



# FUTURE OF WIC: BREASTFEEDING MATTERS

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# Outline

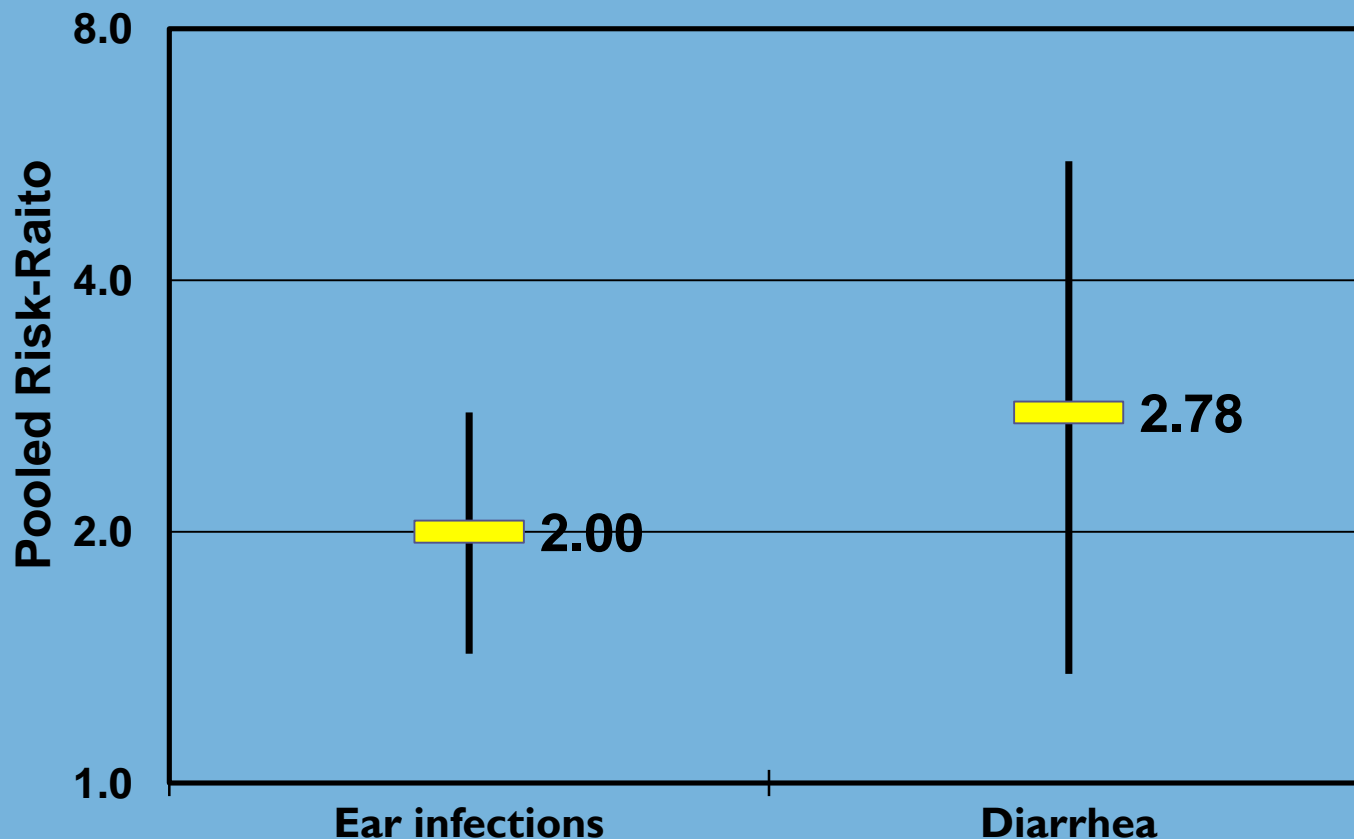
- Importance of Breastfeeding
- Progress on Surgeon General's Call to Action
- Breastfeeding Rates
- Role of WIC



# Importance of Breastfeeding



# Pooled risk estimates of infant morbidity/mortality for non-breastfed vs. breastfed, selected outcomes

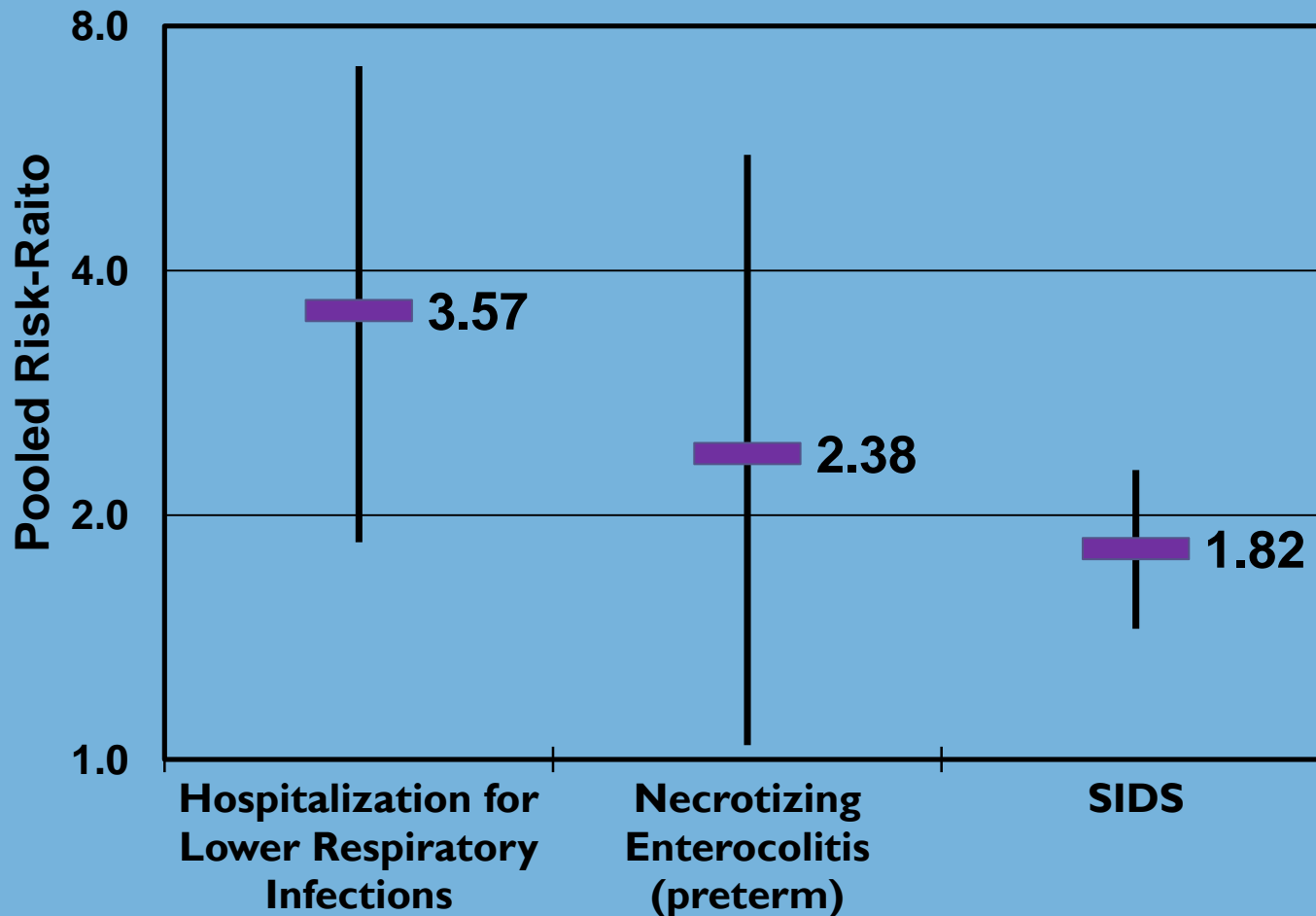


Source: AHRQ, 2007





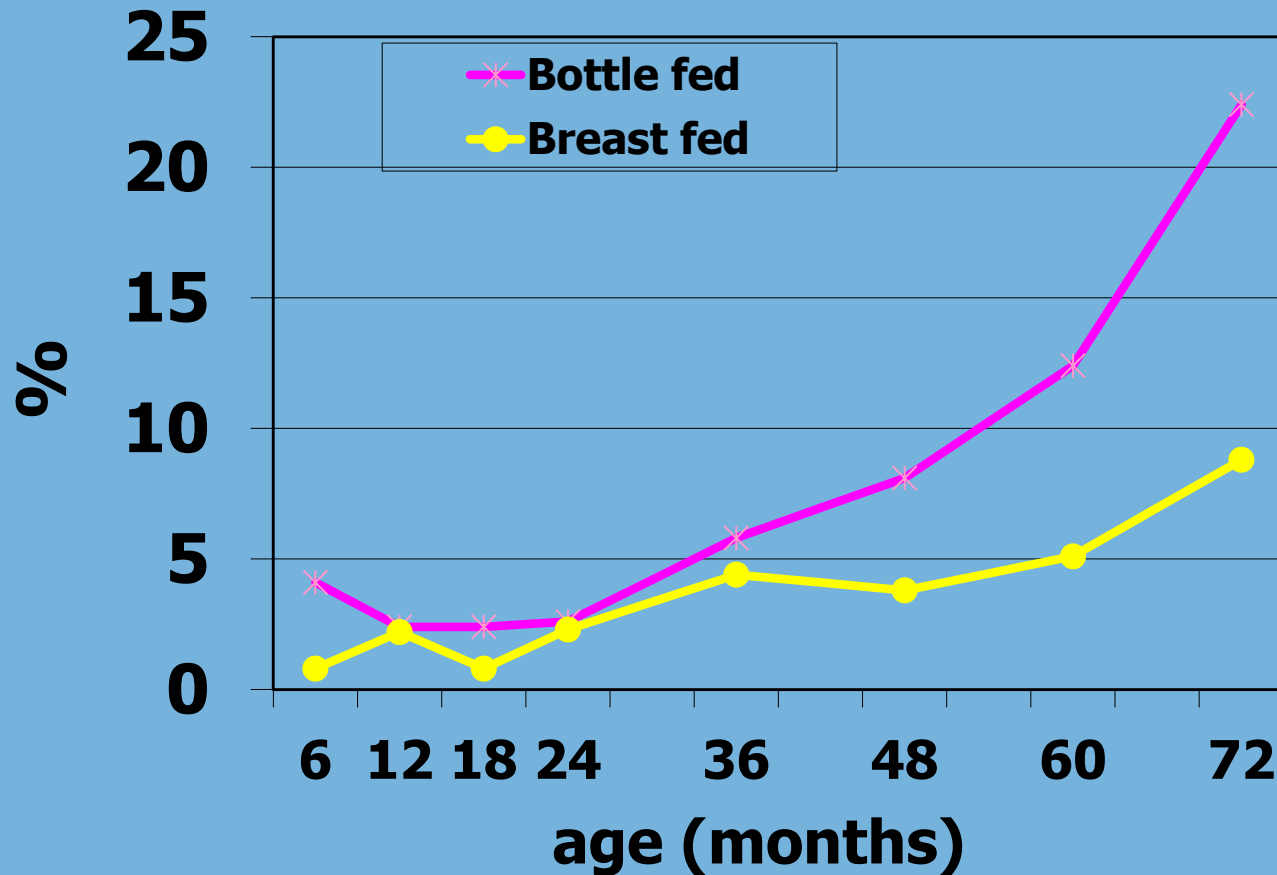
# Pooled risk estimates of infant morbidity/mortality for non-breastfed vs. breastfed, selected outcomes



Source: AHRQ, 2007; Hauck et al. 2011



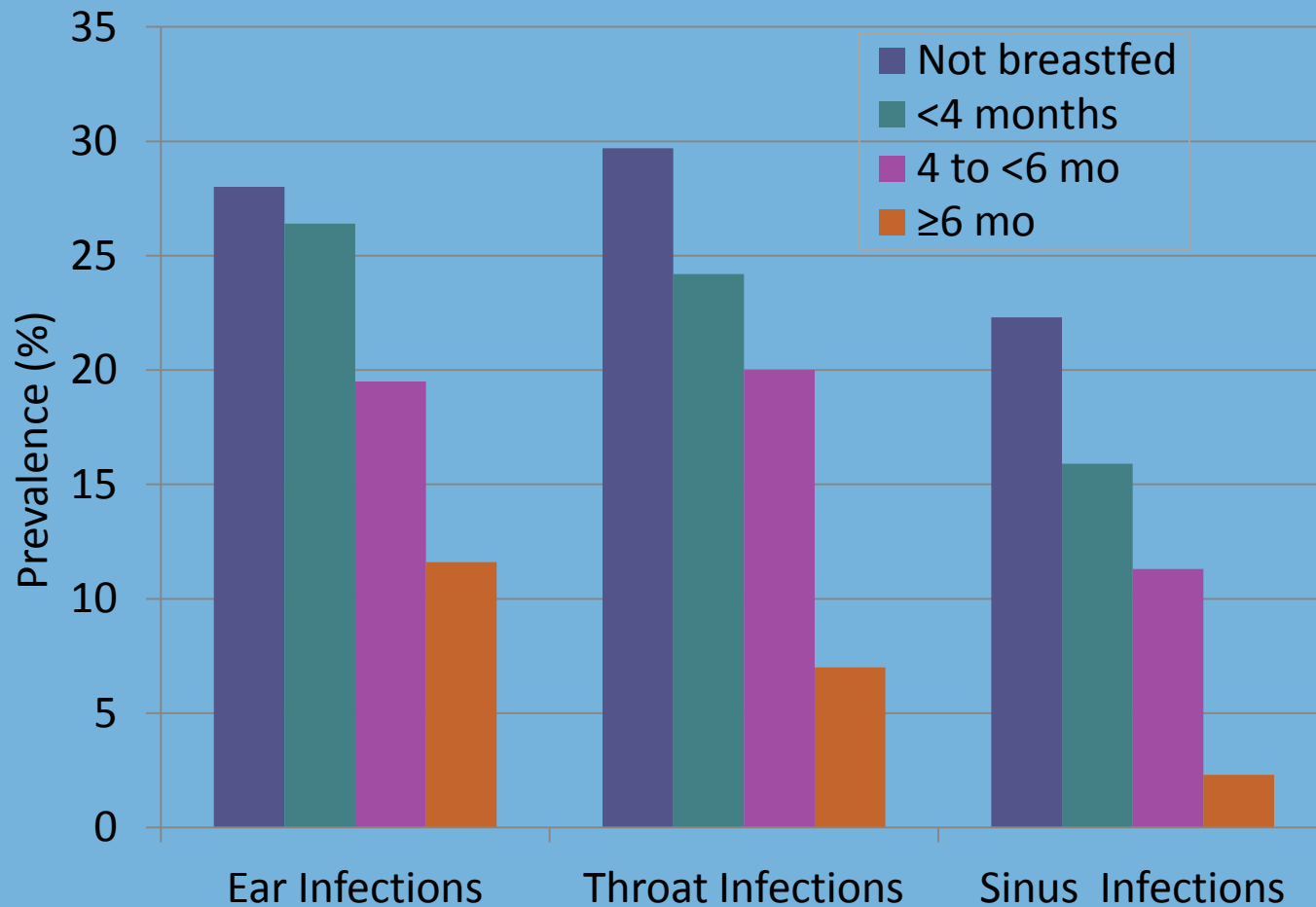
## Prevalence of adiposity, according to triceps skin-fold thickness (>97th percentile)



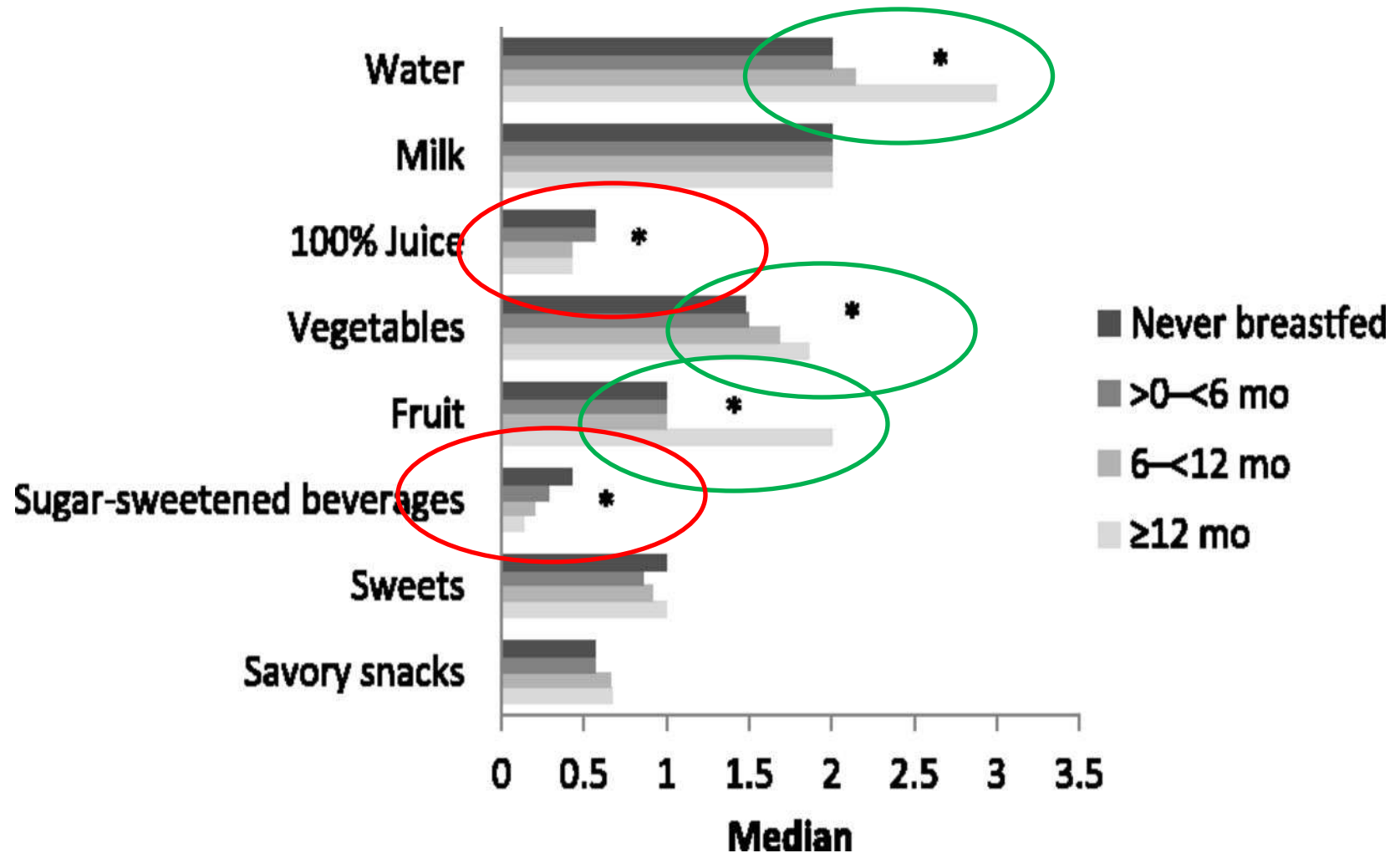
Source: Bergmann et al. *Intl J Obes*, 2003



# Prevalence of Infections among 6-Year-Old Children, IFPS II

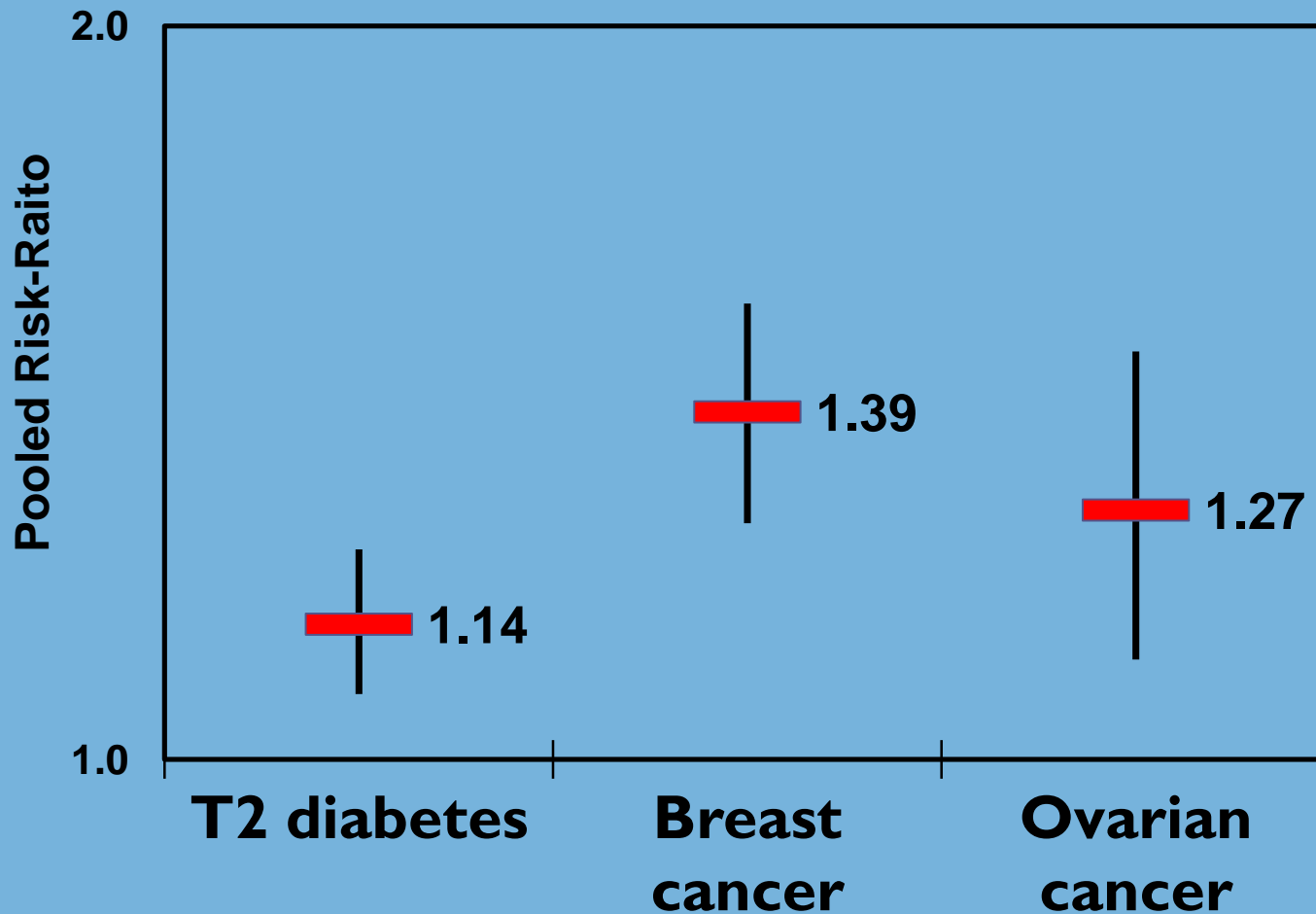


Median daily frequency of intake of various foods and beverages at 6 y, by breastfeeding duration. \*Medians vary significantly by breastfeeding duration,  $P < .05$ .





# Pooled risk estimates of maternal morbidity for non-breastfed vs. breastfed, selected outcomes



Source: AHRQ, 2007



# Breastfeeding and Cardiovascular Disease

- Weight retention
- Visceral adiposity
- Hypertension
- Hyperlipidemia
- Aorta calcification
- Cardiovascular disease

Source: Schwarz, Breastfeeding Medicine, 2013



# Federal Policies Calling for Increases in Breastfeeding



# Surgeon General's Call to Action to Support Breastfeeding

## 20 Action Steps



- Mothers and their families
- Communities
- Health Care
- Employment
- Research
- Public Health Infrastructure





# Communities

Action 3. Strengthen programs that provide mother-to-mother support and peer counseling.





# Communities

## Peer Support

- WIC peer counseling program remains strong
- LLL slowly shrinking
- New groups
  - Breastfeeding USA
  - Black Mothers Breastfeeding Association



# Communities

Action 4. Use community-based organizations to promote and support breastfeeding.



# Communities

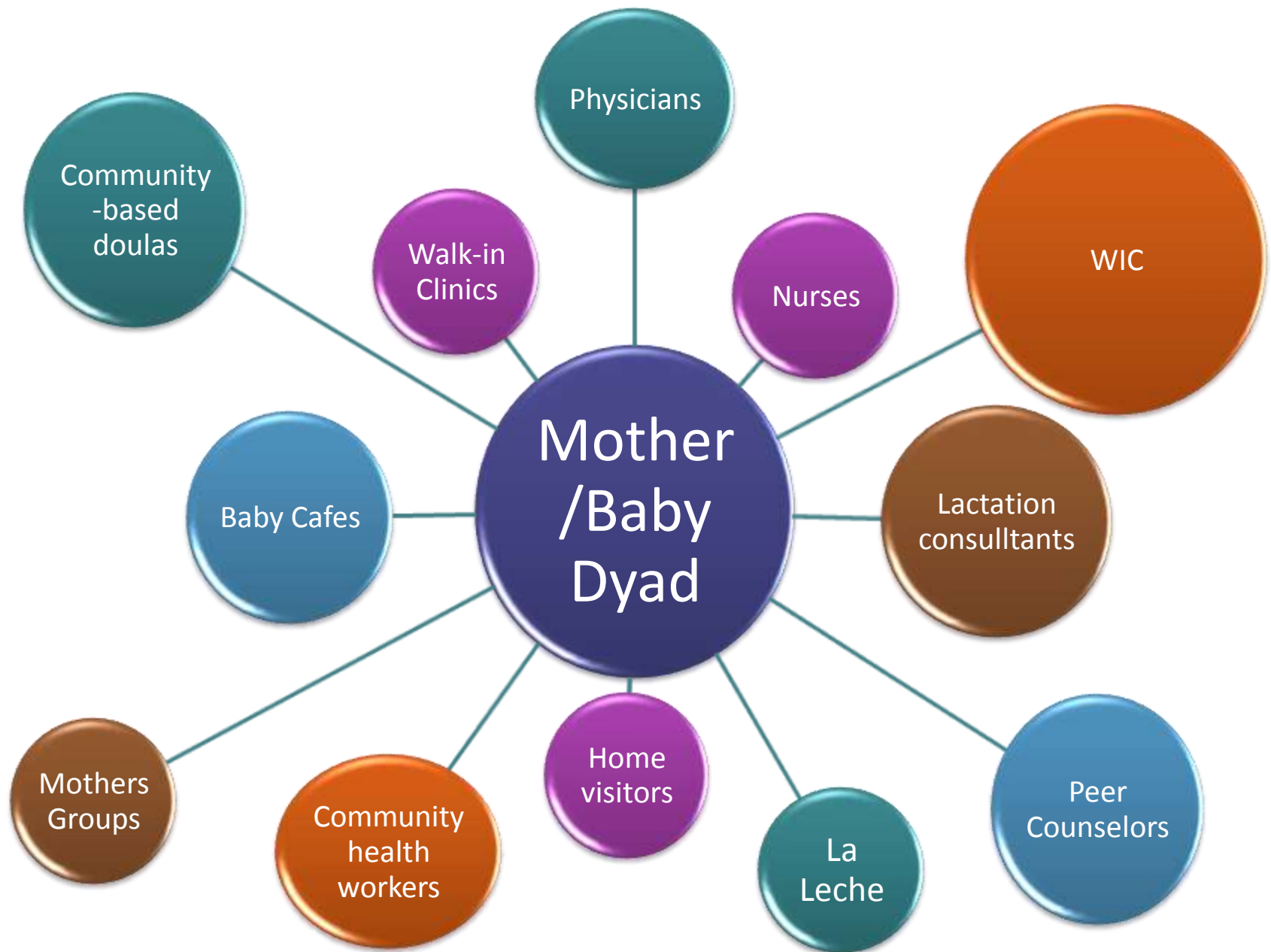
## US Breastfeeding Committee

- Advancing Continuity of Breastfeeding Care for All – August 2013
- Advisory Committee on Community Support for Breastfeeding – Sept. 2013
- Facilitated Meeting on Peer and Professional Support – June 2014
- Funding to 29 state coalitions





Mother  
/Baby  
Dyad





# Communities

## Reducing Disparities in Breastfeeding through Peer and Professional Lactation Support

- National Association of City and County Health Officials (NACCHO)
- \$3 million/year
- Access to peer and professional support
- At least 70 majority AA communities



# Communities

Action 5. Create a national campaign to promote breastfeeding.





loving support.®

MAKES BREASTFEEDING WORK



# Communities

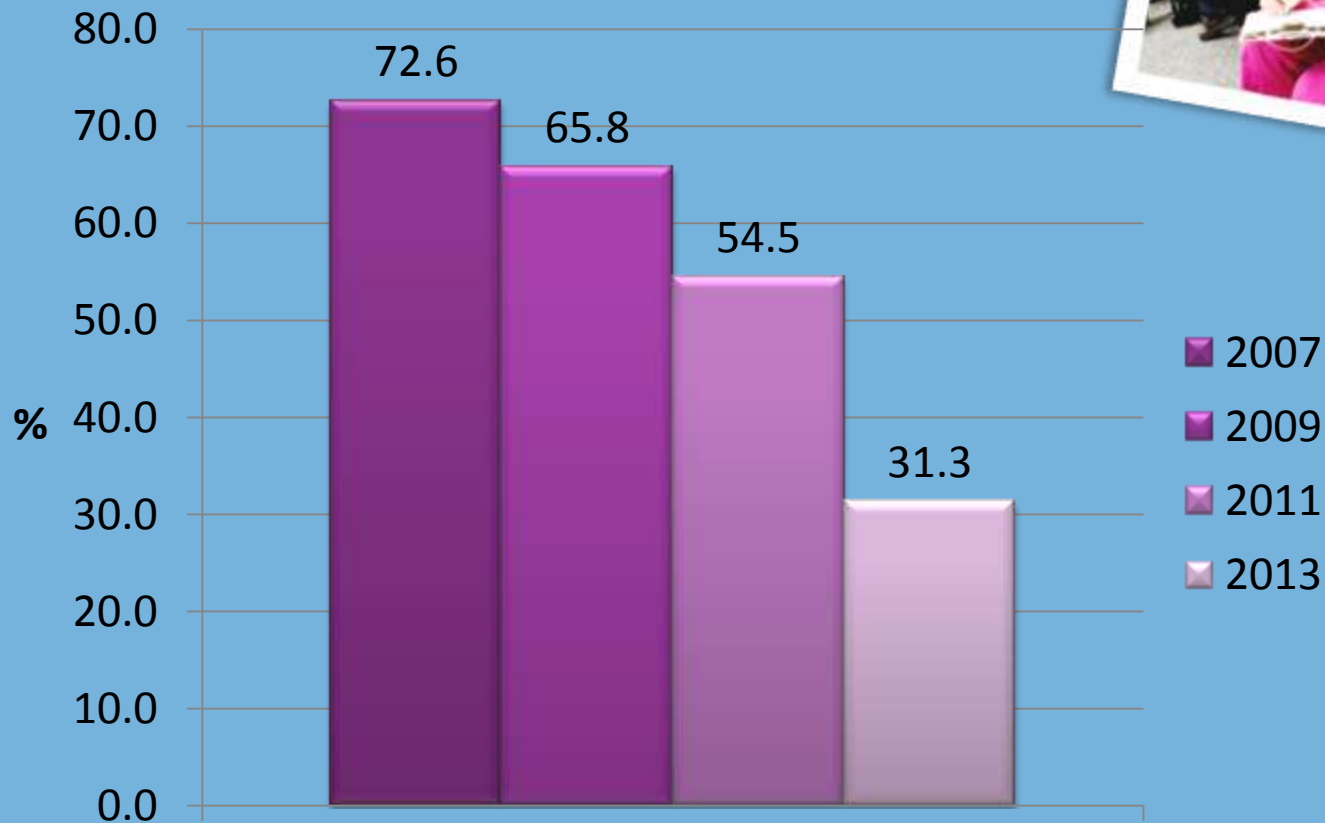
Action 6. Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding.





# Communities

% of facilities giving discharge packs with formula to breastfeeding mothers





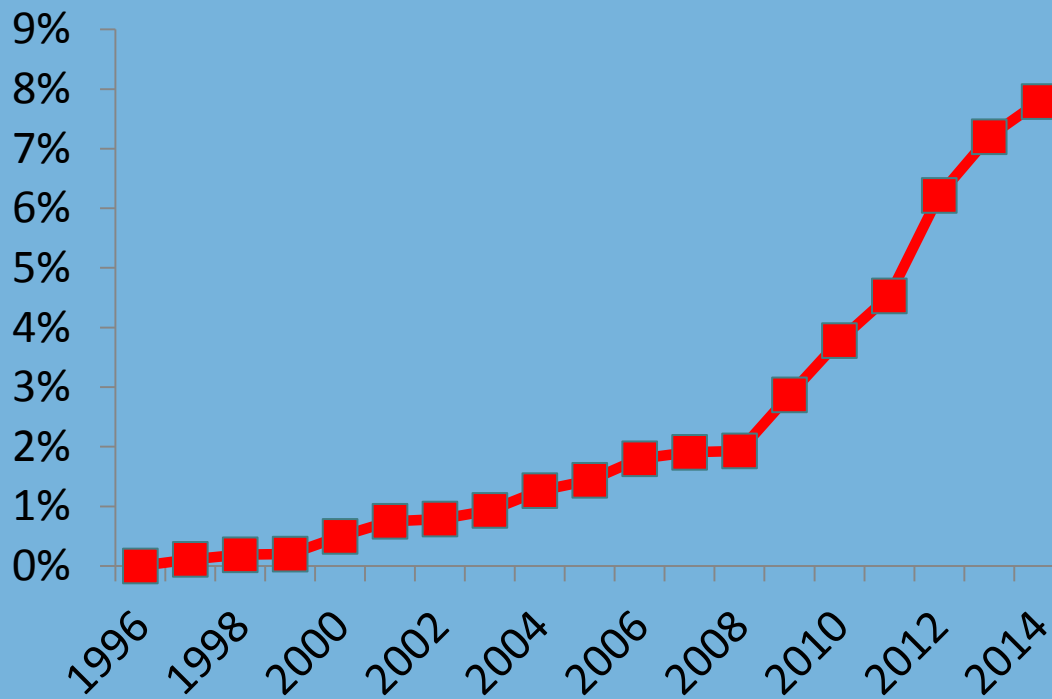
# Health Care

Action 7. Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding.



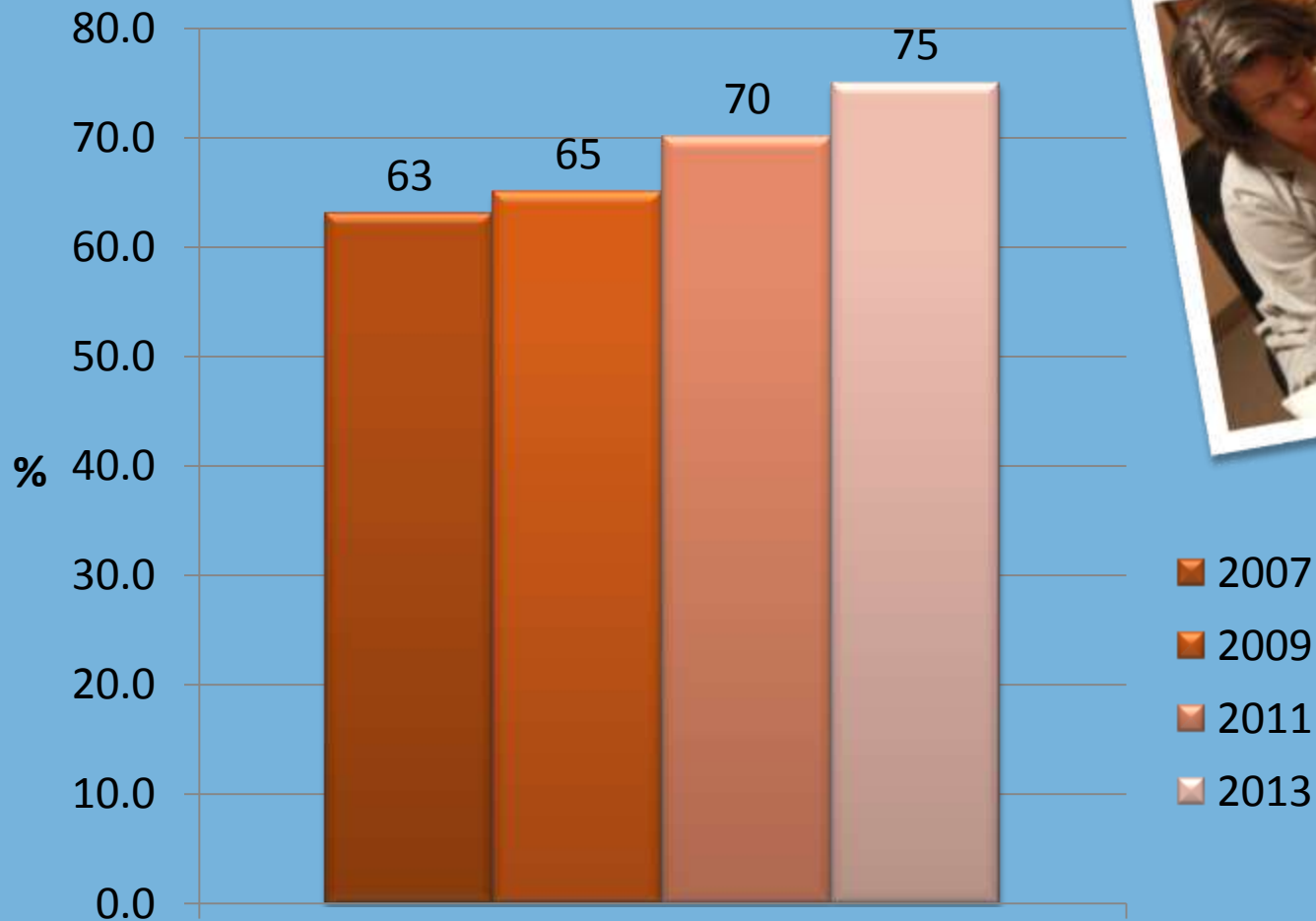
# Health Care

## Percent of live births occurring at Baby Friendly Facilities



# Health Care

## mPINC Total Score



# Health Care

## *Best Fed* **BEGINNINGS**

- Assisting 89 hospitals in becoming Baby Friendly
- Breakthrough Collaborative QI process

| Measure                                  | July 2012 | March 2014 |
|--|-----------|------------|
| Skin-to-Skin following vaginal delivery  | 24%       | 74%        |
| Skin-to-Skin following cesarean delivery | 19%       | 62%        |
| Rooming in                               | 21%       | 68%        |
| Exclusive breastfeeding                  | 39%       | 58%        |



# Health Care

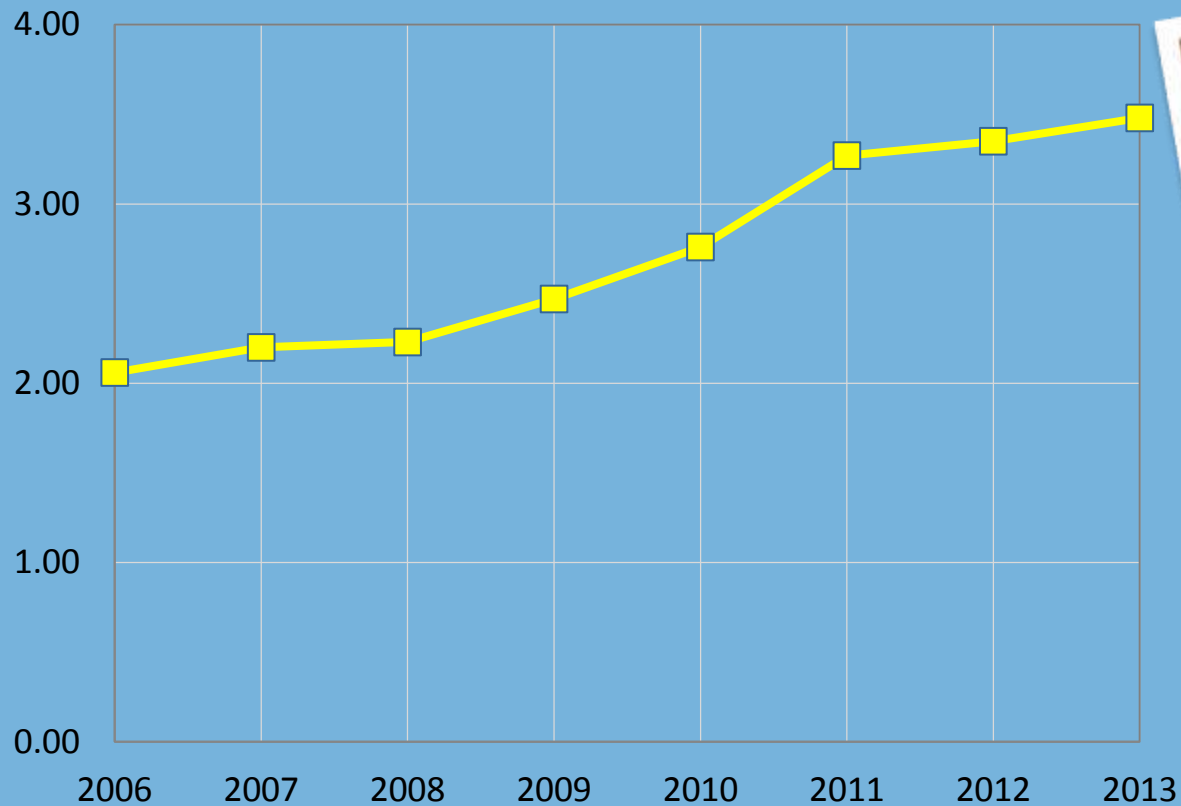
Action 11. Ensure access to services provided by International Board Certified Lactation Consultants.





# Health Care

IBCLCs per 1,000 Live Births, United States —  
2006-2013



# Health Care

## Reimbursement under Affordable Care Act

- Third party payers required to cover lactation counseling with no co-pay
  - How many visits?
  - Who?
    - Physicians regardless of training?
    - Licensure vs. certification
    - Ancillary health professionals (CHWs, doulas, home visiting)
    - Counseling vs. clinical management



# Employment

Action 13. Work toward establishing paid maternity leave for all employed mothers.





# Employment

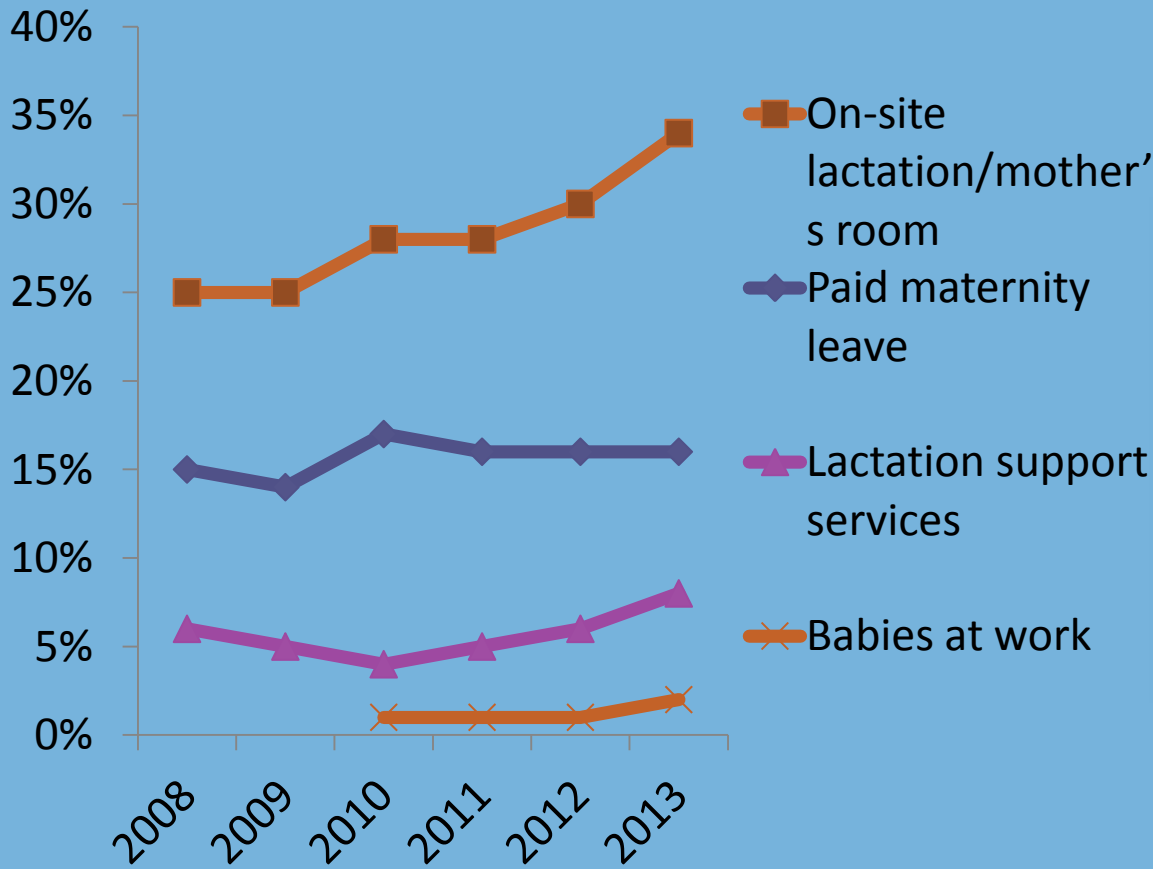
Action 14. Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees





# Employment

## Employee Benefits Related to Breastfeeding



# Employment

## Business Case for Breastfeeding



Materials for:

- Business managers
- Human resources
- Employees



# Employment

## Supporting Nursing Moms at Work: Employer Solutions

- Available at [womenshealth.gov](http://womenshealth.gov)
- Focus on time and space for expression of breast milk
- Unique solutions for 22 industry categories
- Videos, photos, Qs & As







# Public Health Infrastructure

Action 20. Improve national leadership on the promotion and support factors that affect breastfeeding.





# Public Health Infrastructure

## Federal Interagency Breastfeeding Workgroup

Began May 2011, meets monthly

Members include:

- Department of Labor
- Department of Defense
- Office of Personnel Management
- USDA Food and Nutrition Service
- Dept. of Health and Human Services
  - OSG, OWH, OMH, ACF, AHRQ, CDC, CMS, FDA, HRSA, IHS, NIH



# Public Health Infrastructure

## US Breastfeeding Committee

- 5 full-time staff/contractors
- 2013 budget of \$700K
- Monthly teleconferences
- Regular updates through Weekly Wednesday Wire



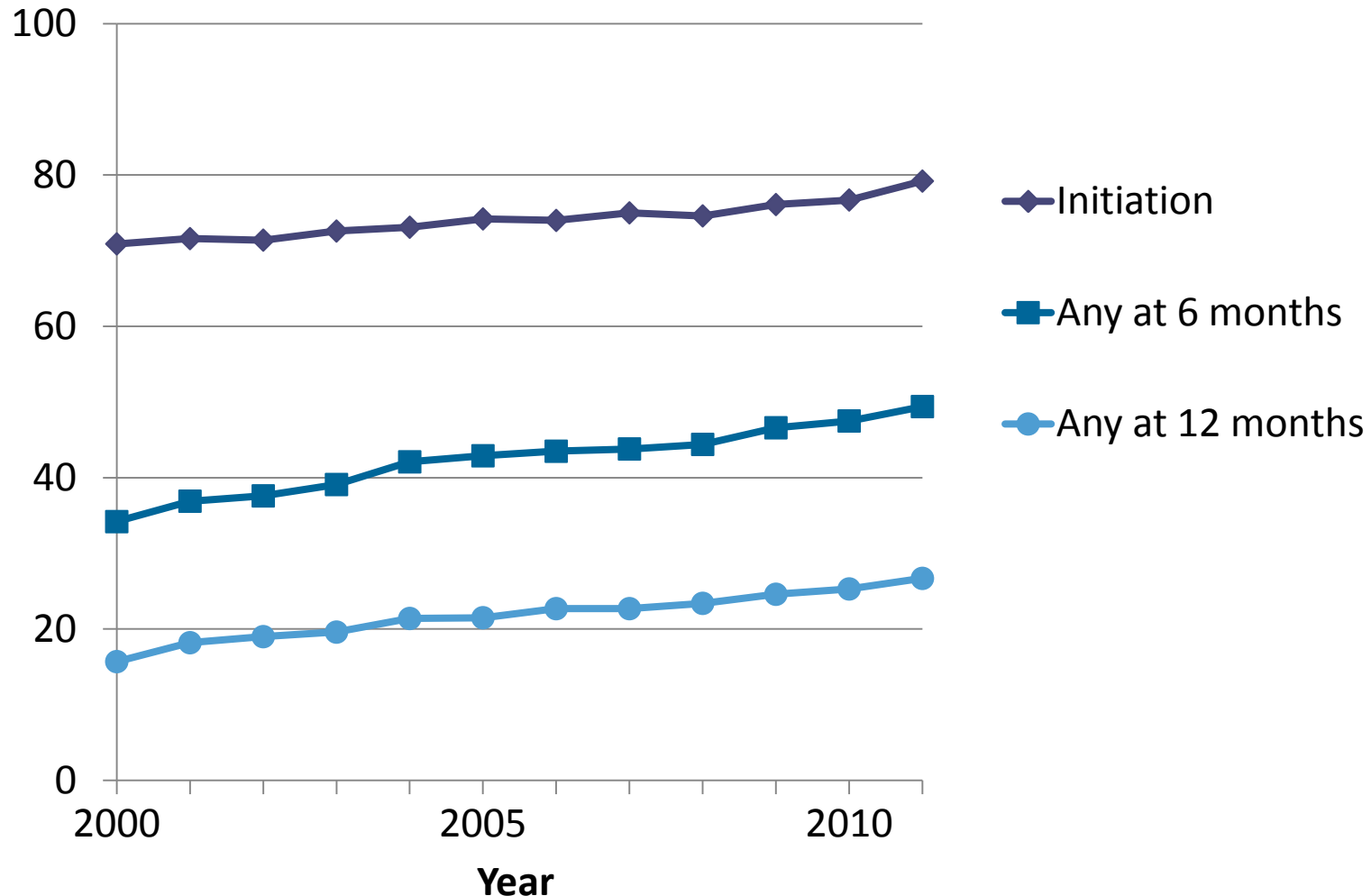
# Public Health Infrastructure

## Funding State Health Departments

- All states funded for breastfeeding
- State Public Health Actions
  - Enhanced funding to 32 states (\$40M/yr)
  - Breastfeeding required
    - Maternity care
    - Employment
    - Peer/professional support
- Association of State and Territorial Public Health Officials
  - 19 states (\$750K)
  - Same activities

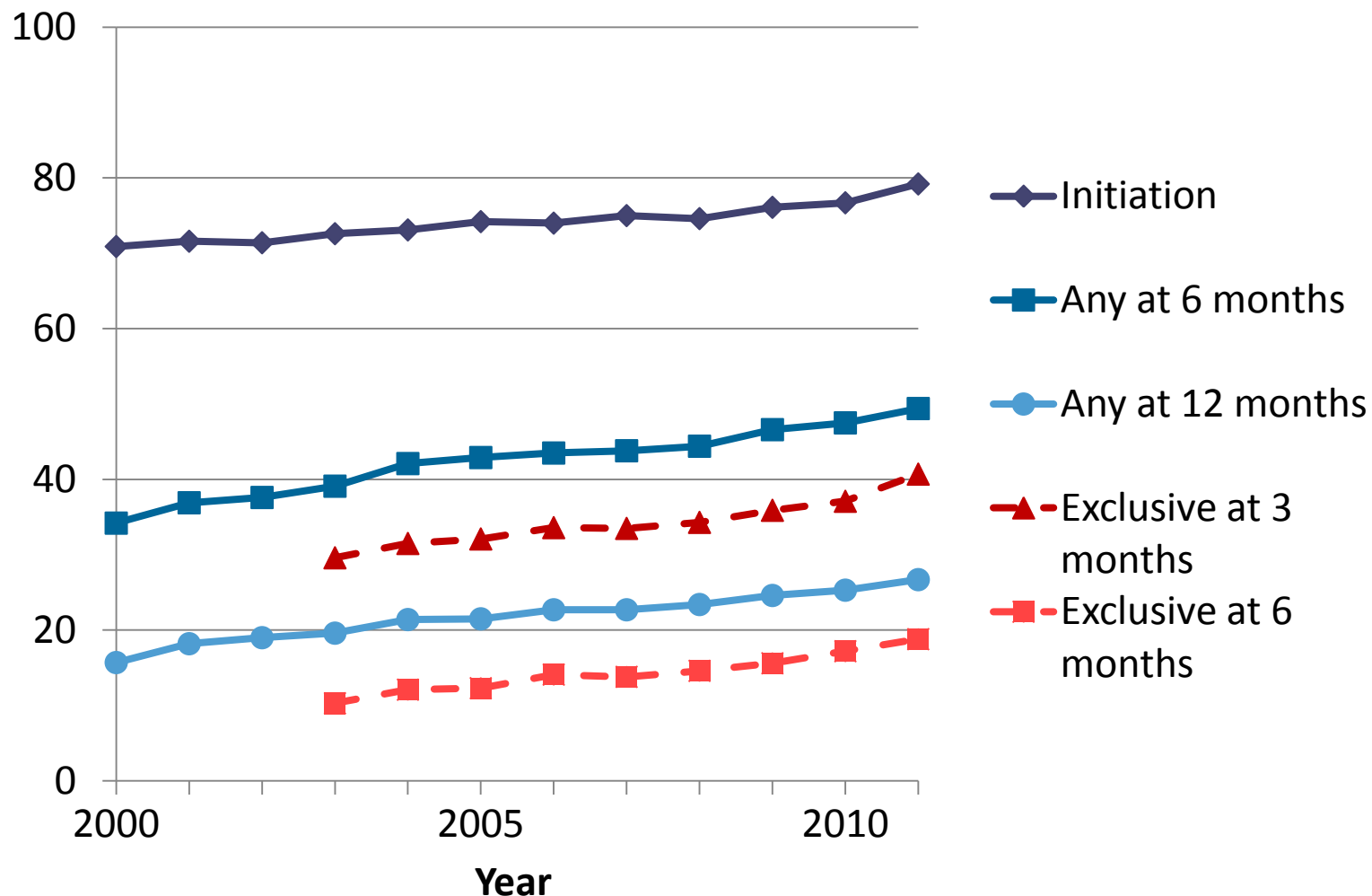


# US breastfeeding rates, 2000-2011



Source: National Immunization Survey

# US breastfeeding rates, 2000-2011

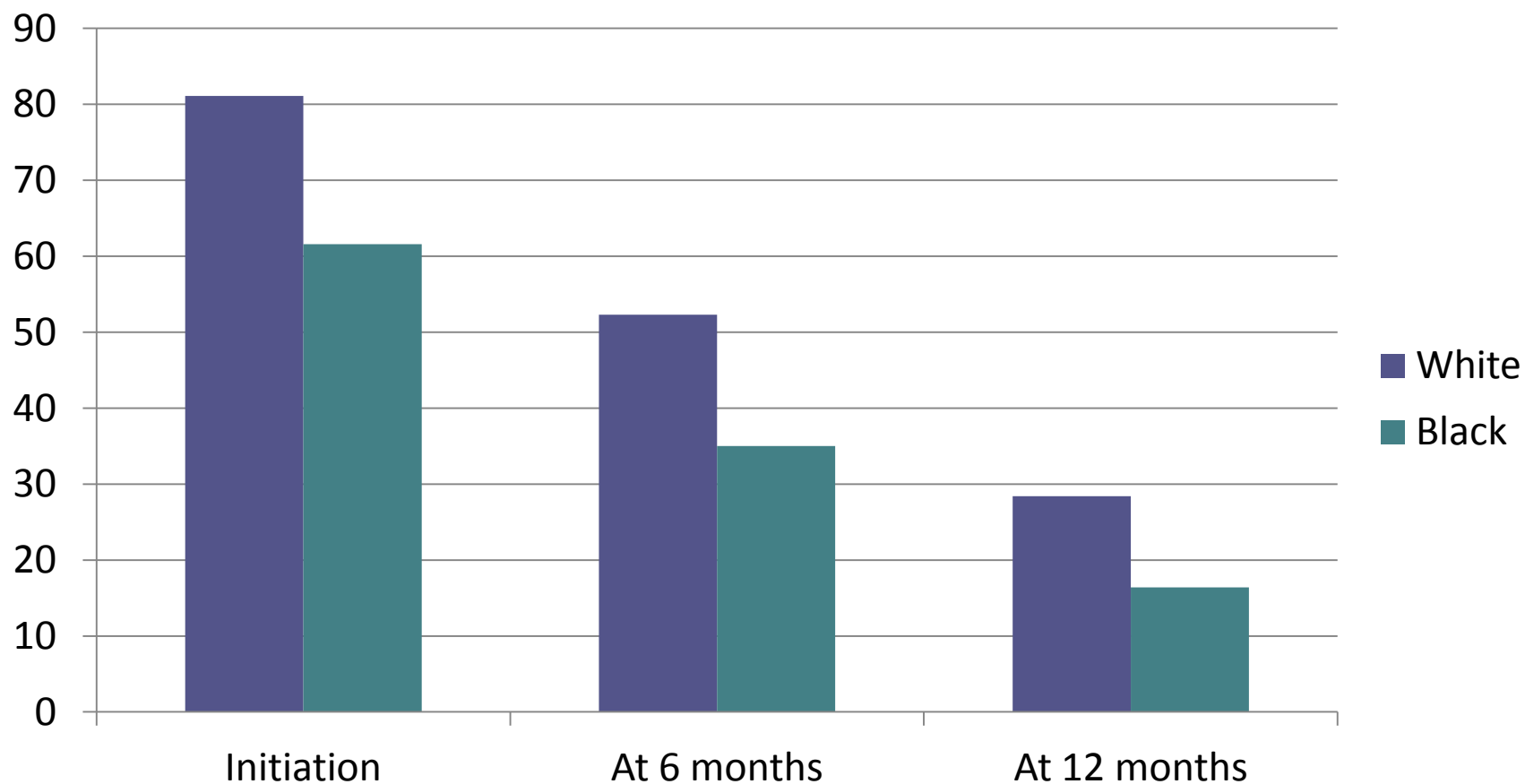


Source: National Immunization Survey

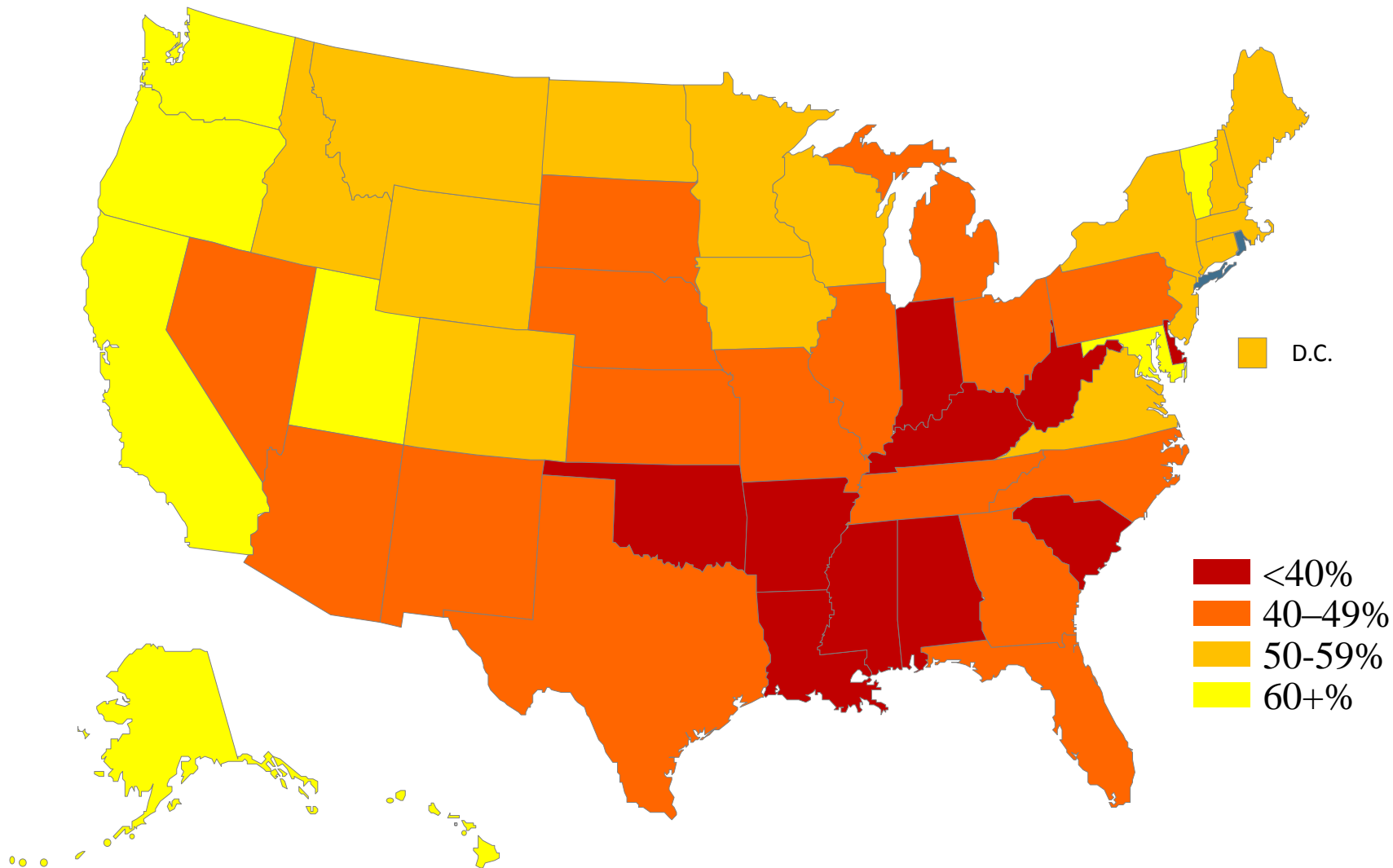


# Percent breastfeeding, by race/ethnicity, 2011

## National Immunization Survey

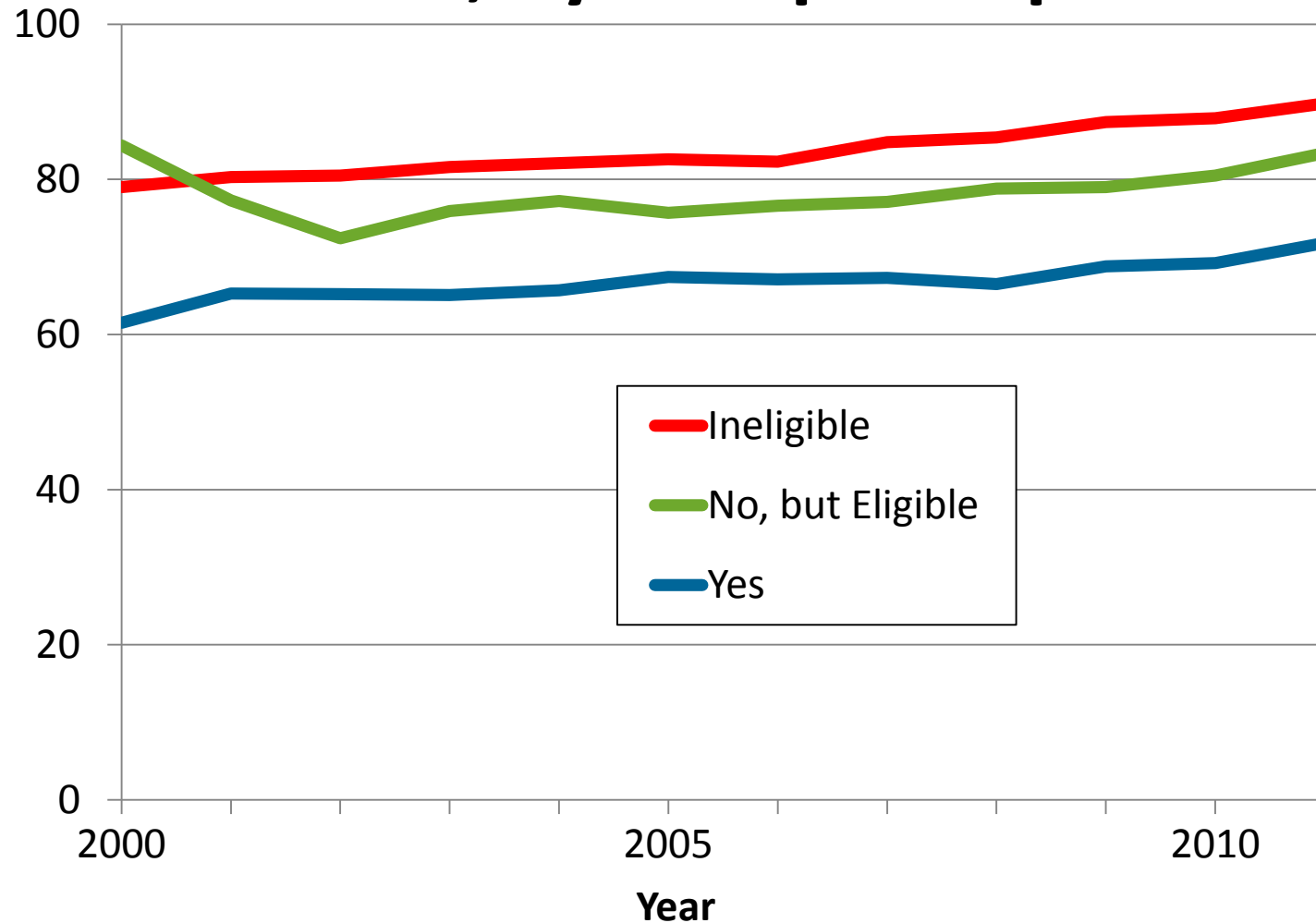


## Percent breastfeeding at 6 months, 2011 births



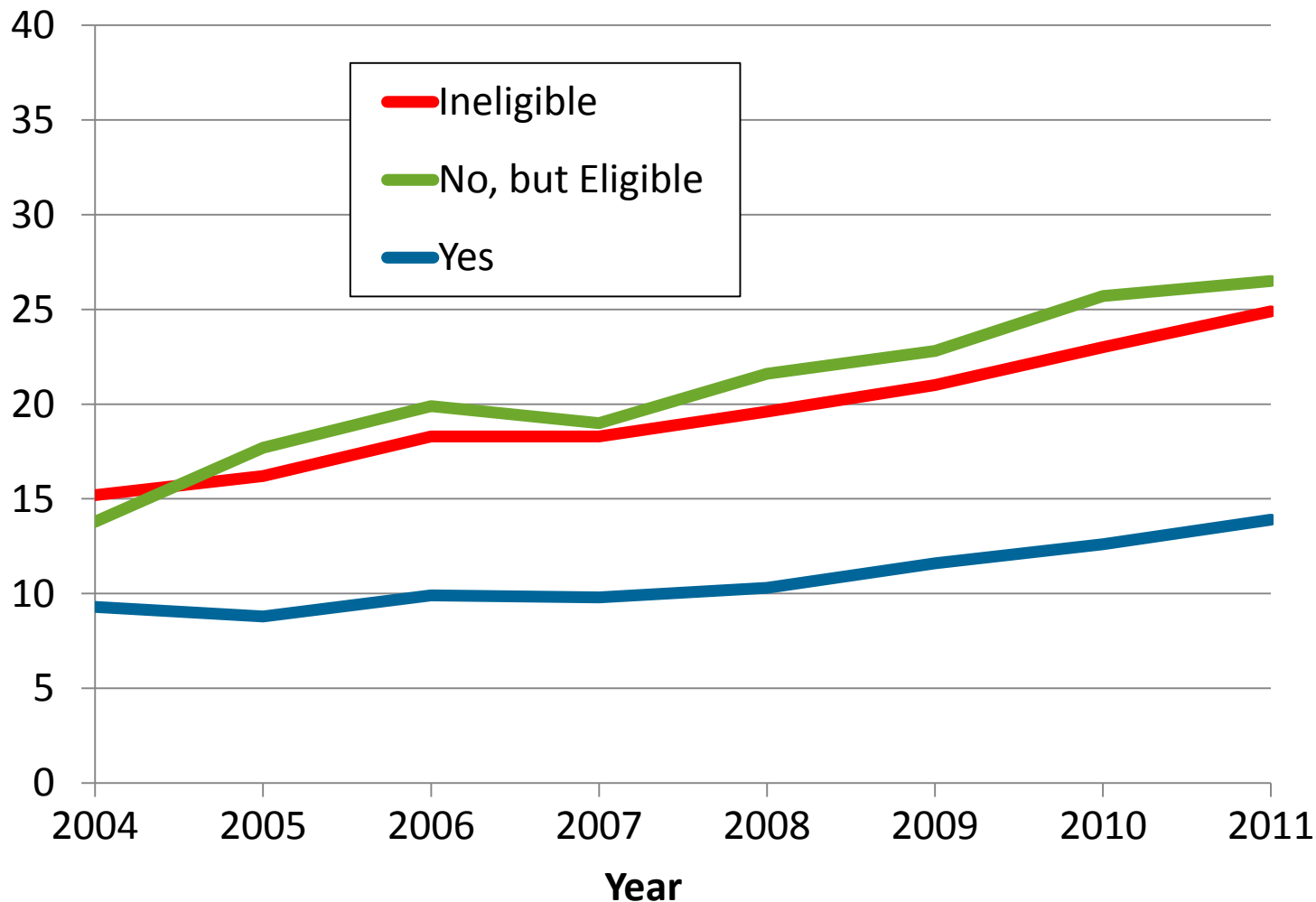
Source: CDC State Breastfeeding Report Card, 2013

# Percent of infants who were ever breastfed, by WIC participation



Source: National Immunization Survey

# Percent of infants who were exclusively breastfed through 6 months, by WIC participation



Source: National Immunization Survey



# **FUTURE OF WIC:**

# **LARRY'S CALL TO ACTION**





**1. Keep up the good work.**



## 2. Lovingly support *Loving Support*.



**3. Explore new options for the food package.**



**4. Harness the power of  
collaboration.**



**5. Reach beyond the clinic.**





**6. Embrace irrational optimism.**

**THANK YOU!**

