



## Member Report December 1 -2, 2010 Meeting

*VISION: Breastfeeding will be the norm in California for at least the first year of life.*

*MISSION: To provide policy and strategy recommendations to both the public and private sectors in California to increase initiation and duration of exclusive breastfeeding.*

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### Member: Cris Cochran, Head Start

#### Highlights of activities related to the mission of CBR:

1. Developed and utilized existing breastfeeding promotion materials for Early Head Start programs in California.
2. Provided breastfeeding promotion and healthy early care strategies for 25 newly funded Early Head Start programs state-wide via a series of training modules.
3. Presented a workshop titled "Nutrition Services in Head Start" that included strategies to increase the incidence of exclusive breastfeeding to 350+ attendees at the 2010 Head Start Health Institute.

#### Other activities or details:

The Head Start Training and Technical Assistance Offices for CA provided a breastfeeding promotion and healthy early strategies to 25 newly funded Early Head Start programs state-wide via a series of training modules. 2 of the 3 modules included substantial health/nutrition material on the importance of early, periodic health care, WIC participation, the importance of breastfeeding, and follow-up care when needed.

#### Opportunities for Collaboration:

Head Start State Collaboration Office- The Collaboration Office creates a visible presence for Head Start at the state level and assists in the development of multi-agency and public-private partnerships among Head Start and other interested stakeholders. This office may be a strong partner to distribute CBR contacts and materials to Head Start programs.

California Head Start Association represents Head Start interests and provides leadership and advocacy. The association has a listserv that reaches nearly 100 Head Start programs (which represents 100,000) children in CA. The CBR may be allowed to use the listserv to distribute important messages and upcoming events. The association sponsors an annual Health Institute that the CBR may want to participate in. The next Institute is scheduled for May 2-4, 2011.

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## **Member: Cindy Fahey, Regional Perinatal Programs of California**

### **Highlights of activities related to the mission of CBR:**

1. Regional Perinatal Programs (RPPC) continue to provide consultation and technical support to hospitals trying to improve breastfeeding rates and change hospital policies.
2. A number of RPPCs have or are currently developing educational programs to assist hospitals through the Baby Friendly process.
3. Several have linked with experts in the field of quality improvement and/or change management to support hospitals in the process.

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## **Member: Margaret Herman, Hospital Administration**

### **Highlights of activities related to the mission of CBR:**

1. Formed and chaired a committee at Miller Children's to look at transitioning mothers and babies together
2. Spoke at the L.A. Breastfeeding Summit on challenges to becoming Baby Friendly
3. Working with St. Mary's Medical Center to form an evaluation tool to track long term breastfeeding

### **Other activities or details:**

At many hospitals mothers and babies are separated after delivery and the infants move through the transition period (birth to 4 hours after delivery) separated from their mothers. At our hospital the vaginal births couplets are experiencing 2 hours of bonding time but baby still needs to be moved to the nursery to complete transition. We also have a C-section rate of 32% which is roughly 2000 births per year who are sent directly to the nursery and are separated from their mothers for up to 4 hours. Our hospital has committed to changing this practice through our transition task force so that mothers and babies from birth may spend 23 of 24 hours per day together.

Los Angeles held a Summit on October 20<sup>th</sup> to raise awareness of the importance of breastfeeding. The summit also emphasized the need for hospital practice change and how the legislature, community groups and other government entities could support changes that would help mothers reach their breastfeeding goal. A panel of hospital administrators spoke with the audience highlighting their success and challenges to making practice changes in their facilities.

St. Mary's Medical Center in Long Beach is the second largest delivering hospital in Long Beach. Since our hospital (Miller Children's) has been working toward Baby Friendly designation for a few years now and the community wants to become a breastfeeding friendly community we are working together to share our ideas and tools. As a student of Long Beach State University's Masters in Nursing program I have reached out to St. Mary's as a part of our learning partnership and provided this much needed link between the 2 largest hospitals in the community.

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## **Member: Erin Backenstow Marcin, American College of Obstetricians and Gynecologists**

### **Highlights of activities related to the mission of CBR:**

1. Help lead our task force for our hospital to educate staff, patients, and providers (MD, CNM, residents) to improve exclusive breastfeeding rates during hospitalization for delivery and postpartum --- Building the foundation for breast feeding.
2. Educate women directly about benefits of breastfeeding and how to be successful.
3. Act as liaison between CBR and ACOG, informing both of ongoing breastfeeding support movement.

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## **Member: Sherri Mendelson, Hospital Lactation Consultant**

### **Highlights of activities related to the mission of CBR:**

1. Met with a local candidate running for state representative to ask about her position on breastfeeding initiatives
2. Toured group of LAC Public Health Nurses in MCH at PHCMC to highlight our Baby Friendly aspects
3. Lecture for GLABFTF on Breastfeeding the Late Preterm Infant and Labor and Delivery Practices and their Impact on Breastfeeding

### **Other activities or details:**

PHCMC Breastfeeding Task Force has begun the Baby Friendly re-designation process for 2012. Partnership with CSUN established to promote breastfeeding with low income Latino students.

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## **Member: Terrie Nikoletich, MCAH Action (Maternal Child & Adolescent Health Directors of California**

### **Highlights of activities related to the mission of CBR:**

- Every WIC pregnant/breastfeeding client sees IBCLC for initial assessment (Nevada County)
- Establishing breastfeeding friendly policies in County DHS birthing hospitals and workplaces, (13 large employers are targeted (L.A. County and breastfeeding Taskforce)
- Partnered with County Indian Health Service to develop Native breastfeeding Council (Sonoma)
- Promoted long-term benefits of breastfeeding with bookmarks (see attached).
- Developed "Express Stop" program that places breast pumps at local businesses so women can return to work and continue to breastfeeding. Currently over 100 "Express Stops." (El Dorado County)
- Countywide lactation support, partnership w/ WIC and Public Health Nursing (Siskiyou County)

- Agency policy developed to accommodate staff to continue breastfeeding when they return to work. (San Benito patterned it after Monterey County's)

#### **Other activities or details:**

- Attaching the "Wondermom" and "Healthier Adolescents" bookmarks from Sonoma County
  - Baby Friendly Booth at the County Fair- Provides a shaded area with seating, toys and private breastfeeding area, bottled water for Moms, changing table and hand washing station, breastfeeding promotional literature. This year we served, 139 dyads (Moms and babies used the facilities 260 total, some duplicated #s), an additional 450 families and communities members visited the outreach booth staffed by breastfeeding advocates. (Siskiyou County)
  - The Native Breastfeeding Council has engaged community Elders and other tribal members to identify reasons for low breastfeeding rate in their members and institute systems change. Working with clinic administration they have incorporated a feeding tool into their electronic medical records and developed a workplace Lactation Policy and lactation room. Their work was recently highlighted in Washington, D.C. during a meeting with the Surgeon General. They will also be presenting their work at an international conference in Canada.
  - Developed bookmarks with catchy messages to emphasize the long-term health benefits of extended duration of breastfeeding for both women and children.
  - The Lactivist group launched their Facebook page which is linked to the Sonoma County Public Health breastfeeding website <http://www.sonoma-county.org/health/ph/mcah/breastfeedingcoalition.htm> . Their goal is to increase community support of lactating mothers and families.
  - L.A County in more detail: A grant from the U.S. Health and Human Services and the Centers for Disease Control and Prevention's Communities Putting Prevention to Work (CPPW) initiative gave LA County \$16 million over a two-year period for activities addressing the obesity epidemic. CPPW funding focuses on supporting communities to make the policy, environmental, and systems changes necessary for obesity prevention and include establishing breastfeeding friendly policies in birthing hospitals and workplaces. The Los Angeles County Department of Health Services includes three birthing hospitals, which will achieve the Baby-Friendly designation during this grant period, by March 2012. Large employers in Los Angeles County will implement workplace lactation support policy and programs during this same grant period. Targeted are the thirteen employers, including the County itself as an employer, which collectively employs more than a half million employees. The Breastfeeding Task Force of Greater Los Angeles has partnered with Los Angeles County to achieve both hospital and workplace breastfeeding policy change.
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## **Member: Effie Hubbard Ruggles, Health Insurer**

### **Highlights of activities related to the mission of CBR:**

1. The Health Net Infant Nutrition Benefit Provider Guide is finished and is going to print.
2. Sponsored the "Baby Stop" infant changing and nursing station at the First Five Sacramento Children's Celebration at Fairytale Town/ William Land Park- 10/9/2010. Staffs from Sacramento County WIC and CRP WIC were present to provide lactation assistance and answer questions.
3. Will give a Medi-Cal 101 presentation at the 10/27/10 WIC Regional Breastfeeding Liaison training meeting.

### **Other activities or details:**

A record 7000 people attended The First Five Children's Celebration, which is a free fun-field event for families with children 0-5. Participants receive valuable information about services and resources in the community which promote health and support the development of children. Health Net is a long time partner of the Children's Celebration and was the first sponsor of the Healthy Neighborhood. With our efforts to support and promote breastfeeding, we thought it only fitting that we be the sponsor the Baby Stop for this its premier year. The Baby Stop and the event overall were a resounding success.

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## **Member: Sharon Saffold, Black Infant Health**

### **Highlights of activities related to the mission of CBR**

1. Black Infant Health is collaborating with WIC to provide breastfeeding support and education at our prenatal support groups.

### **Opportunities for Collaboration:**

Black Infant Health program is working with the Heart Association to put on a walk event that will focus on the major health areas impacting the African American community: Maternal/Infant health, heart disease, diabetes and HIV/AIDS. The event is scheduled for May 14, 2011 and will have vendors from various health organizations and programs. The title of the event is: "Power Soul Stroll for Health".

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## **Member: Touraj Shafai, M.D., Ph.D, American Academy of Pediatrics**

### **Highlights of activities related to the mission of CBR:**

1. Moving forward with 2 hospitals in Riverside Becoming Baby Friendly Hospitals

2. Addressed the City Council of Riverside for World Breastfeeding Week. The mayor of the City of Riverside signed a proclamation for that occasion.
  3. Continue to work with First 5 of Riverside to continue with direct grants to the hospitals for breastfeeding promotion.
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## **Member: Nancy Wight, M.D., Neonatologist**

### **Highlights of activities related to the mission of CBR:**

1. Breastfeeding Referral, Equipment, Education, Advocacy & Support Team (BREEAST)
2. California Breastfeeding Rights Wallet Card in English and Spanish
3. Updated SDCBC Website (still in progress)

### **Other activities or details:**

#### *1. BREEAST :*

#### **Project Goal:**

To improve the health of our community by increasing both the incidence and duration of breastfeeding in high risk populations.

#### **Summary Objectives:**

- 1. To thoroughly assess the current breastfeeding needs of underserved and high-risk populations in our community.** These populations include, but may not be limited to:
    - a. Infants born to teen mothers attending SD County High Schools
    - b. Infants born to mothers living in SD County shelters
    - c. Infants born prematurely
    - d. Infants born with congenital defects or other serious medical problems
  - 2. To meet the needs of mothers and infants at high risk of breastfeeding failure in a cost-effective manner by providing or arranging for:**
    - a. Breastfeeding equipment and supplies
    - b. Education
    - c. Support & Coordination
  - 3. To create a "Model Program" for regional lactation support" that can be replicated elsewhere in California and the US**
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## **Member: M. Lynn Yonekura, M.D.**

### **Highlights of activities related to the mission of CBR:**

1. I am leading the effort to help California Hospital Medical Center become a Baby-Friendly Hospital. We are mentoring local hospitals that have recently received First 5 LA grants as part of their Baby-Friendly Hospital Initiative.
2. LA Best Babies Network recently received a grant from Kaiser Foundation Hospitals for a quality improvement project focused on the postpartum period – especially on improving rates of exclusive breastfeeding and, for women with a BMI >25, weight loss during the first 6 months postpartum.

3. We are focused on improving the transition from the hospital to the home:

- Breast-pump project for moms insured by Health Net
  - Faxing the Lactation Consultant's consult to provider so that treatment plan can be followed. We have started a pilot project with two of our busiest providers.
  - Considering offering a breastfeeding basics training program for MAs of our prenatal/postpartum and pediatric care providers so they can provide education and support for breastfeeding mothers returning for postpartum and pediatric care.
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