
Mothers of Healthy Breastfed Infants, by Five Successful Hospital Breastfeeding Practices (Can Do 5!), 2012-2013

* Differences are statistically significant at weeks 1-19.

Mother Reported Hospital Gave Gift Pack with Formula

* Statistically significant change from previous year

Colorado Pregnancy Risk Assessment Monitoring System (PRAMS) annual surveys. CDPHE
Baby-Friendly

The 4-D Pathway to Baby-Friendly Designation

**Dissemination**
- Collect Data
- Training Staff
- Disseminate

**Designation**
- Implement QI Plan
- Readiness Interview
- On-Site Assessment

**Development**
- Staff Training Plan
- Prenatal/Postpartum Teaching Plan
- Data Collection Plan

**Discovery**
- Register with Baby-Friendly USA
- Obtain CEO Support Letter
- Complete Self Appraisal Tool

**Designated**
- Hospital Breastfeeding Policy

**BFHI Work Plan**
- BFHI Committee

Purple = Officially Designated
Light Purple = site visit and/or action plan
Orange = second cohort hospitals
* = CBFHC member, officially dropped off the path

Collaborative Hospitals

20 CBFHC Member Hospitals - 6 Designated!

Aspen Valley Hospital
Boulder Community Hospital
Colorado Plains Medical Center
Delta County Memorial Hospital
Denver Health Medical Center*
Estes Park Medical Center
Evans Army Community Hospital
Littleton Adventist Hospital
Lutheran Medical Center
McKee Medical Center

Parker Adventist Hospital
Parkview Medical Center
St. Anthony North Hospital
St. Francis Medical Center
St. Joseph Hospital
St. Mary’s Hospital
UCH Memorial
University of Colorado Hospital
Valley View Hospital
Wray Community District Hospital

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Birth Certificate Data - 2015

Live births in Colorado:

- Designated facility = 20.2% (13,287)
- CBFHC on Path = 40.1% (26,328)
- Other hospitals = 39.6% (26,024)

Once all CBFHC Designate = ~60% live births (39,615)

Baby Friendly Nationally

- 416 facilities!
  - 49 states and D.C.

- 20.26% of annual U.S. births (~807,500 births)
  - 2007 only 2.9% of annual U.S. births

- Healthy People 2020 goal = 8.1%

- California legislation, Indian Health Services, military facilities
2015: Percent of live births occurring at facilities designated as “baby friendly” by the Baby Friendly Hospital Initiative (BFHI) †

CBFHC Member Survey

Please complete your survey ASAP!!
Rate of breastfeeding at discharge, by hospital group and year

Source: Vital Statistics Program, Colorado Department of Public Health and Environment


Colorado Baby-Friendly Hospital Collaborative (CBFHC) annual surveys. CDPHE
2015 C-Section Rate by 4D Pathway Phase

<table>
<thead>
<tr>
<th>Phase</th>
<th>Average Percent</th>
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<tbody>
<tr>
<td>Dissemination</td>
<td>28.8</td>
</tr>
<tr>
<td>Designation</td>
<td>22.6</td>
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Percent S2S, by type of birth and year (across all hospitals that reported STS)

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Percent of Patients</th>
</tr>
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<tbody>
<tr>
<td>2013 (n=8)</td>
<td>85.5</td>
</tr>
<tr>
<td>2015 (n=14)</td>
<td>90.1</td>
</tr>
<tr>
<td>2013 (n=6)</td>
<td>89.1</td>
</tr>
<tr>
<td>2015 (n=10)</td>
<td>60.1</td>
</tr>
<tr>
<td>2013 (n=2)</td>
<td>11.0</td>
</tr>
<tr>
<td>2015 (n=13)</td>
<td>72.8</td>
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Uninterrupted S2S (Normal, Vaginal)  S2S [C-section]  Uninterrupted S2S (C-section)
Mother/Infant Pairs Rooming In

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Bottle and Pacifier Use, by Phase (2015)

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<tr>
<th>Phase</th>
<th>Bottle Use</th>
<th>Pacifier Use</th>
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<tbody>
<tr>
<td>Dissemination (n=2)</td>
<td>39.5</td>
<td></td>
</tr>
<tr>
<td>Designation (n=7)</td>
<td>27.0</td>
<td></td>
</tr>
<tr>
<td>Dissemination (n=1)</td>
<td></td>
<td>85.0</td>
</tr>
<tr>
<td>Designation (n=3)</td>
<td></td>
<td>10.0</td>
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Year 4 Funding Recipients

Lutheran Medical Center

Colorado Plains Medical Center

Year 5 - 2 Hospitals = ???

What’s Ahead

- Affordable Care Act (ACA)
- Medicaid
- Hospital Quality Incentive Payment program
- Changes to WIC pumps - potentially
- Recruit more hospitals
- CEO/Administration handout
- Promote Baby-Friendly to public
**Promote Baby-Friendly**

- Target hospital groups/systems
- Public knowledge/demand

**Update your WEBSITES!!**

**Incentivize**

- Pay for performance?
- Medicaid?
- Private insurers?

Soon to be available at www.breastfeedcolorado.com
**What Hospitals Do:**

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain breastfeeding if the baby is sick.

**How Families Benefit:**

1. The hospital has a culture supportive of mothers and babies.
2. All staff are educated on and can support mothers with breastfeeding.
3. Families can make an educated decision on the best feeding choice for their baby.
4. Skin-to-skin with baby after birth improves health outcomes, including helping mothers breastfeed successfully.
5. Mothers receive support and resources to successfully breastfeed, or to safely feed formula.

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**Colorado Breastfeeding Initiatives**
WIC - USDA Human Milk Storage Guidelines

Breastfeeding in Child Care

- Address knowledge gaps, influence attitudes and believes
- Statewide toolkits:
  - Centers
  - Home providers
  - Translated into Spanish 2017
- Free training for providers - online modules coming late 2017
Workplace Lactation Accommodation

CCPD grants: Amendment 35 - tobacco taxes

Strategy 2 = Breastfeeding
  
  o Workplace lactation accommodation
  
  o Breastfeeding-friendly child cares

Four Grantees = 14 counties

New grants open this summer!
Next cycle begins July 2018
**Colorado Breastfeeding Coalition**

- New Strategic Plan and Priorities
- New logo and website
- Events:
  - Annual Breastival
  - Professional Networking Brunch
  - Colorado Rockies Breastfeeding Day
  - Biennial Professional Conference
  - Breastfeeding Advocacy Day at the Capital

Only FREE event celebrating and supporting breastfeeding families!

**Breastival**

Save the Date!

August 20th
11 am to 3 pm
Cheesman Park, Denver

Colorado Breastfeeding Coalition
Mark Your Calendars!

Annual Workshop

September 15

8:30-4:30 at CDPHE

2017 Webinars:
June 6 12 - 2 pm
December 5 12 - 2 pm

Thank you ! ! !

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Resources @
www.breastfeedcolorado.com