

Breastfeeding Change Package

Rationale: Breastfeeding has many health benefits for both infants and mothers. Breastmilk contains vitamins and nutrients infants need for good health and protection from disease.¹ It also contains important cells, hormones, and antibodies that protect infants from illness. Research shows that babies who were breastfed have lower risks of asthma, childhood leukemia, childhood obesity, ear infections, respiratory infections, sudden infant death syndrome, type II diabetes, and increased cognitive development.² Mothers who breastfeed have lower risk of health problems including type II diabetes, certain types of breast cancer, and ovarian cancer. Breastfeeding also benefits society. Compared to formula feeding, breastfeeding reduces infant death, saves costs to the health care system, is better for the environment, and reduces mothers' absenteeism from work.



The American Academy of Pediatrics recommends exclusively breastfeeding for the first six months of a baby's life.³ Exclusive breastfeeding is when the infant receives only breast milk without any additional food or drink, not even water.⁴

Purpose/Objective: This change package provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in promoting breastfeeding among women during and after pregnancy. **Healthy Start Screening Tools**, available on the Healthy Start Epic Center website and referenced in the change package strategies, can be used to assist in comprehensive and consistent assessment of Healthy Start participant needs and standardized data collection to support monitoring and reporting on Healthy Start benchmarks.

¹ <http://www.nichd.nih.gov/health/topics/breastfeeding/conditioninfo/Pages/benefits.aspx>

² <http://womenshealth.gov/breastfeeding/breastfeeding-benefits.html>

³ <https://www.aap.org/en-us/about-the-aap/aap-press-room/Pages/AAP-Reaffirms-Breastfeeding-Guidelines.aspx>

⁴ http://www.who.int/nutrition/topics/exclusive_breastfeeding/en/

Healthy Start Change Package Strategies for Breastfeeding

Healthy Start Program Goals:

- Increase proportion of Healthy Start child participants whose parent / caregiver reports they were ever breastfed or pumped breast milk to feed their baby to 82%.
- Increase proportion of Healthy Start child participants whose parent / caregiver reports they were breastfed or fed breast milk at 6 months to 61%.

Level of Strategy	Strategy	Select Resources & Evidence Based Resources
Program Level	<p>Build Capacity to Promote Breastfeeding</p> <ul style="list-style-type: none"> ➤ Coordinate and make available education sessions and training for providers and staff on the importance of breastfeeding and the need for breastfeeding counseling for mothers. ➤ Educate providers and staff to relay consistent and supportive messages about breastfeeding. 	<ul style="list-style-type: none"> • The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies • Loving Support To Glow and Grow in WIC
	Individual & Family Level	<p>Assess Breastfeeding Intent and Provide Breastfeeding Education and Support</p> <ul style="list-style-type: none"> ➤ Assess feeding intent and knowledge about health benefits of breastfeeding during encounters with Healthy Start participants in the prenatal and postpartum periods. <ul style="list-style-type: none"> ▪ KEY QUESTIONS: <i>Prenatal:</i> <ul style="list-style-type: none"> - What method do you plan to use to feed your new baby in the first few weeks? <i>Postpartum:</i> <ul style="list-style-type: none"> - Did you ever breastfeed or pump breast milk to feed your new baby after delivery, even for a short period of time? - How many days, weeks, or months did you breastfeed or pump breast milk for your child? - Refer to the Healthy Start Screening Tools for additional key questions <p>Provide information/education about breastfeeding, baby nutrition, parenting, and infant care, as needed.</p> <ul style="list-style-type: none"> ➤ Assist Healthy Start participants to identify their personal breastfeeding goals and begin a breastfeeding plan.

Level of Strategy	Strategy	Select Resources & Evidence Based Resources
	<ul style="list-style-type: none"> ➤ Offer breastfeeding information to Healthy Start Participants early during pregnancy (and at each prenatal visit) through group classes or one-on-one instruction. ➤ Provide Healthy Start participants with educational sessions that review benefits of breastfeeding along with myths, barriers, solutions, and training (rather than written discharge materials). ➤ Provide breastfeeding education for fathers and/or male figures in a group setting. 	<ul style="list-style-type: none"> • Breastfeeding Support Evidence-Based Clinical Practice Guideline • Primary Care Based Interventions to Promote Breastfeeding. • HUG Your Baby (Help, Understanding, Guidance for Young Families)
	<ul style="list-style-type: none"> ➤ Provide or refer Healthy Start participants to doula care for support and promotion of breastfeeding. 	<ul style="list-style-type: none"> • Community-Based Doula Programs • The Tampa Bay Doula Program
	<ul style="list-style-type: none"> ➤ Refer Healthy Start participants to a community health worker for breastfeeding education and support. ➤ Offer or refer Healthy Start participants to peer counseling support to promote breastfeeding duration. ➤ Provide Healthy Start participants with information about community resources and breastfeeding support groups such as La Leche League, WIC and hospital-based groups. 	<ul style="list-style-type: none"> • The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies • Loving Support Through Peer Counseling: A Journey Together • Virginia Department of Health WIC Breastfeeding Peer Counseling Program.
	<ul style="list-style-type: none"> ➤ Provide or refer Healthy Start participants to breastfeeding classes that are convenient for family members to attend. ➤ Provide influential significant others with education about the benefits of breastfeeding and ways they can support the new mother. 	<ul style="list-style-type: none"> • Text4Baby • Fathers Supporting Breastfeeding
	<ul style="list-style-type: none"> ➤ Assist Healthy Start participants in enrolling in and obtaining health insurance to support access to health care 	<ul style="list-style-type: none"> • From Coverage to Care • Getting the Coverage You Deserve: What to Do If You Are Charged a

Level of Strategy	Strategy	Select Resources & Evidence Based Resources
	and other preventive care services as needed.	<ul style="list-style-type: none"> • Co-Payment, Deductible, or Co-Insurance for a Preventive Service • Health Insurance Marketplace
Community Level	Promote Awareness and Support Among Community Providers and Partners	
	<ul style="list-style-type: none"> ➤ Promote support for breastfeeding in the workplace among community partners, programs and businesses, including adequate maternity leave, providing a designated space for breastfeeding, and allowing flexible scheduling to support breastfeeding. <ul style="list-style-type: none"> ▪ KEY MESSAGING: Maternity leave is critical to breastfeeding support and establishing milk supply. Promote flexible schedules and working from home. 	<ul style="list-style-type: none"> • The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies • How to Become a Breastfeeding Friendly Employer: Oregon Department of Health • Making It Work Toolkit
	<ul style="list-style-type: none"> ➤ Promote support for breastfeeding in early care and education settings (e.g., Head Start). 	<ul style="list-style-type: none"> • The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
	<ul style="list-style-type: none"> ➤ Partner with local community groups that support breastfeeding mothers by providing educational seminars and classes. 	<ul style="list-style-type: none"> • The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies
	<ul style="list-style-type: none"> ➤ Promote and support local and regional hospitals in achieving Baby Friendly designation. 	<ul style="list-style-type: none"> • Best Fed Beginnings: Improve Maternity Care and Increase Baby-Friendly Hospital Designation. • Baby-Friendly Hospital Initiative
	<ul style="list-style-type: none"> ➤ Promote breastfeeding in the community, hospital, and workplace settings through social marketing. 	<ul style="list-style-type: none"> • Loving Support Makes Breastfeeding Work • Fathers Supporting Breastfeeding • The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies

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*This change package can be accessed electronically: <http://healthystartepic.org/healthy-start-approaches/promote-quality/>