

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

Kansas Breastfeeding Coalitions Conference

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# 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.



# National Association of County and City Health Officials

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.



## Reducing Disparities in Breastfeeding through Peer and Professional Support



The Breastfeeding Project is a cooperative agreement with the Centers for Disease Control and Prevention (CDC) to increase implementation of evidence-based and innovative breastfeeding programs, practices, and services at the community level by providing peer and professional lactation support to breastfeeding mothers in African American and under-served communities. NACCHO provided funds to 69 local health departments and community-based organizations to implement 72 demonstration projects between January 2015 and June 2016.

### Project Goals

1. Increase implementation of evidence-based and innovative peer and professional breastfeeding support programs, practices, and services
2. Increase awareness of the processes, successes, and challenges of implementing and expanding access to local peer and professional lactation support services
3. Increase local, state and national partnerships to support peer and professional breastfeeding support

92,832

### Successes

One-on-one encounters with pregnant and post-partum women supported by grantees

3,332

Breastfeeding support groups were hosted

1,500+

Hours of technical assistance provided to grantees

830

Community partnerships established or enhanced

150+

Lactation Service Providers trained

### 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



24/7 Support via Telehealth, Text or Warmlines



Incentives & Supplies



Culturally Attuned Support Services



Family Meals & Snacks



Transportation Vouchers



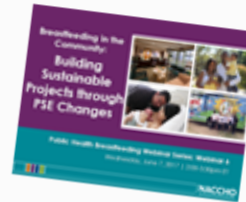
Family Engagement

The Reducing Disparities in Breastfeeding through Peer and Professional Support (Breastfeeding) Project is supported by the Centers for Disease Control and Prevention (CDC), award number U50D1000172. This document and its contents are solely the responsibility of its authors and do not necessarily represent the official views of the CDC.

## Public Health Breastfeeding Webinar Series Archived Webinars



The National Association of County & City Health Officials' (NACCHO's) Public Health Breastfeeding Webinar Series, funded by the Centers for Disease Control and Prevention, promotes promising practices and shares lessons learned from the Reducing Disparities in Breastfeeding through Peer and Professional Support project. NACCHO provided \$2.9M in funding to local health departments and community-based organizations between January 2015 and June 2016 to implement 72 demonstration projects in 32 states and territories. The series aims to identify public health solutions and promote equity in breastfeeding rates and access to care. To learn more, visit the website: <http://www.breastfeedingnaccho.org> or email [breastfeeding@naccho.org](mailto:breastfeeding@naccho.org).



### Building Sustainable Projects through PSE Changes

(Monday, June 13, 2017 at 2pm, ET)  
The sixth, and final, webinar of the NACCHO Public Health Breastfeeding Series addressed how community-level organizations can implement micro-level Policy, Systems and Environmental (PSE) changes and work collaboratively to integrate and co-locate lactation support services into existing programs. Participants heard from two former NACCHO Breastfeeding Project grantees who used their NACCHO grant funds to implement PSE changes to influence breastfeeding in their communities.

- Link for CCRPs: <https://bit.ly/2y7vz1j>
- Link for CE: <https://bit.ly/2y7vz1j>



### Moving from National Programs to Local Initiatives

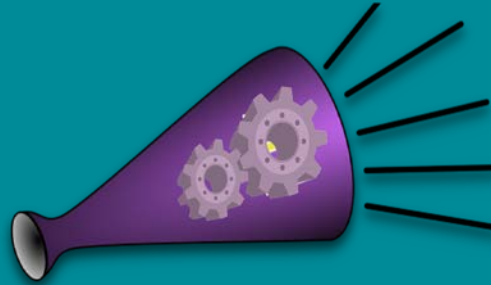
(presented on April 28, 2017)  
The fifth webinar in the series explored how breastfeeding has been woven into the performance measures of national public health programs, such as Title V, Healthy Start, Early Head Start and Maternal Infant and Early Childhood Home Visiting. In addition to identifying common performance measures, participants were able to identify the potential role of frontline public health professionals in supporting the local initiatives driven by national programs and discussed how organizations are leveraging their skills and expertise to influence breastfeeding in their community.

- Link for CCRPs: <https://bit.ly/2y7vz1j>
- Link for CE: <https://bit.ly/2y7vz1j>



# NACCHO Breastfeeding Project

# Reducing Breastfeeding Disparities through Peer & Professional Support



 PARTNERSHIPS

Local, state and  
national partnerships  
to support peer and  
professional  
breastfeeding  
support programs

# 72 Awards

69 organizations in 32 states/territories



# Services Provided by Grantees



# NACCHO Sub-Award Funding



| \$395K                      | \$2.5M                  |
|-----------------------------|-------------------------|
| LHD & Hospital Partnerships | LHDs & Communities      |
| 9 Projects                  | 63 Projects             |
| 5 Months                    | 17 Months               |
| Avg Award \$43,888          | Avg Award \$20,160/year |



# Core and EMPower Outcomes



92,832

Encounters



3,332

Groups

15,027 Attendees



830

Partnerships

467

Encounters

109

Groups

224 Attendees

25

Partnerships

# Breastfeeding: What we know...

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

Infant  
Mortality

Infectious  
Disease

Diabetes  
and  
Obesity



Heart  
Disease

Cancers

Public Health  
Priority

Life Course  
Implications

Rate  
Disparities

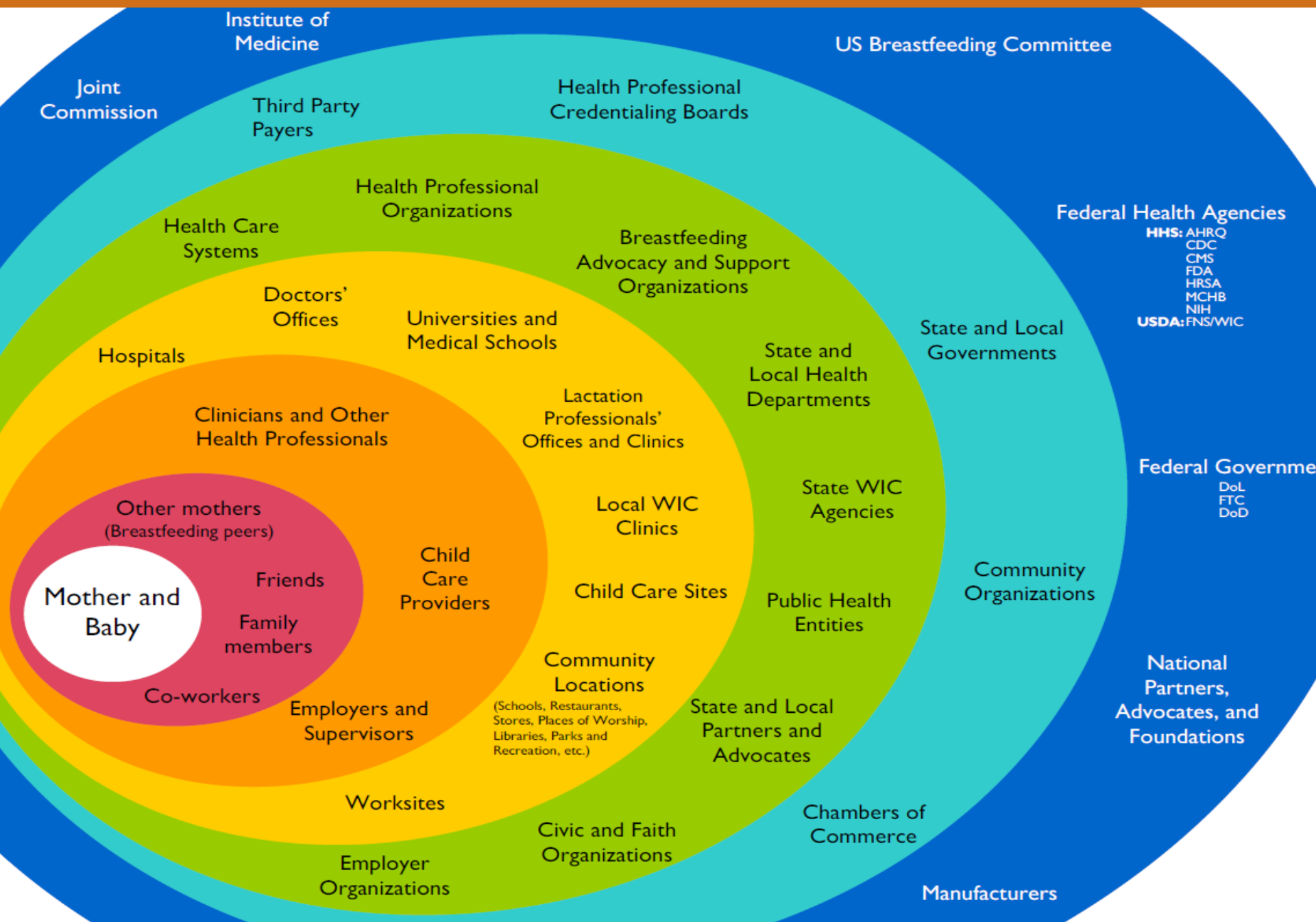
(AA, NA, Low \$, WIC, Age)

Promotion &  
Support Silos

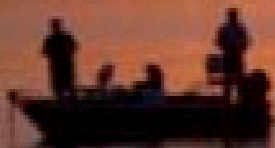
Systemic or  
Structural  
Barriers

Social  
Barriers

# Breastfeeding Socio-ecological model



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...



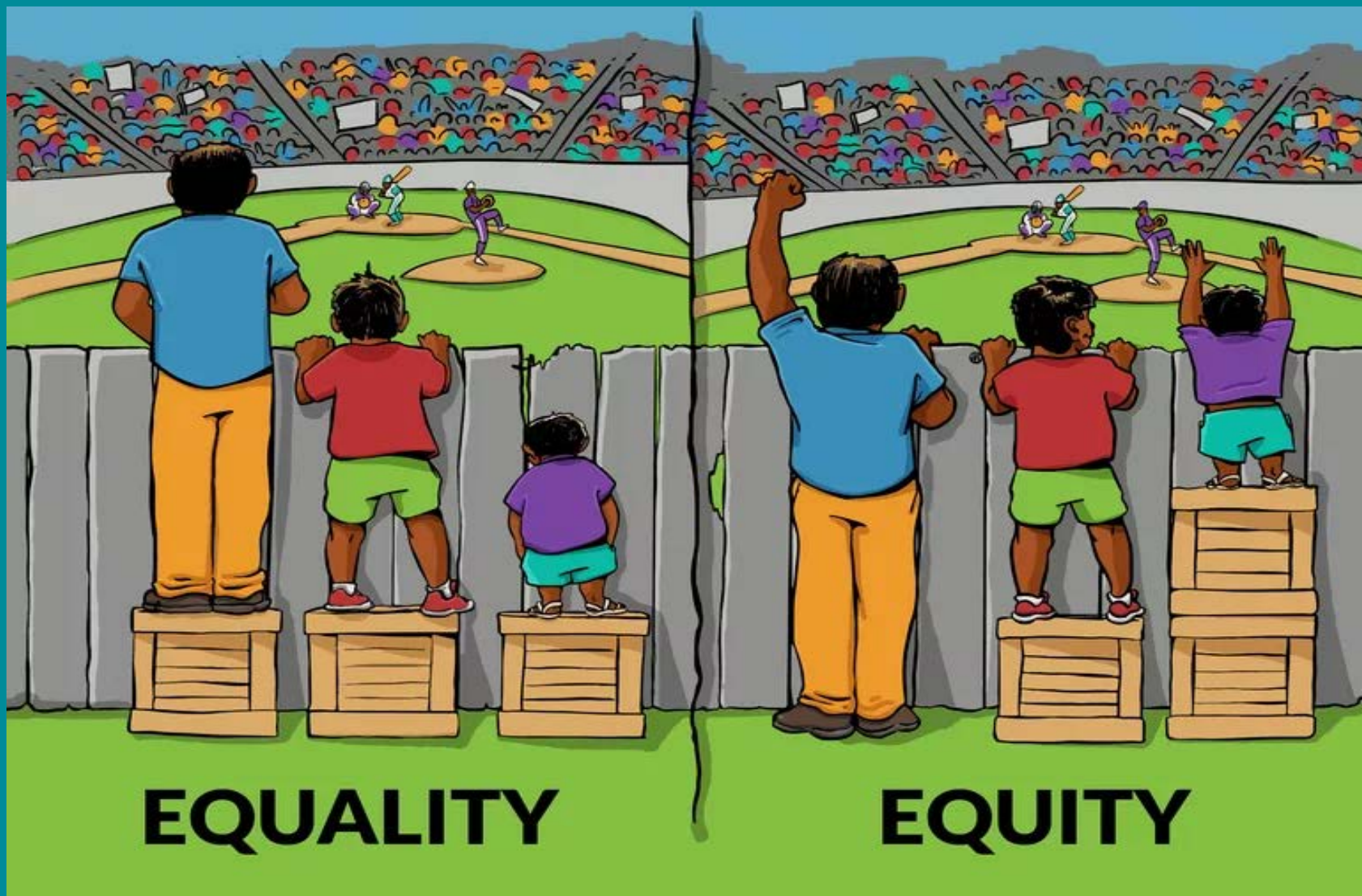
## Impact on Fishes

- 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)



<http://blog.mlive.com/chronicle/2008/04/07/deadfish.jpg>







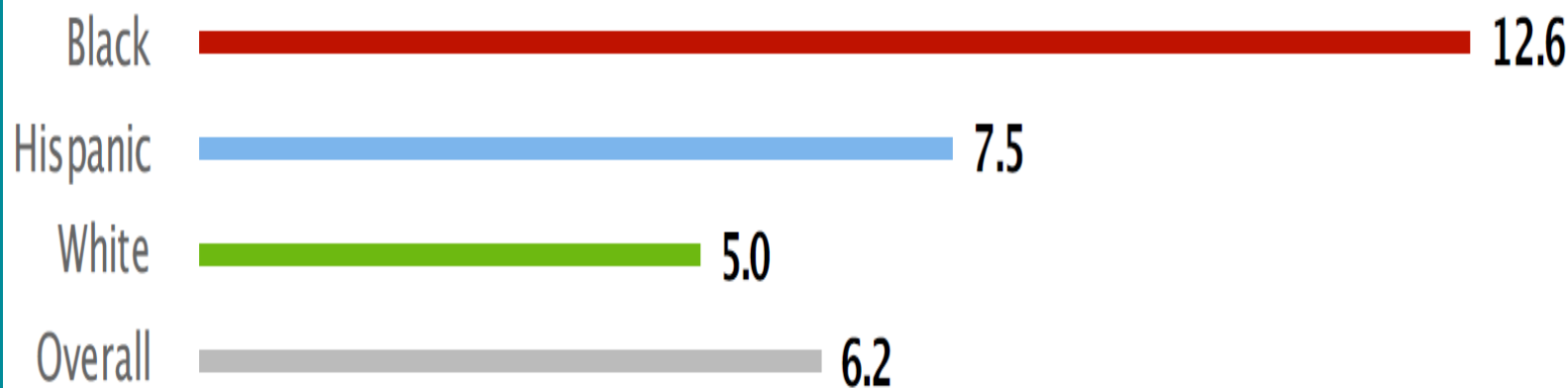
# Working in Reality!



# Kansas Infant Mortality Rate

[www.kansashealthmatters.org](http://www.kansashealthmatters.org)

## Infant Mortality Rate by Race/Ethnicity State: Kansas



Deaths per 1,000 live births

Source: Kansas Department of Health and Environment, 2011-2015

# Policy, System and Environmental (PSE) Changes ( $\Delta$ )

Nikia Fuller-Sankofa, MPH, MPA  
National Association of County and City Health Officials



A hand in a dark suit sleeve is writing the question 'What is Sustainability?' on a green chalkboard with white chalk. The text is written in a casual, slightly irregular font. A question mark is positioned below the word 'Sustainability'.

What is  
Sustainability?  
?

Durable activities and resources  
related to program objectives that  
persist beyond initial funding

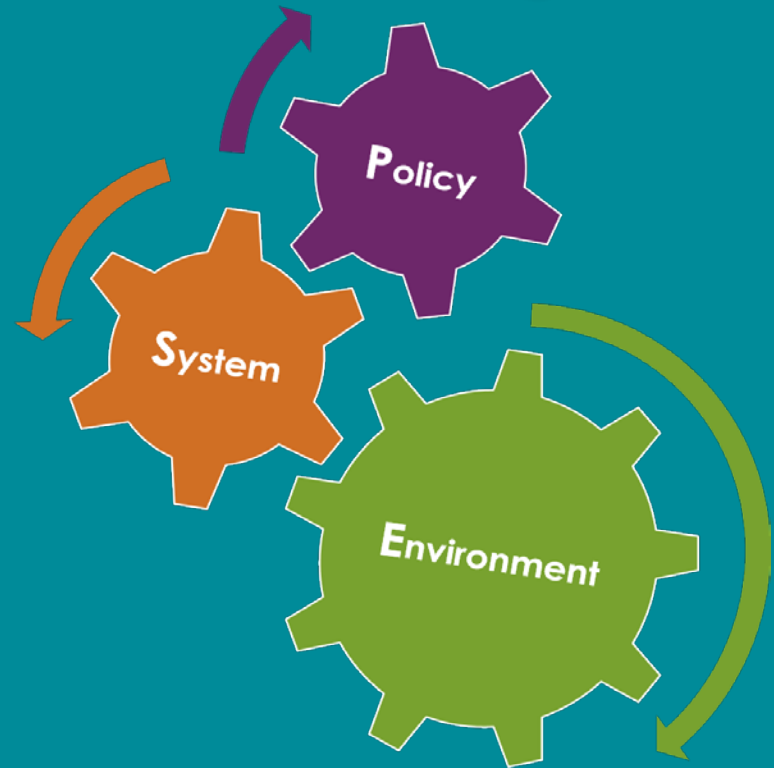


# How to achieve sustainability?

## Securing Funds



## PSE Changes



# Defining PSE Change



Policy  
Shifts



System  
Shifts



Environmental  
Shifts



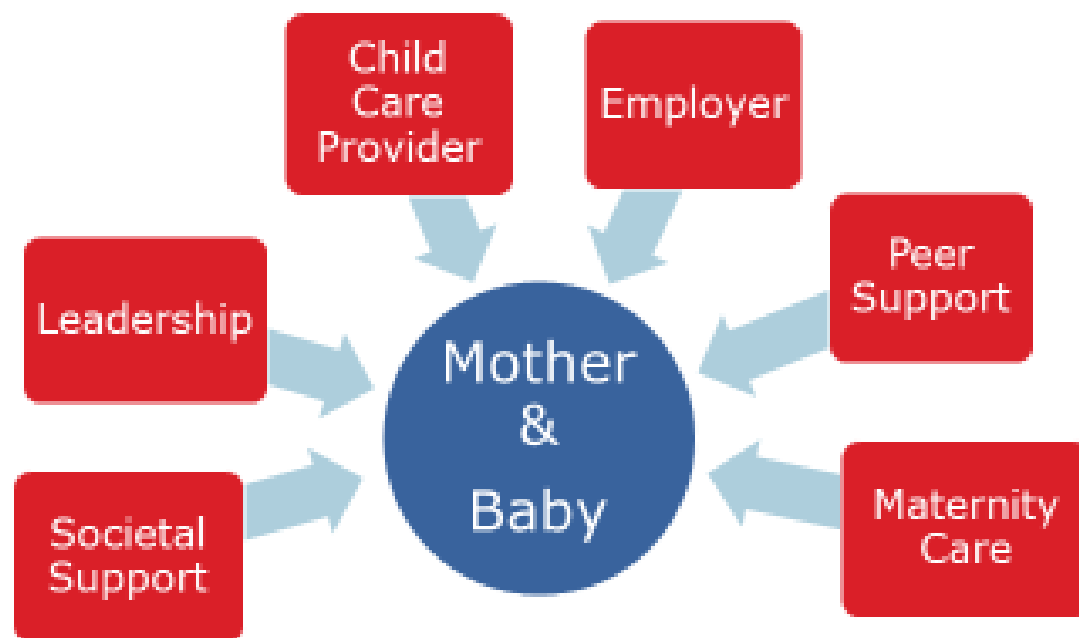
Source: The Food Trust (2012). What is PSE Change? Available at [http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy\\_Systems\\_and\\_Environmental\\_Change.pdf](http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy_Systems_and_Environmental_Change.pdf)

# PSE Δ Goes Beyond Programming

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

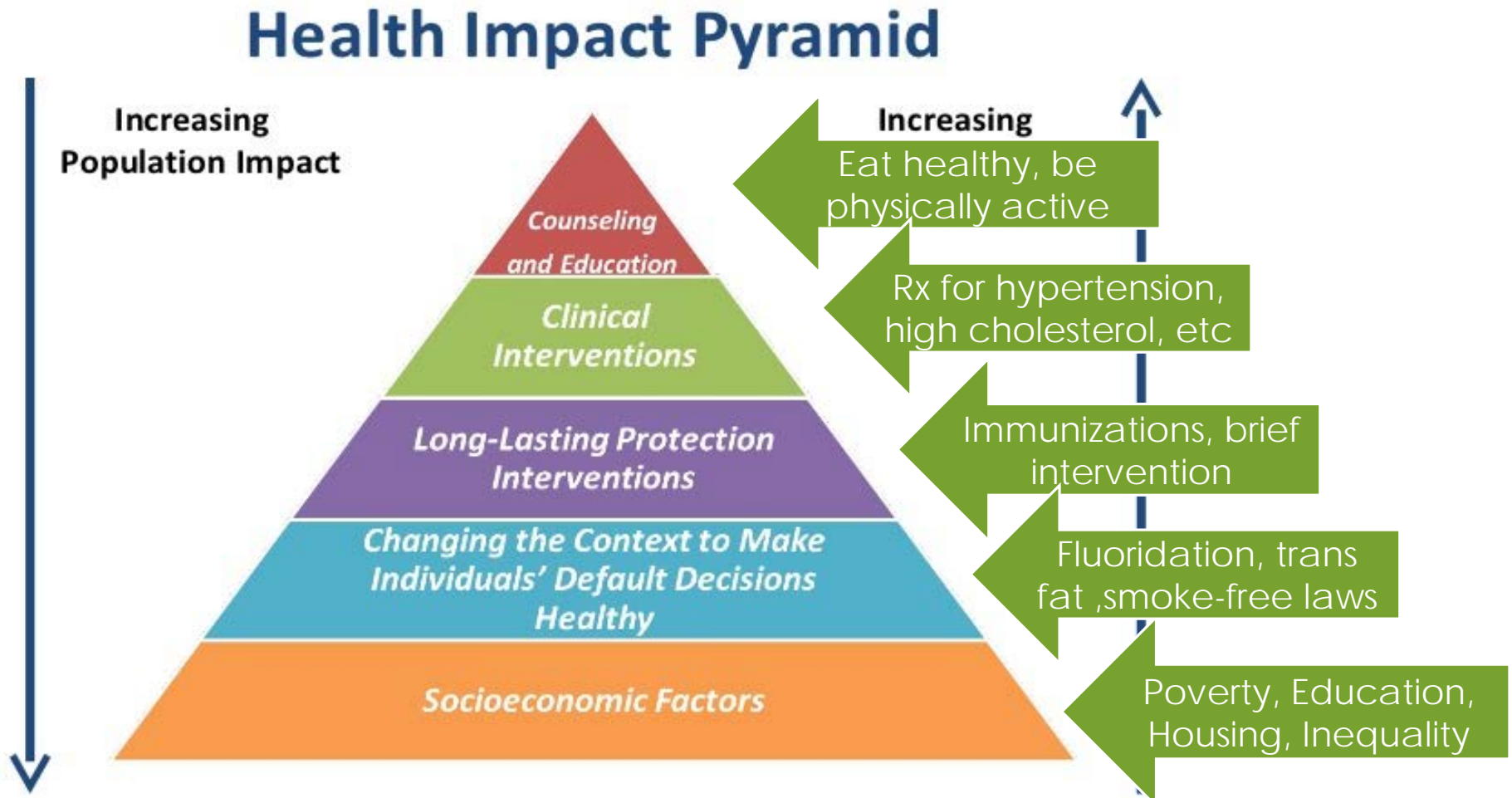
Source: The Food Trust (2012). What is PSE Change? Available at [http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy\\_Systems\\_and\\_Environmental\\_Change.pdf](http://healthtrust.org/wp-content/uploads/2013/11/2012-12-28-Policy_Systems_and_Environmental_Change.pdf)

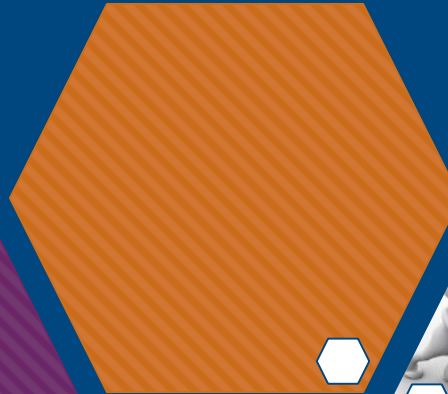
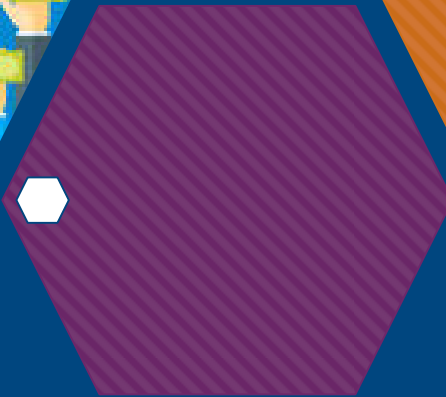
# Communities Supporting Breastfeeding Designation



Kansas  
Breastfeeding  
Coalition, Inc.

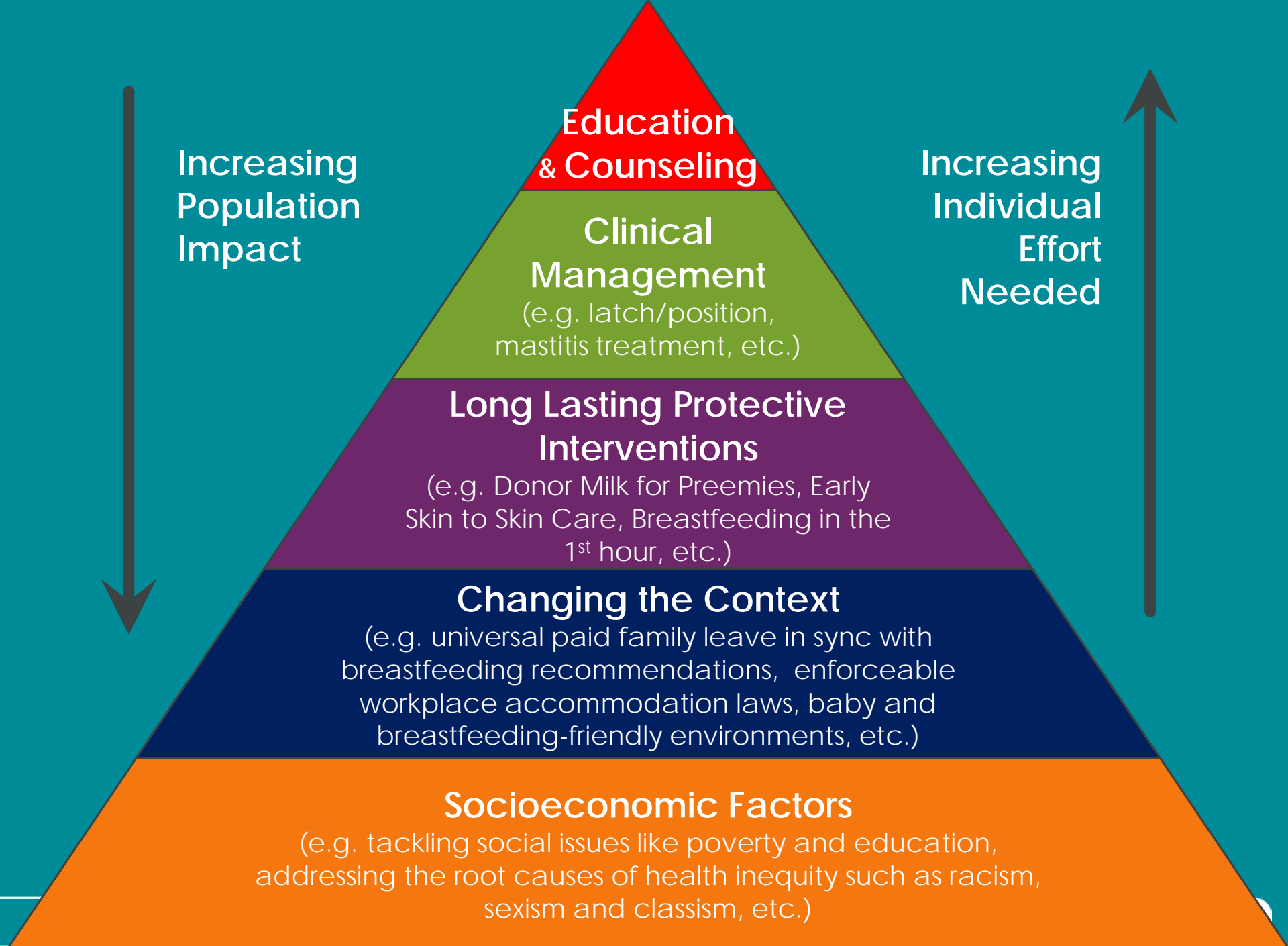
# CDC Health Impact Pyramid





# PSE $\Delta$ and Breastfeeding





Moving beyond direct services...

# *Going the Extra Mile*

to implement PSE Δ





Source: Renfrew, MJ., et al (2012).. Support for healthy breastfeeding mothers with healthy term babies. The Cochrane Database of Systematic Reviews,

# 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 Δ in Breastfeeding Programs

## Grantee

Erie County HD, NY

Contra Costa  
Health Systems

Maternity Care  
Coalition

## Setting

LHD/ Community

Hospital

CBO/organization

## PSE change

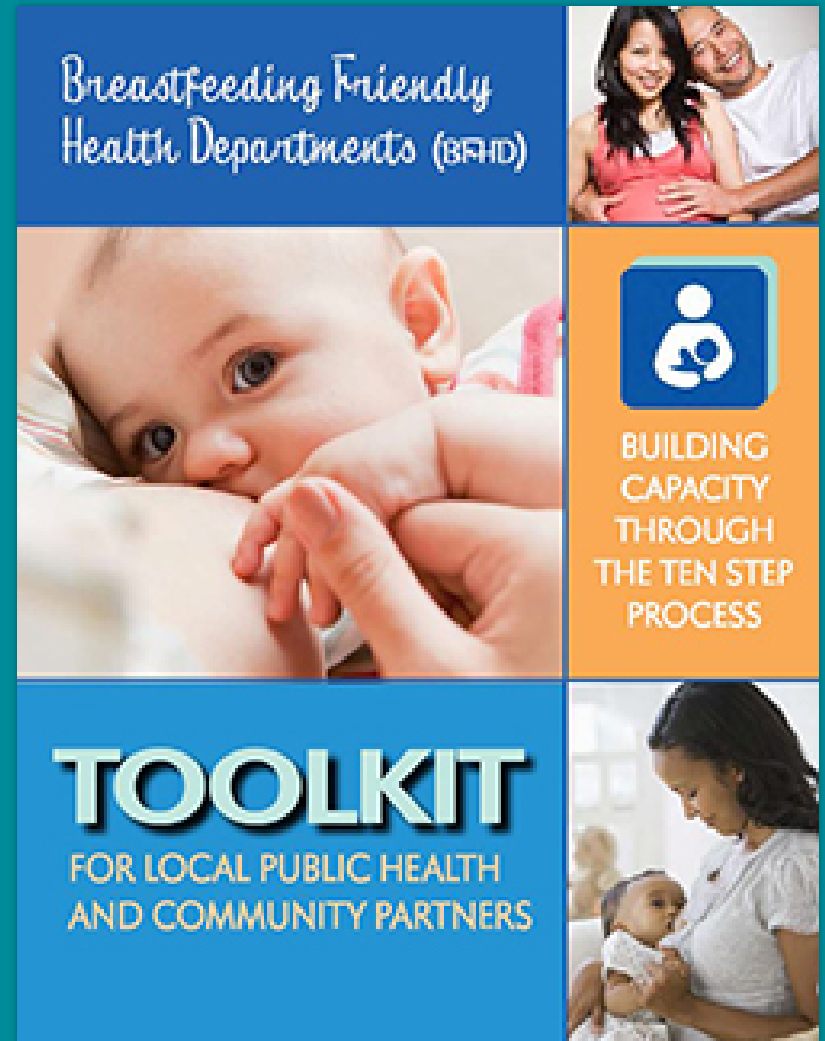
Self-sustained  
baby-café network

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



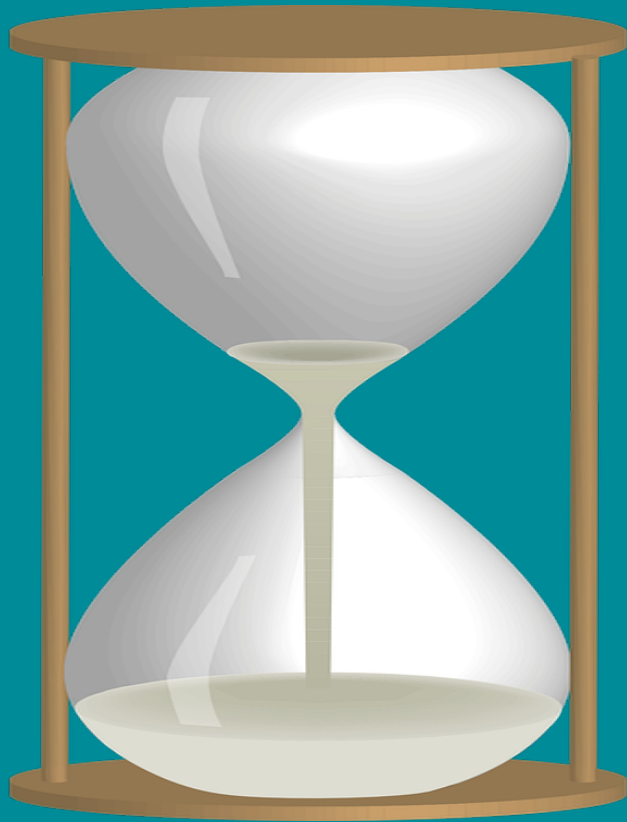
# Leveraging Community Partnerships

Expand Programs and Services

Integrate Policy and Systems

Share Resources  
(e.g. facilities & training)





# Change takes time!

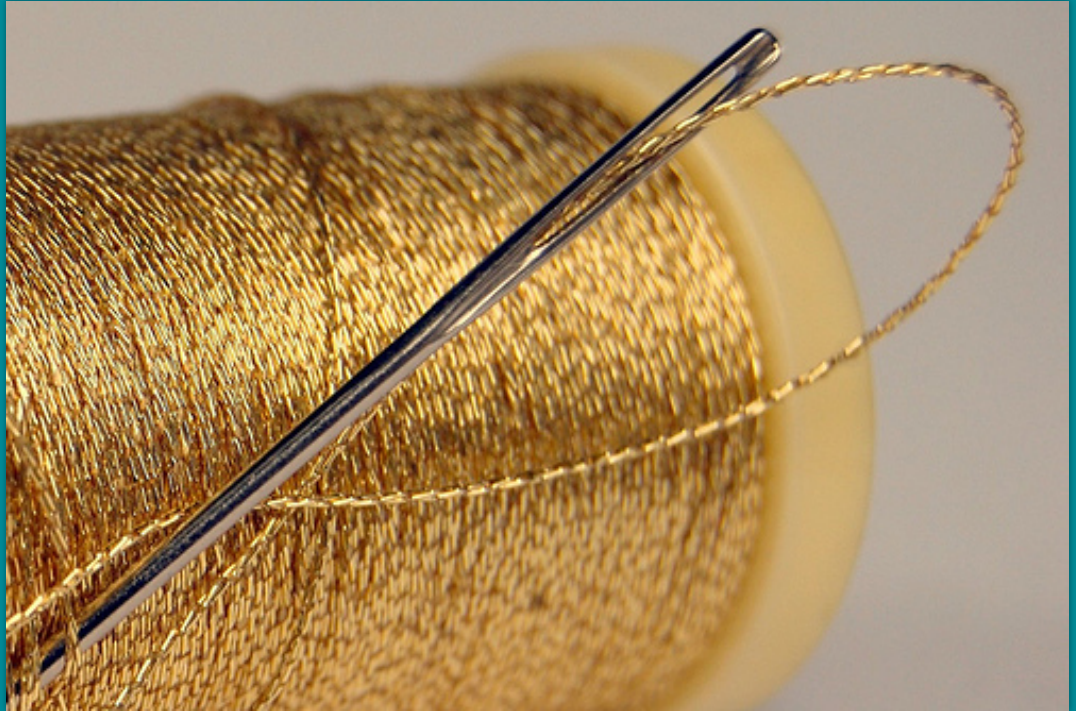
*It is a concentrated, organized, long-term effort!*



# The Golden Thread

*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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