Building Sustainable Lactation Support Projects through Policy, Systems & Environmental Change

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NACCHO
National Association of County & City Health Officials
Acknowledgement

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Disclosure

The presenter has no financial or commercial relationships to disclose.

The findings and conclusions in this presentation are those of the authors and do not necessarily represent the official position of the funder.
NACCHO is comprised of nearly **3,000** local health departments across the United States. Our mission is to serve as a **leader**, **partner**, **catalyst**, and **voice** with local health departments.
# NACCHO Breastfeeding Project

## Project Goals

<table>
<thead>
<tr>
<th>Goal</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Increase implementation of evidence-based peer and professional breastfeeding support programs, practices, and services</td>
<td>92,832</td>
</tr>
<tr>
<td>2. Increase awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services</td>
<td>3,332</td>
</tr>
<tr>
<td>3. Increase local, state, and national partnerships to support peer and professional breastfeeding support</td>
<td>1,500+</td>
</tr>
</tbody>
</table>

## Successes

- One-on-one encounters with pregnant and post-partum women supported by grantees: 830
- Breastfeeding support groups were hosted: 150+
- Hours of technical assistance provided to grantees: 150
- Community partnerships established or enhanced: 150
- Lactation Service Providers trained: 150

## Grantees Enabled Community Access to Breastfeeding Support Services through provision of:

- Home & Hospital Visits
- Integration of Lactation Care into Existing Services
- Virtual Support & Social Media
- Childcare for Siblings
- Postpartum Support for Teething, Teat-Weaning
- Incentives & Supplies
- Culturally Aligned Support Services
- Family Mean & Vouchers
- Transportation Vouchers

## Building Sustainable Projects through PSE Changes

The National Association of County and City Health Officials (NACCHO)’s Public Health Breastfeeding Series, funded by the Centers for Disease Control and Prevention (CDC), promotes peer and professional breastfeeding support services at the community level by providing grantees with innovative and interactive breastfeeding programs, practices, and approaches to increase local health departments and community-based organizations’ access to evidence-based breastfeeding project services and support services.

## Moving from National Programs to Local Initiatives

The National Association of County and City Health Officials (NACCHO)’s Public Health Breastfeeding Series, funded by the Centers for Disease Control and Prevention (CDC), provides grantees with innovative and interactive breastfeeding programs, practices, and approaches to increase local health departments and community-based organizations’ access to evidence-based breastfeeding project services and support services.
Project Goals
Reducing Breastfeeding Disparities through Peer & Professional Support

↑ IMPLEMENTATION
Evidence-based and innovative peer and professional breastfeeding support programs, practices, and services

↑ AWARENESS
Processes, successes, and challenges of implementing and expanding access to community lactation support services

↑ PARTNERSHIPS
Local, state and national partnerships to support peer and professional breastfeeding support programs
72 Awards 69 organizations in 32 states/territories

9 EMPower Communities
Services Provided by Grantees

Keywords:
- referral network
- organizational partnerships
- hospital visits
- education
- environmental transportation
- Prenatal Workplace
- Systems Change
- Maternity
- Support groups
- Underserved communities
- Breastfeeding incentives
- Prenatal care
- Peercounselor
- Social marketing
- Policies
- Food
- Normalizing
- Home visits
- Medical
- Community
- Training staff
NACCHO Sub-Award Funding

<table>
<thead>
<tr>
<th>$395K</th>
<th>$2.5M</th>
</tr>
</thead>
<tbody>
<tr>
<td>LHD &amp; Hospital Partnerships</td>
<td>LHDs &amp; Communities</td>
</tr>
<tr>
<td>9 Projects</td>
<td>63 Projects</td>
</tr>
<tr>
<td>5 Months</td>
<td>17 Months</td>
</tr>
<tr>
<td>Avg Award $43,888</td>
<td>Avg Award $20,160/year</td>
</tr>
</tbody>
</table>

Reimbursed $2,165,000
Awarded $2,500,000
Core and EMPower Outcomes

1-on-1 Support
- 92,832 Encounters

Group Support
- 3,332 Groups
  - 15,027 Attendees

Partnerships
- 830 Partnerships

Encounters
- 467

Groups
- 109
  - 224 Attendees

Partnerships
- 25
Breastfeeding: What we know...

Breastfeeding moderates the effect of poor health outcomes for mothers & infants.

- Infant Mortality
- Infectious Disease
- Diabetes and Obesity
- Heart Disease

Public Health Priority

Life Course Implications

Rate Disparities
(AA, NA, Low $, WIC, Age)

Promotion & Support Silos

Systemic or Structural Barriers

Social Barriers
Give a man a fish to feed him for a day...
Teach a man to fish to feed him for a lifetime.
Fishing below the dam...

Impact on Fishes

- Dams obstruct fish movement, especially their migration.
- This can have a great influence on the fish population in the area.
- Very bad ecological impact for species such as bears (1)
Working in Reality!
Kansas Infant Mortality Rate

Infant Mortality Rate by Race/Ethnicity
State: Kansas

- Black: 12.6 deaths per 1,000 live births
- Hispanic: 7.5 deaths per 1,000 live births
- White: 5.0 deaths per 1,000 live births
- Overall: 6.2 deaths per 1,000 live births

Source: Kansas Department of Health and Environment, 2011–2015
Policy, System and Environmental (PSE) Changes (Δ)

Nikia Fuller-Sankofa, MPH, MPA
National Association of County and City Health Officials
Durable activities and resources related to program objectives that persist beyond initial funding.
How to achieve sustainability?

Securing Funds

PSE Changes

Policy

System

Environment
Defining PSE Change

# PSE Δ Goes Beyond Programming

<table>
<thead>
<tr>
<th>Event/Program Characteristics</th>
<th>PSE Change Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Time</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Additive: often results in only short-term behavior change</td>
<td>Foundational: often produces behavior change over time</td>
</tr>
<tr>
<td>Individual Level</td>
<td>Community/Population Level</td>
</tr>
<tr>
<td>Not part of an ongoing plan</td>
<td>Part of an ongoing plan</td>
</tr>
<tr>
<td>Short Term</td>
<td>Long Term</td>
</tr>
<tr>
<td>Non-sustaining</td>
<td>Sustaining</td>
</tr>
</tbody>
</table>

Communities Supporting Breastfeeding Designation

- Child Care Provider
- Employer
- Peer Support
- Maternity Care
- Leadership
- Societal Support
CDC Health Impact Pyramid

Health Impact Pyramid

Increasing Population Impact

- Counseling and Education
- Clinical Interventions
- Long-Lasting Protection Interventions
- Changing the Context to Make Individuals’ Default Decisions Healthy
- Socioeconomic Factors

Increasing

- Eat healthy, be physically active
- Rx for hypertension, high cholesterol, etc
- Immunizations, brief intervention
- Fluoridation, trans fat, smoke-free laws
- Poverty, Education, Housing, Inequality

Frieden T. American Journal of Public Health | April 2010, Vol 100, No. 4
PSE Δ and Breastfeeding
Education & Counseling

Clinical Management
(e.g. latch/position, mastitis treatment, etc.)

Long Lasting Protective Interventions
(e.g. Donor Milk for Preemies, Early Skin to Skin Care, Breastfeeding in the 1st hour, etc.)

Changing the Context
(e.g. universal paid family leave in sync with breastfeeding recommendations, enforceable workplace accommodation laws, baby and breastfeeding-friendly environments, etc.)

Socioeconomic Factors
(e.g. tackling social issues like poverty and education, addressing the root causes of health inequity such as racism, sexism and classism, etc.)

Increasing Population Impact

Increasing Individual Effort Needed
Moving beyond direct services...

Going the Extra Mile

to implement PSE △
Frequent

Predictable

Consistent

Proactive

PSE Δ in Breastfeeding Programs

Grantee
- City of Richmond/Healthy Heart Plus
- Florida Department of Health-Broward
- Esperanza Health Centers

Setting
- Community
- Hospital
- Health Center (FQHC)

PSE change
- Social Marketing campaign, responding to moms' basic needs
- In-hospital peer Counseling Program
- Mandatory 9+ points of support and Updated EMR system
PSE△ in Breastfeeding Programs

Grantee
- Erie County HD, NY
- Contra Costa Health Systems
- Maternity Care Coalition

Setting
- LHD/ Community
- Hospital
- CBO/organization

PSE change
- Self-sustained baby-café network
- Post-discharge referral system for network integration
- Integrated breastfeeding into home visiting
Big Shifts: Retooling the Local Health Department

DAKOTA COUNTY DEPARTMENT OF HEALTH, MN
Increased Breastfeeding Community Continuity of Care
Leveraging Community Partnerships

Expand Programs and Services

Integrate Policy and Systems

Share Resources (e.g. facilities & training)
Change takes time!

It is a concentrated, organized, long-term effort!
Breastfeeding is the golden thread woven through all of our public health initiatives.

Jarene Fleming
Virginia Department of Health
Q & A

You have Questions
We have Answers

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