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The Kaleidoscope Lens: Aligning our Strengths to Accelerate the Change

Eliminating Inequities in Breastfeeding

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DNPAO Strategic Priorities

Reaching All Americans Across the Lifespan by Supporting

A Healthy Start for Infants
- Breastfeeding
- Early Child Nutrition
- Vitamins & Minerals
- First 1,000 Days

Children & Youth Growing Up Strong & Healthy
- Good Nutrition & Healthy Food Environments
- Physical Activity & Access to Environments Designed for Physical Activity
- Healthy Weight Management & Obesity Prevention

Adults & Older Adults Maintaining a Healthy Lifestyle
The Kaleidoscope Lens: Aligning Our Strengths to Accelerate the Change

- Breastfeeding statistics, trends, and disparities
- CDC’s efforts to support breastfeeding
- Aligning our strengths
We Know that Breastfeeding Is an Investment in Health, Not Just a Lifestyle Decision

Benefits for Infants

- Ear and respiratory infections
- Asthma
- Type 1 diabetes
- Obesity
- Gastrointestinal infections (diarrhea/vomiting)
- Necrotizing enterocolitis (NEC) for preterm infants
- Sudden infant death syndrome (SIDS)

Benefits for Mothers

- Hypertension
- Type 2 diabetes
- Ovarian cancer
- Breast cancer
More Babies Are Starting out Breastfeeding Overall

Percentage of U.S. Children who Were Breastfed, by Birth Year

- 79% in 2011
- 84% in 2016!
Great News: Black Women Are Making Strides in Breastfeeding!

12 percentage point increase in only 5 years!

62% in 2011

74% in 2016!

Percentage of U.S. Non-Hispanic Black Children who Were Breastfed, by Birth Year
We need more work to reduce disparities in breastfeeding rates.

Breastfeeding Initiation Rates by Ethnicity in the U.S. – 2016

- NH Black Infants: 74%
- Hispanic Infants: 82.9%
- NH White Infants: 86.6%

Black infants are 15% less likely to have ever been breastfed than white infants.
Breastfeeding Duration and Exclusivity Are Increasing

25% of infants born in 2016 were exclusively breastfed through 6 months

14% of infants born in 2006 were exclusively breastfed through 6 months

“The American Academy of Pediatrics reaffirms its recommendation of exclusive breastfeeding for about 6 months…”

“The college recommends exclusive breastfeeding for the first 6 months of life…”

American Academy of Pediatrics

ACOOG

The American College of Obstetricians and Gynecologists
However, Mothers Need More Support in Reaching Their Breastfeeding Goals

60% of mothers stop breastfeeding sooner than they planned.
Initiation of Breastfeeding May Reduce Disparities in Duration

The impact of racial disparities in breastfeeding initiation on racial disparities in breastfeeding duration among U.S. infants — United States, National Immunization Survey-Child, 2015
Understanding Regional Breastfeeding Disparities

Percent of Infants Breastfed at 6 Months (2016)

National average = 57.3%

Source: https://www.cdc.gov/breastfeeding/data/facts.html
Indiana Compared to the National Average Over Time

Percent of Infants Breastfed Ever and at 6 Months in Indiana and the U.S., 2006-2016

Source: https://www.cdc.gov/breastfeeding/data/facts.html
What CDC Is Doing with Partners to Increase Breastfeeding Rates for All Mothers

Our Commitment to Achieving Equity
Making Breastfeeding Resources Widely Available

Breastfeeding Report Card
United States, 2018

Overview
Breastfeeding, with its many known health benefits for infants, children, and mothers, is a key strategy to improve public health. The American Academy of Pediatrics recommends that infants be exclusively breastfed for the first 6 months with continued breastfeeding alongside introduction of complementary foods for at least 1 year. To track our nation’s progress on achieving the Healthy People 2020 goals, CDC’s 2018 Breastfeeding Report Card provides a compilation of data on breastfeeding practices and supports in all states, the District of Columbia (DC), Puerto Rico, Guam, and the US Virgin Islands.

CDC's Work to Support & Promote Breastfeeding
In Hospitals, Worksites, & Communities

1 in 4
Only half of infants is exclusively breastfed as recommended by the time they are 6 months old.

Low rates of breastfeeding and more than $15 billion a year to treat illnesses for the mother and child in the United States.

Black infants are 2.5 times more likely than non-Hispanic white infants.

Breastfeeding is an investment in health. Not just a lifestyle decision.

Benefits for Infants
• Improved immune system
• Reduced risk of asthma, allergies, and diabetes
• Lower risk of obesity

Benefits for Mothers
• Breastfeeding can help lower a mother’s risk of:
  • Breast cancer
  • Heart disease
  • Type 2 diabetes
  • Ovarian cancer

60% of mothers stop breastfeeding sooner than they planned.

Mothers need support throughout their breastfeeding journey.

Certain factors make the difference in whether or not long-term breastfeeding is successful.
• Infant’s health
• Education and encouragement
• Payment or support for this workforce
• Access to community support services
Making Breastfeeding Resources Widely Available
Helping Mothers Stay Informed about the Challenges of Breastfeeding – and how to Overcome Them

What to Expect While Breastfeeding

Every mother’s experience with breastfeeding is different. Whether this is your first baby or you are an experienced mom, each baby is unique. Breastfeeding will be a learning process.

Your baby is learning how to:

- Latch.
- Suck.
- Swallow.

You are learning how to:

- Position your baby to feed.
- Observe and follow his or her hunger cues.
- Manage your breast milk supply and breast health.

Breastfeeding support is available. Visit our resources page to find the right kind of help for you.

https://www.cdc.gov/breastfeeding/resources/syndicated-content.html
CDC’s Work to Support Breastfeeding Progress

- Learning Communities
- Supporting Hospitals
- Supporting States
- Physician Training
More Births Are Occurring in Hospitals that Support Breastfeeding

Over One Million Babies Born in Baby-Friendly Facilities Each Year!

Percentage of Babies Born in Baby-Friendly Facilities in Indiana and the U.S., 2007 & 2019

- Indiana:
  - 2007: 2%
  - 2019: 28%

- National:
  - 2007: 2%
  - 2019: 32%

600+ Baby-Friendly Facilities in the United States!
Baby-Friendly Designation Can Help Address Racial Inequities in Breastfeeding

Designation is associated with a decrease in racial disparities in breastfeeding:

- Disparity in initiation between African American and white infants decreased by 9.6% (over 31 months)
- Initiation increased from 66% to 75% for all races combined
- Initiation and exclusive breastfeeding among African American infants increased from 46% to 63% and 19% to 31%, respectively
- Skin-to-skin care after cesarean delivery: associated with increased breastfeeding initiation and exclusivity in all races
- Rooming in: associated with increased exclusive breastfeeding in African American infants

Indiana State Breastfeeding Work Highlights

- The Indiana Breastfeeding Coalition is providing **scholarships to people of color for lactation education**, building a **BF-friendly physician office designation** toolkit, **engaging with local BF stakeholders**, and more

- The Indiana Breastfeeding Alliance is piloting **physician BF education** at the IU School of Medicine, building **provider learning collaborative of BF champions**, and more

- ISDH formed a steering committee with partners to evaluate and build on **Indiana’s State Breastfeeding Plan** beginning in Jan. 2020
Spotlight: Indiana WIC

WIC in Hospitals:
- Local agency WIC staff in 34 hospitals across IN providing certifications at bedside
- In 2019, over 28,000 certifications were done in hospitals
- Helps connect families to BF resources faster and reduces the burden on participants

Peer Counselors:
- WIC Breastfeeding Peer Counselor funds provided to all 39 local agencies in IN for total of ~100 peer counselors
- In FY19, peer counselors received 58,000+ referrals for BF support and reached out to WIC clients nearly 200,000 times

Honors and Recognition:
USDA has recognized Indiana WIC for BF efforts:
- Eight local agencies achieved Loving Support Gold Award of Excellence for BF support in recent years
  - IU Monroe and Greene counties’ WIC programs received the Gold Premiere level of the award in 2019
- In 2018, Indiana WIC was one of two states that received a Performance Bonus Award from USDA for increasing breastfeeding rates
NACCHO and DNPAO Are Bridging the Gap to Build a Breastfeeding Support Model for Community Health Centers

Technical assistance to four federally qualified health centers in the states of Illinois, Indiana, Nebraska, and New York. Collectively, these centers are –

- Implementing modifications in their electronic medical records
- Improving breastfeeding support policies and procedures for clients and employees
- Training all staff in breastfeeding management
- Bridging obstetric and pediatric providers
- Making changes to the clinic surroundings to actively display an environment supportive of breastfeeding
Future Directions: Together We Are Stronger

CDC is increasing breastfeeding support for mothers across the nation by...

- Integrating breastfeeding strategies into our programs
- Ensuring our partners have access to the data you need...

So you can...

Effectively engage at the ground level

And Together,

we can work toward closing the gap in racial disparities

And Together,
Given the importance of breastfeeding on the health of mothers and children, it is critical that we take action to support breastfeeding. Women who choose to breastfeed face numerous barriers—only through the support of family, communities, clinicians, healthcare systems, and employers will we be able to make breastfeeding the easy choice.

Jerome M. Adams, MD, MPH
U.S. Surgeon General
How do we use this data to continue advancing equity?

How do we get creative and innovative with new ways to promote BF initiation, duration, and exclusivity?
Have You Heard about Our Online Resources?

- **Data Trends and Maps**
  Interactive database that provides national and state health status and behaviors

- **State Community Health Media Center**
  Collection of free and low-cost, audience-tested advertising and support materials

- **Division of Nutrition, Physical Activity, and Obesity (DNPAO) Website**
  CDC.gov/nccdphp/dnpao

- **DNPAO Facebook Page**
  Facebook.com/CDCEatWellBeActive

- **DNPAO Twitter**
  @CDCObesity
  @CDCMakeHealthEZ
Questions?
Thank You!

For more information, contact: dnpaopolicy@cdc.gov

Help us keep America healthy and strong. See how at: cdc.gov/nccdphp/dnpao

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