FUTURE OF WIC: BREASTFEEDING MATTERS

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National WIC Association
2014 Nutrition Education and Breastfeeding Conference & Exhibits
Atlanta, GA
Sept. 10, 2014
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

<table>
<thead>
<tr>
<th>Condition</th>
<th>Risk Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitalization for Lower Respiratory Infections</td>
<td>3.57</td>
</tr>
<tr>
<td>Necrotizing Enterocolitis (preterm)</td>
<td>2.38</td>
</tr>
<tr>
<td>SIDS</td>
<td>1.82</td>
</tr>
</tbody>
</table>

Source: AHRQ, 2007; Hauck et al. 2011
Prevalence of adiposity, according to triceps skin-fold thickness (>97th percentile)

Source: Bergmann et al. *Int J Obes*, 2003
Prevalence of Infections among 6-Year-Old Children, IFPS II

<table>
<thead>
<tr>
<th>Infection Type</th>
<th>Prevalence (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ear Infections</td>
<td></td>
</tr>
<tr>
<td>Throat Infections</td>
<td></td>
</tr>
<tr>
<td>Sinus Infections</td>
<td></td>
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</table>

**Not breastfed**
- <4 months
- 4 to <6 mo
- ≥6 mo
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
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.
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

- 2007: 72.6%
- 2009: 65.8%
- 2011: 54.5%
- 2013: 31.3%
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

- 2007: 63
- 2009: 65
- 2011: 70
- 2013: 75
Health Care

**Best Fed BEGINNINGS**

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

<table>
<thead>
<tr>
<th>Measure</th>
<th>July 2012</th>
<th>March 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skin-to-Skin following vaginal delivery</td>
<td>24%</td>
<td>74%</td>
</tr>
<tr>
<td>Skin-to-Skin following cesarean delivery</td>
<td>19%</td>
<td>62%</td>
</tr>
<tr>
<td>Rooming in</td>
<td>21%</td>
<td>68%</td>
</tr>
<tr>
<td>Exclusive breastfeeding</td>
<td>39%</td>
<td>58%</td>
</tr>
</tbody>
</table>
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

- On-site lactation/mother’s room
- Paid maternity leave
- Lactation support services
- Babies at work

Graph showing trends from 2008 to 2013 for each benefit category.
Employment

Business Case for Breastfeeding

Materials for:

• Business managers
• Human resources
• Employees
Employment

Supporting Nursing Moms at Work: Employer Solutions

- Available at 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

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!