



And

# Breastfeeding

**Breastfeeding is a vital part of the early childhood continuum. The 90% of families in Kansas who choose to breastfeed need support, encouragement and guidance.<sup>1</sup> They also need systems, policies and environments that support their decision. Integration of breastfeeding into the Kansas early childhood field ensures families will be able to provide their children with the best possible start in life.**

**Breastfeeding's role in early childhood:**

- Breastfeeding supports healthy brain development, increased I.Q. scores and better school performance.<sup>2,3</sup>
- Breastfeeding protects against maternally-perpetrated child maltreatment, particularly child neglect.<sup>4</sup>
- Breastfeeding for one year was associated with better mental health for the child through age 14.<sup>5</sup>
- Breastfeeding and active bonding during feeding lowered the risks of internalizing behavior problems at age six years.<sup>6</sup>
- Breastfeeding substantially lowered the risk of maternal-perpetrated child maltreatment.<sup>7</sup>

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<sup>1</sup> Kansas Pregnancy Risk Assessment Monitoring System 2018 Surveillance Report, Accessed 5/21/2020 at [https://www.kdheks.gov/prams/downloads/Kansas\\_PRAMS\\_2018\\_Surveillance\\_Report.pdf](https://www.kdheks.gov/prams/downloads/Kansas_PRAMS_2018_Surveillance_Report.pdf)

<sup>2</sup> Eidelman, Arthur I., and Ruth Feldman, 'Positive Effect of Human Milk on Neurobehavioral and Cognitive Development of Premature Infants', section 7 of Protecting Infants through Human Milk: Advancing the scientific evidence, ed. Larry K. Pickering et al., Kluwer Academic/Plenum Publishers, New York, 2004, pp. 359–364.

<sup>3</sup> Heikkilä, Katriina, et al., 'Breastfeeding and Educational Achievement at Age 5', Maternal & Child Nutrition, vol. 10, no. 1, January 2014, pp. 92–101.

<sup>4</sup> Kristen P. Kremer et al, Breastfeeding Is Associated with Decreased Childhood Maltreatment, Breastfeeding Medicine. Jan 2018. Ahead of print <http://doi.org/10.1089/bfm.2017.0105>

<sup>5</sup> The Long-term Effects of Breastfeeding on Child and Adolescent Mental Health: A Pregnancy Cohort Study Followed for 14 Years. WH Oddy, GE Kendall, J Li, et al. Journal of Pediatrics. 2009; 156(4): 568-574.

<sup>6</sup> Liu, Jianghong, Patrick Leung, and Amy Yang. "Breastfeeding and Active Bonding Protects against Children's Internalizing Behavior Problems." Nutrients 6.1 (2014): 76–89. PMC. Web. 28 Oct. 2017.

<sup>7</sup> Strathearn, L., Mamun, A.A., Najman, J.M., O'Callaghan, M.J. (2009). Does breastfeeding protect against substantiated child abuse and neglect? A 15-year cohort study. Pediatrics, 123, 483-493.

## Breastfeeding Integration into Kansas Early Childhood Strategic Plan

Goal	Breastfeeding Integration	Partners: Kansas Breastfeeding Coalition and...
<b>Goal 1: State-Level Coordination</b>		
1.1.2 Deliver technical assistance to local collaborative groups that represent a variety of early childhood settings, sectors, and families, such as early childhood local coordinating councils, child care provider coalitions, collaborative entities, and advisory councils.	KBC can provide technical assistance to child care provider coalitions and advisory councils, leverage 30+ <a href="#">local breastfeeding coalitions</a> . to provide TA and support.	<ul style="list-style-type: none"> <li>• 30+ local breastfeeding coalitions</li> <li>• Kansas Department of Health and Environment (KDHE)</li> </ul>
1.31. Promote the 1-800-CHILDREN helpline as a statewide resource (centralized access point) for providers and families who are unsure where to go and are seeking early childhood care and education support, information, and resources. Ensure accuracy of helpline data through the implementation and maintenance of Aunt Bertha, a statewide resource directory.	Include breastfeeding support in statewide resources and directories, utilizing the KBC's <a href="#">Local Resource Directory</a> .	<ul style="list-style-type: none"> <li>• KDHE</li> </ul>
1.3.3 Connect providers and communities to technical assistance to help them effectively adopt and implement the tools, resources, and practices that meet their needs to streamline navigation for families.	<ul style="list-style-type: none"> <li>• <a href="#">KBC Child Care Section</a> working to incorporate breastfeeding education into ECE courses at Kansas colleges and universities</li> <li>• <a href="#">KBC Child Care Provider webpage</a> – resources for child care providers to support breastfeeding</li> </ul>	<ul style="list-style-type: none"> <li>• Early Childhood Quality Instruction Partners (EQIP)</li> <li>• Child Care Aware of Kansas (CCA of KS)</li> <li>• Kansas Child Care Training Opportunities (KCCTO)</li> <li>• KDHE Child Care Licensing Division</li> </ul>
1.5.3 Develop shared early childhood care and education indicators related to healthy development, early learning, and strong families. Report on the indicators on an annual basis to identify trends and monitor quality, equity, and effectiveness.	Include breastfeeding as an indicator of healthy development and strong families. Consider using exclusive breastfeeding at six months, which is used by Kansas Action for Children (KAC) in their <a href="#">KIDS Count</a> 2019 report and is the National Performance Measure #4 for the federal Title V Block grant. Any breastfeeding	<ul style="list-style-type: none"> <li>• KU CPPR (DAISY system)</li> <li>• Kansas Children's Cabinet ECBG programs</li> <li>• Kansas Action for Children (KAC)</li> </ul>

	at six months is a measure for the federal MIECHV program.	
<b>Goal 2: Community-Level Coordination</b>		
2.1 Develop localized comprehensive resource and referral networks that meet community specific needs to drive quality referrals, coordinate care, and ease navigation for families.	<p>Leverage:</p> <ul style="list-style-type: none"> <li>• KBC’s <a href="#">Local Resource Directory</a> of local breastfeeding support</li> <li>• KBC’s hospital referral form to ensure families receive timely breastfeeding support in the early day postpartum, using home visiting and public health programs</li> <li>• Centers for Disease Control and Prevention’s “<i>Continuity of Care for Breastfeeding Blueprint</i>” removes the burden from families to be supported when it is coordinated with warm hand offs through the various individuals, community environments, organizations, providers and spaces. <i>Coming fall of 2020, to be launched at KBC’s 2020 Breastfeeding Conference, Oct. 30<sup>th</sup></i></li> </ul>	<ul style="list-style-type: none"> <li>• KDHE</li> <li>• KU CPPR (IRIS)</li> <li>• Kansas WIC</li> <li>• Home visiting programs</li> <li>• National Assoc. of City and County Health Officials (author of <i>Continuity of Care for Breastfeeding Blueprint</i>)</li> </ul>
<b>Goal 3: Family Knowledge and Choice</b>		
3.1.1 Conduct culturally responsive public awareness campaigns about the importance of brain development in early childhood and the benefits of high-quality early environments and conditions that lead to safe, stable, and nurturing relationships.	Leverage national campaign “ <a href="#">It’s Only Natural</a> ” and <a href="#">National Black Breastfeeding Week</a> (Aug. 25-21, 2020) with information for African-American women and their families about the health benefits of breastfeeding	<ul style="list-style-type: none"> <li>• Black Breastfeeding Coalitions of Wyandotte, Shawnee and Sedgwick Counties, Latinx Lactation Coalition of Southwest Kansas</li> <li>• Black Nurses Association of Wichita</li> </ul>
3.1.3 Invest in opportunities for family peer-to-peer support and information sharing through investments and programs such as Kansas’ Supporting You Peer-to-Peer Network.	<p>Integrate peer breastfeeding support into the Kansas’ Supporting You Peer-to-Peer Network:</p> <ul style="list-style-type: none"> <li>• <a href="#">WIC breastfeeding peer counselors</a> in 50 counties</li> </ul>	<ul style="list-style-type: none"> <li>• La Leche League of Kansas</li> <li>• Kansas WIC</li> <li>• <a href="#">Uzazi Village</a> (KC metro)</li> </ul>

	<ul style="list-style-type: none"> <li>• <a href="#">La Leche League</a> volunteers in 17 communities</li> <li>• Peer support groups for families of color (Chocolate Milk Cafes in Kansas City)</li> </ul>	
3.1.4 Provide unique opportunities for families to engage with providers in their communities through events such as community baby showers, health fairs, and back-to-school nights.	<ul style="list-style-type: none"> <li>• Many of the KBC’s <a href="#">local breastfeeding coalitions</a> host or participate in community events, such as baby showers, to connect families with local providers and resources</li> <li>• The KBC partners with the KIDS Network to include breastfeeding information in their Community Baby Showers held across KS</li> </ul>	<ul style="list-style-type: none"> <li>• KIDS Network</li> <li>• MCOs</li> </ul>
3.2.2. Promote the Kansas Family Engagement and Partnership Standards for Early Childhood as a framework in developing family-friendly programs, policies, and practices. Provide training on how to implement the standards in a variety of early childhood care and education settings, including family child care, so that programs can complete self-assessments, collect data on family engagement, and use data to inform action.	The KBC is listed as a resource in the <a href="#">Family Engagement and Partnership Standards</a> . The KBC has developed key messages and tools for child care providers to engage families to meet the standard for “...effective and ongoing communication.” in “Families as Communicators”. These key messages and tools are incorporated in the course “ <i>How to Support the Breastfeeding Family</i> ” for child care providers, offered through KCCTO and in-person	<ul style="list-style-type: none"> <li>• KDHE</li> <li>• CCA of KS</li> <li>• KCCTO</li> </ul>
<b>Goal 4: Private Sector Collaboration</b>		
4.1.2 Equip business leaders with information demonstrating the impact of supporting safe, stable, nurturing relationships in early childhood.	<ul style="list-style-type: none"> <li>• <a href="#">Kansas Business Case for Breastfeeding</a> – assisting employer and supporting employees with workplace accommodations for breastfeeding employees</li> <li>• <a href="#">Supporting Nursing Moms at Work: Employer Solutions</a> – searchable database of employer solutions, featuring KS businesses</li> </ul>	<ul style="list-style-type: none"> <li>• Kansas Society of Human Resources Management &amp; local affiliates</li> <li>• Chambers of Commerce</li> <li>• Young Professional Groups</li> <li>• Business Women’s Associations</li> <li>• Rotaries</li> </ul>

	<ul style="list-style-type: none"> <li>• KBC’s partnership with KS Society of Human Resource Management (SHRM), providing educational presentations to KS SHRM affiliates and exhibiting annual at KS SHRM conference</li> <li>• KBC’s contact list of over 1,500 employers in Kansas</li> </ul>	
<p>4.2 Promote family-friendly workplaces throughout the public and private sectors.</p>	<ul style="list-style-type: none"> <li>• <a href="#">“Breastfeeding Employee Support Award”</a> from the KBC</li> <li>• KBC’s 10+ years of experience providing employers with direct support, include sample policies, communication plans, staff training, internal communication tools, etc.</li> <li>• <a href="#">Parenting in the Workplace Institute</a> Infants at Work policies, resources, including over 17 Kansas state agencies and organizations</li> </ul>	
<p><b>Goal 5: Capacity and Access</b></p>		
<p>5.1.1 Adopt policies that maximize Medicaid by expanding covered/billable services for children and families, the types of providers who qualify for reimbursement, and the settings where services can be provided.</p>	<p>Centers for Medicare &amp; Medicaid Services (CMS) encourages non-expansion states to include lactation services as a separately reimbursed pregnancy-related service. States are permitted to reimburse lactation services under the following benefits: inpatient hospital services; early and periodic screening, diagnostic, and treatment services; freestanding birth-center services; and services furnished by a physician, nurse practitioner, or nurse-midwife, so long as the nurse-midwife is legally authorized to perform such services under state law. Through regulatory changes, CMS increased the states’ opportunities to cover <i>lactation consultations</i> by enabling</p>	<ul style="list-style-type: none"> <li>• KDHE</li> <li>• Kansas Medicaid</li> <li>• Alliance for a Healthy Kansas</li> <li>• KAC</li> </ul>

	reimbursement of preventive services furnished by a non-licensed health professional if recommended by a physician or other licensed practitioner. (Previously, preventive services were covered only if provided by a licensed practitioner.) <sup>8</sup>	
5.1.2 Reduce eligibility barriers and administrative burdens so that more Kansas families can access concrete economic supports like Temporary Assistance for Needy Families (TANF) cash assistance, Supplemental Nutrition Assistance Program (SNAP) food assistance, and child care assistance.	Return to work requirements for Temporary Assistance for Needy Families (TANF) recipients are associated with differences in breastfeeding rates. Prior to passage of the Personal Responsibility and Work Opportunity Reconciliation Act (PRWORA) in 1996, 318 mothers with a child younger than 36 months were exempted from work requirements. Return-to-work requirements were associated with lower breastfeeding continuation rates. Studies estimate that PRWORA policies lowered national breastfeeding rates at 6 months by 5.5%, with an absolute reduction in breastfeeding rates of 1.2%. <sup>9</sup>	<ul style="list-style-type: none"> <li>• KAC</li> <li>• DCF</li> </ul>
5.2.6 Develop recommendations to expand promising and evidence-based home visiting models, and support a statewide home visiting infrastructure with a variety of sustainable home visiting service options that meet the needs of families and communities.	<ul style="list-style-type: none"> <li>• KBC 2-hour home visitor training “<i>Breastfeeding 101: The Role of the Home Visitor</i>”. Training includes basics of breastfeeding and when to refer</li> <li>• Home visiting programs that include breastfeeding as a standard/measure: <ul style="list-style-type: none"> <li>• <a href="#">MIECHV</a> (Benchmark 1.2)</li> <li>• <a href="#">Nurse Family Partnership</a></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• MIECHV</li> <li>• Parents as Teachers</li> <li>• MCH Home Visiting</li> <li>• KS Early Head Start Home Visiting programs</li> <li>• Nurse Family Partnership</li> </ul>

<sup>8</sup> Barraza L, Lebedevitch C, Stuebe A. [The Role of Law and Policy in Assisting Families to Reach Healthy People’s Maternal, Infant, and Child Health Breastfeeding Goals in the United States](#). Department of Health and Human Services, Office of Disease Prevention and Health Promotion (ODPHP); 4 May 2020. Supported by the Centers for Disease Control and Prevention, ODPHP, and the CDC Foundation through a grant from the Robert Wood Johnson Foundation. Available from: <https://www.healthypeople.gov/2020/law-and-health-policy/topic/maternal-infantchild-health> .

<sup>9</sup> *ibid.*

<b>Goal 6: Workforce</b>		
<p>6.2.2 Revise, as appropriate, and align core competencies and the development of credentials across all early childhood care and education positions, drawing from national evidence-based practices and standards. Ensure they include knowledge and performance competencies that prepare professionals to support all children at all levels of ability.</p>	<ul style="list-style-type: none"> <li>• Incorporate breastfeeding into <a href="#">MO/KS Core Competencies</a>, Content Area V: Health &amp; Safety, Promoting Healthy Eating and Content Area IV: Families and Communities, Communicating with Families and Building Relationships with Families</li> <li>• Incorporate safe storage and handling of breast milk in Benchmark: 4.4 Develop skills needed to ensure a safe and healthy learning environment for children - KSDE's Pathways <a href="#">Early Childhood Development and Services</a> (CIP Code: 19.0709)</li> </ul>	<ul style="list-style-type: none"> <li>• KSDE</li> <li>• CCA of KS</li> </ul>
<p>6.2.5 Select, promote, and provide training, mentorship, coaching, and support to integrate best and/or evidence-based practices into service delivery. Ensure key topics like trauma-informed care, early childhood mental health, early literacy, and cultural responsiveness are addressed.</p>	<p>The KBC's course "<i>How to Support the Breastfeeding Family</i>" is a 2-hour, evidenced-based training, aligned with state and federal child care regulations and taught by experts in the breastfeeding field. It is available in-person and online each month through KCCTO.</p>	<ul style="list-style-type: none"> <li>• KCCTO</li> <li>• CCA of Ks</li> <li>• KDHE Child Care Licensing Division</li> </ul>
<b>Goal 7: Quality and Environments</b>		
<p>7.2.1 Identify and align core quality standards that reflect culturally responsive best practices for early learning across settings, such as Head Start Performance Standards, National Association for the Education of Young Children Accreditation, National Association for Family Child Care Accreditation, and Division for Early Childhood Recommended Practices.</p>	<p>The following include breastfeeding in their standards/measures:</p> <ul style="list-style-type: none"> <li>• <a href="#">Head Start National Performance Standards</a> 1302.44(viii) (<a href="#">resources</a>)</li> <li>• <a href="#">Caring for Our Children</a> Standards 4.3.1.1, 4.3.1.3, etc.</li> <li>• <a href="#">Achieving a State of Healthy Weight 2018 Report</a>, National Resource Center for Health &amp; Safety in Child Care and Early Education, measure IA1</li> </ul>	<ul style="list-style-type: none"> <li>• Kansas Head Start Association</li> <li>• CCA of KS</li> <li>• KCCTO</li> </ul>

<p>7.2.2 Expand Links to Quality statewide to promote continuous quality improvement and support peer learning communities within child care environments.</p>	<p>Breastfeeding as a L2Q project. Resources and framework include:</p> <ul style="list-style-type: none"> <li>• Child Care Aware of Kansas  <a href="#">“Breastfeeding Friendly Child Care Provider Designation”</a></li> <li>• Toolkit for child care providers (<i>under development, have permission to adapt <a href="#">Alaska’s toolkit</a></i>)</li> <li>• Go NAPSACC Breastfeeding &amp; Infant Feeding Self-Assessment module</li> </ul>	<ul style="list-style-type: none"> <li>• CCA of KS</li> <li>• KCCTO</li> <li>• DCF</li> </ul>
<p>7.2.5 Support expansion of early childhood care and education consultants, including in-service training, child care health consultants (physical, oral health, nutrition, physical activity), and early childhood mental health.</p>	<p>Include breastfeeding in list of consultants. The KBC’s course <i>“How to Support the Breastfeeding Family”</i> is a 2-hour, evidenced-based training, aligned with state and federal child care regulations and taught by experts in the breastfeeding field. It is available in-person and online each month through KCCTO.</p>	<ul style="list-style-type: none"> <li>• KBC</li> <li>• KCCTO</li> <li>• CCA of Ks</li> <li>• KDHE Child Care Licensing Division</li> </ul>



## Breastfeeding Themes from Our Tomorrow's Stories:

### Challenges:

- Returning to work
- Mis-information from many sources
- Lack of access to knowledgeable help

### Bright Spots:

- Support from family, friends, home visitors, employers
- Breastfeeding through family illness

