

# Creating the Wisconsin Breastfeeding Coalition

Breastfeeding is an important public health issue.

According to the CDC

“A statewide coalition dedicated to breastfeeding represents a basic level of community support for breastfeeding.”

Previous state breastfeeding coalition became a subcommittee of a larger obesity initiative and efforts slowed.

# Benchmarks for Breastfeeding

- Found in the CDC “Breastfeeding report card”
- Also outlined in the “Maternity Care Practices in Infant Nutrition and Care” survey or mPINC score.

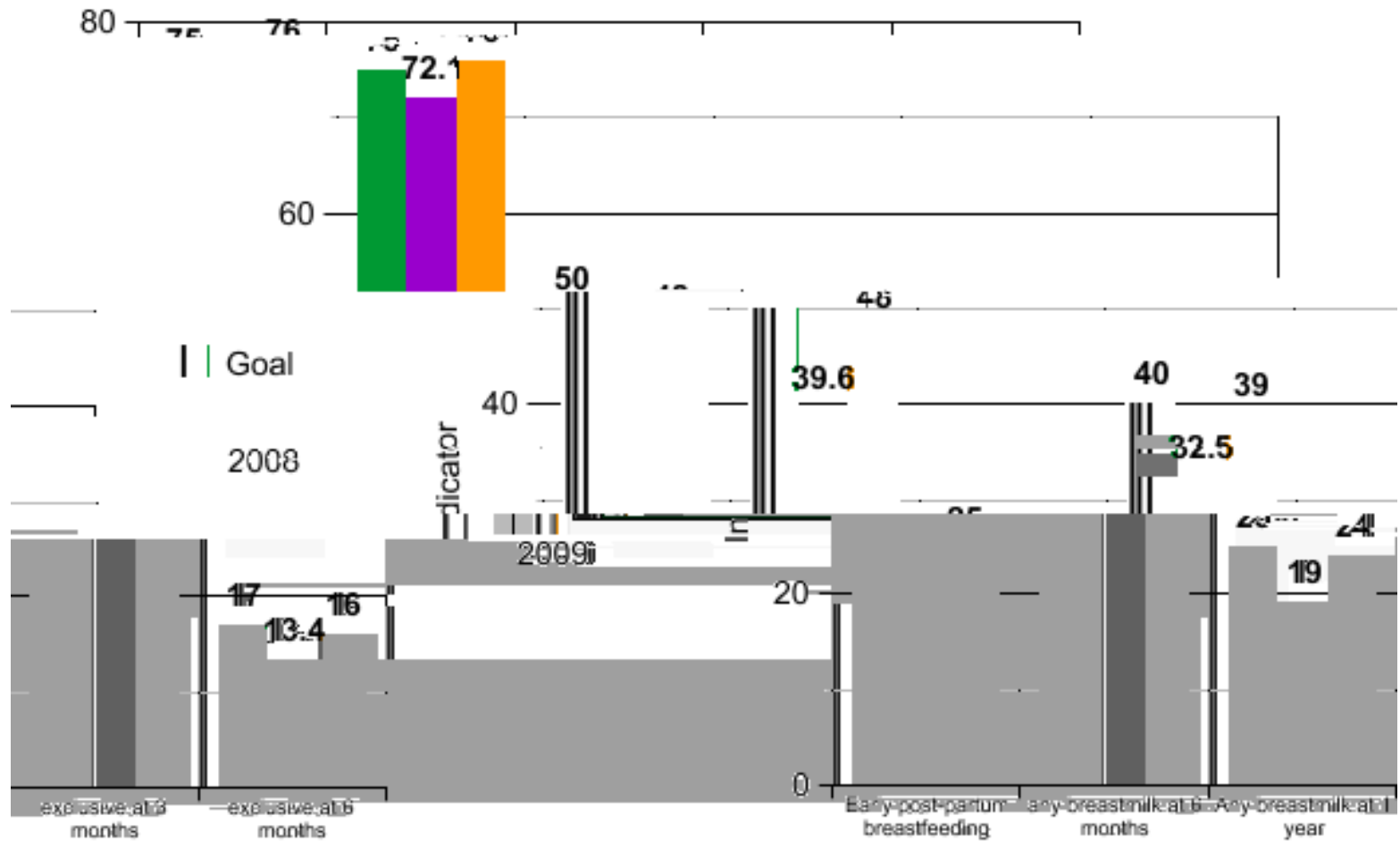
# Breastfeeding Report Card

- The Breastfeeding Report Card reports information for each state on five and nine indicators.
- The process indicators measure elements of breastfeeding friendly communities.
- The outcome indicators are derived from the breastfeeding goals outlined in Healthy People 2010.

# Healthy People 2010 Breastfeeding Goals

- Increase breastfeeding in the early postpartum period (soon after the baby's birth) to 75%.
- Increase breastfeeding at age 6 months to 50%.
- Increase breastfeeding at age 12 months to 25%.
- Increase exclusive breastfeeding at age 3 months to 60%.
- Increase exclusive breastfeeding at age 6 months to 25%.

# Wisconsin's Report Cards



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# Process Indicators

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# Coalitions

- According to the CDC a state breastfeeding coalition can "empower community members to be local change agents. Coalition members make the case to their community for the importance of breastfeeding."



# Maternity Practices in Infant Nutrition and Care (mPINC)

- All hospitals and birth centers in the US that provide maternity care were invited to participate.
- Responses from individual hospitals kept confidential.
- Changes in maternity care practices improve breastfeeding rates.



# mPINC: Needed Improvements in Wisconsin Facilities: Examples of Education Needs

## – Appropriate Use of Breastfeeding Supplements.

- Only 30% of facilities in Wisconsin adhere to standard clinical practice guidelines against routine supplementation with formula, glucose water, or water.

## – Use of Combined Mother/Baby Postpartum Care.

- Only 10% of facilities in Wisconsin report that most healthy fullterm infants remain with their mothers for at least 23 hours per day throughout the hospital stay.

# Project Goals

- Work with Department of Health Services to restore the Wisconsin Breastfeeding Coalition (WBC)
  - Create infrastructure
  - Incorporate existing local coalition survey information
  - Serve on WBC Executive Committee
  - Meet CDC goal for Wisconsin: a summit of key stakeholders
- Create audience appropriate presentations designed to help improve breastfeeding education across the state
- Assess state statutes related to maternity care practices for evidence base

# Local Coalitions

- 26 state local coalitions

Mission/Vision statements	18
Strategic Plan	6
Action plan	2
None	8
Loosely organized	20
Organized with bylaws	5
Administered by another organization	5
Non-profit	4

# Local Coalition Needs



# Creation of Infrastructure

- Incorporated local coalition needs as noted from survey
- Incorporated information from United States Breastfeeding Coalition (USBC)
- Resulted in the creation of mission and vision statements, membership structure, committee roles, coalition bylaws, and strategic goals.

# Strategic Goals

- Considered priorities by WBC Executive Committee
- Aligned with USBC and local coalition priorities
  - Support the journey from birth to 2 weeks with evidence-based practices.
  - Facilitate the return to work for breastfeeding mothers.



# Education: Presentation



# State Statutes

- None related to maternity facilities
- Guidelines for perinatal care come largely from the Wisconsin Association for Perinatal Care (WAPC) not any state regulation

# Breastfeeding in Public

## statute 253.16

“A mother may breastfeed her child in any public or private location where the mother and child are otherwise authorized to be. In such a location, no person may prohibit a mother from breastfeeding her child, direct a mother to move to another location to breastfeed her child, direct a mother to cover her child or breast while breastfeeding or otherwise restrict a mother from breastfeeding”

# Putting it All Together

- Will take proposed infrastructure to the Wisconsin Breastfeeding Summit event, June 24<sup>th</sup>, 2011.
- I will present “Moving Forward The Wisconsin Breastfeeding Coalition” and facilitate a breakout session
- Get input from local coalition representatives and other key stakeholders
- Continue momentum