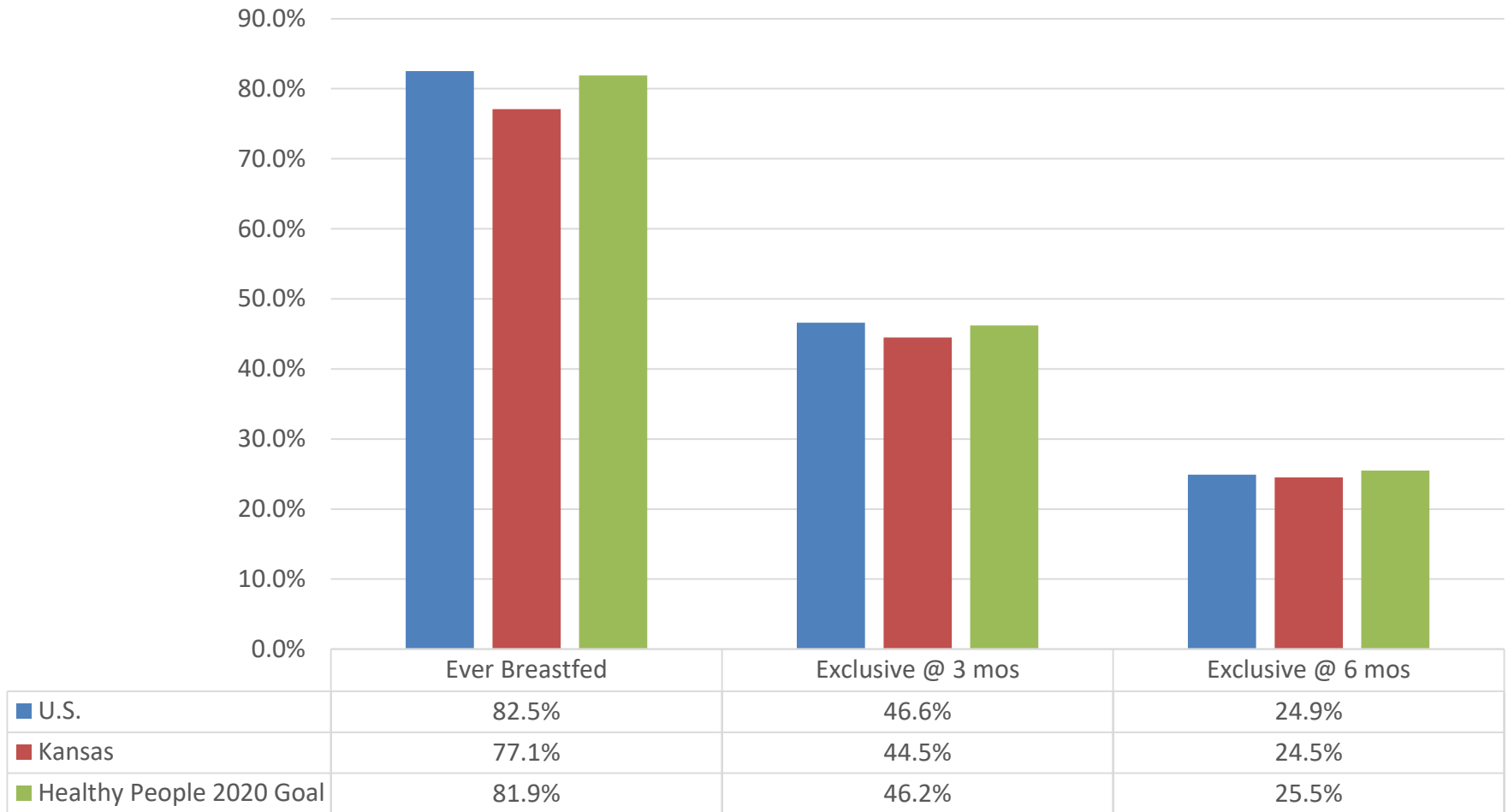


Changing a Culture: A Multifaceted, Cross-Sector Approach to Breastfeeding Support in Kansas



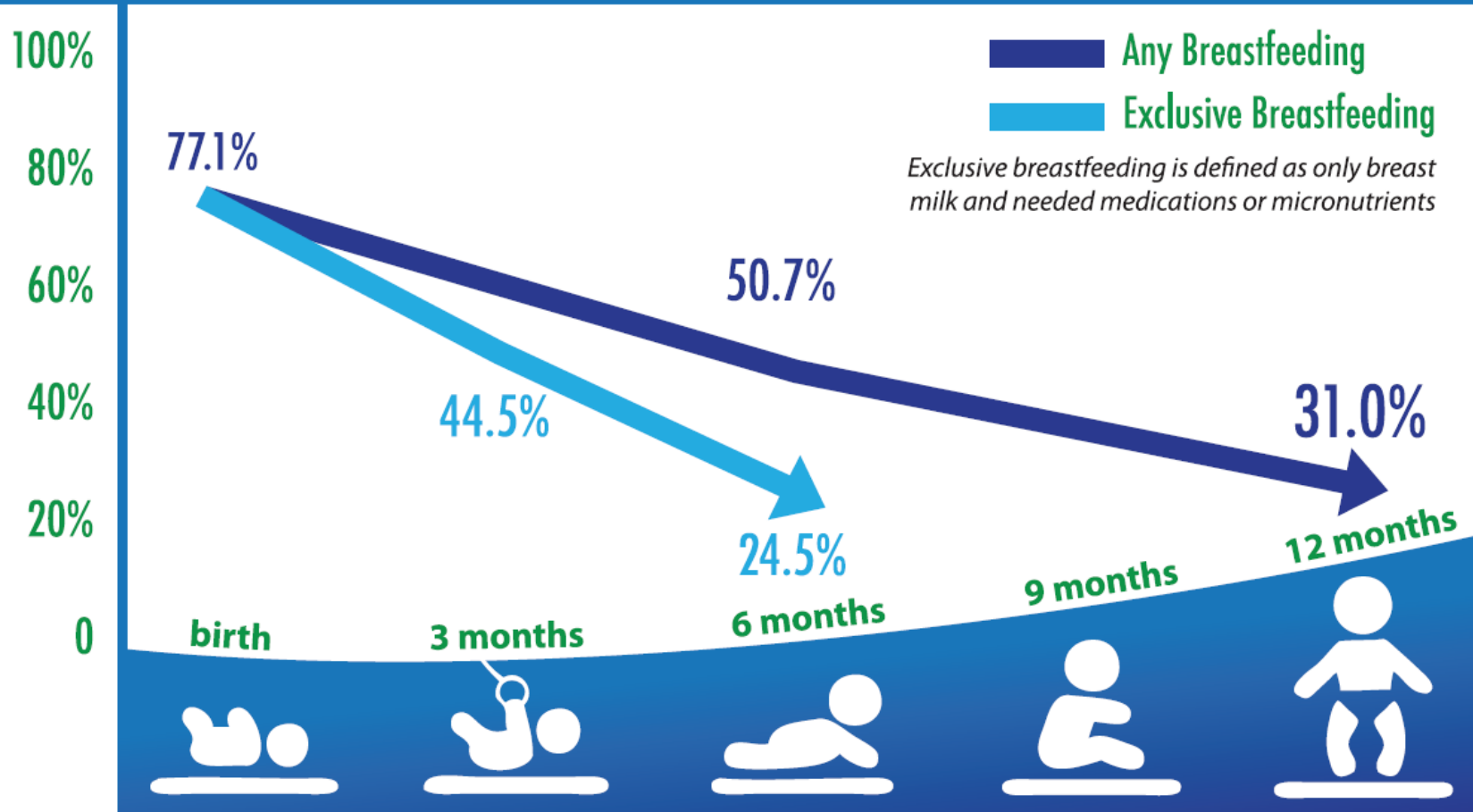
Brenda Bandy, IBCLC, Kansas Breastfeeding Coalition
Martha Hagen, RD, IBCLC, Nutrition and WIC Services, KDHE

Where Do We Stand?



Data from 2014 National Immunization Survey

PERCENTAGE OF BABIES IN KANSAS BREASTFEEDING DURING THE FIRST YEAR



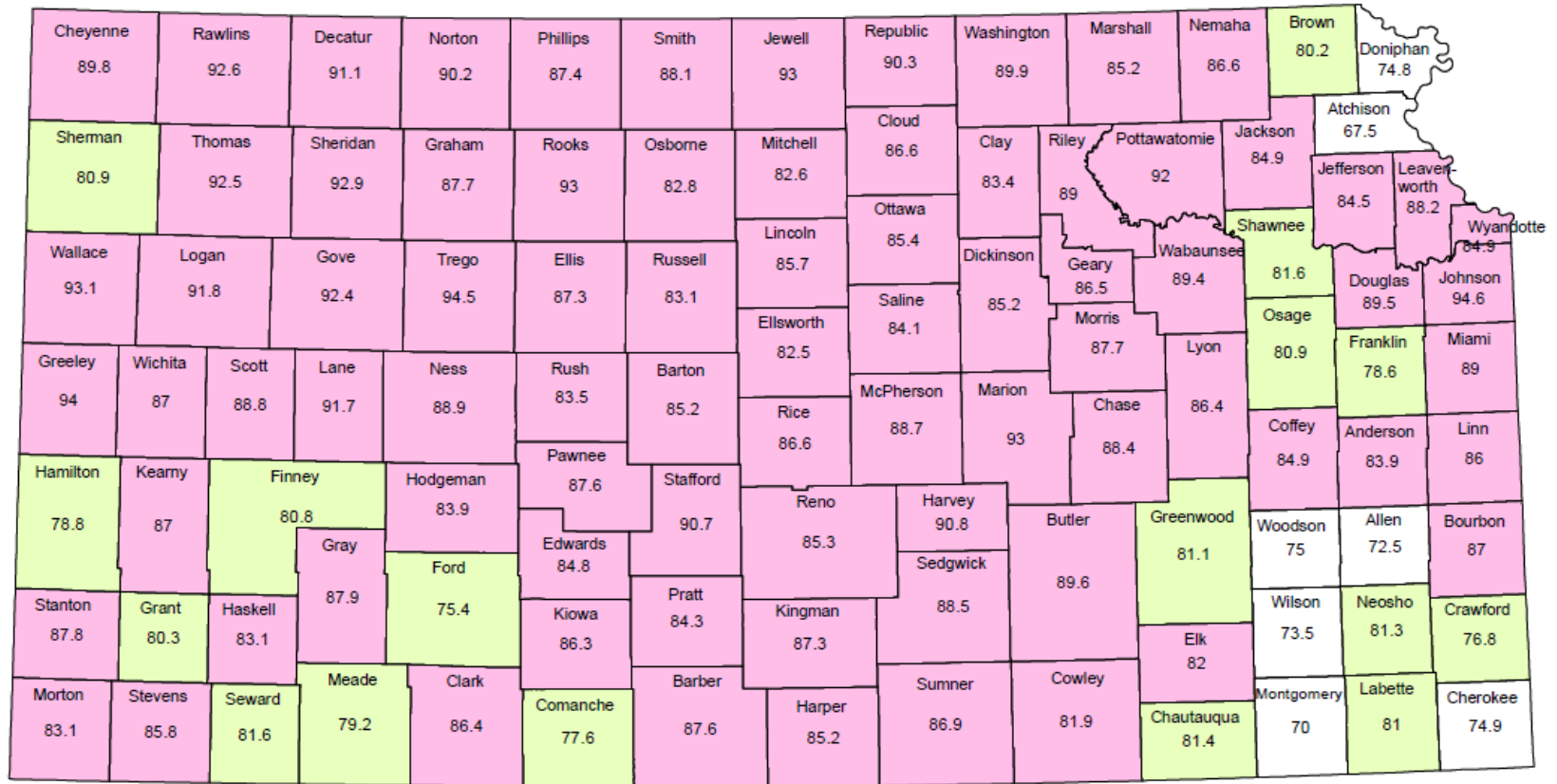
Source: CDC's National Immunization Survey, babies born in 2014



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Where you live matters

Percent of Live Births by Initiation of Breastfeeding* by County of Residence Kansas, 2014-2016



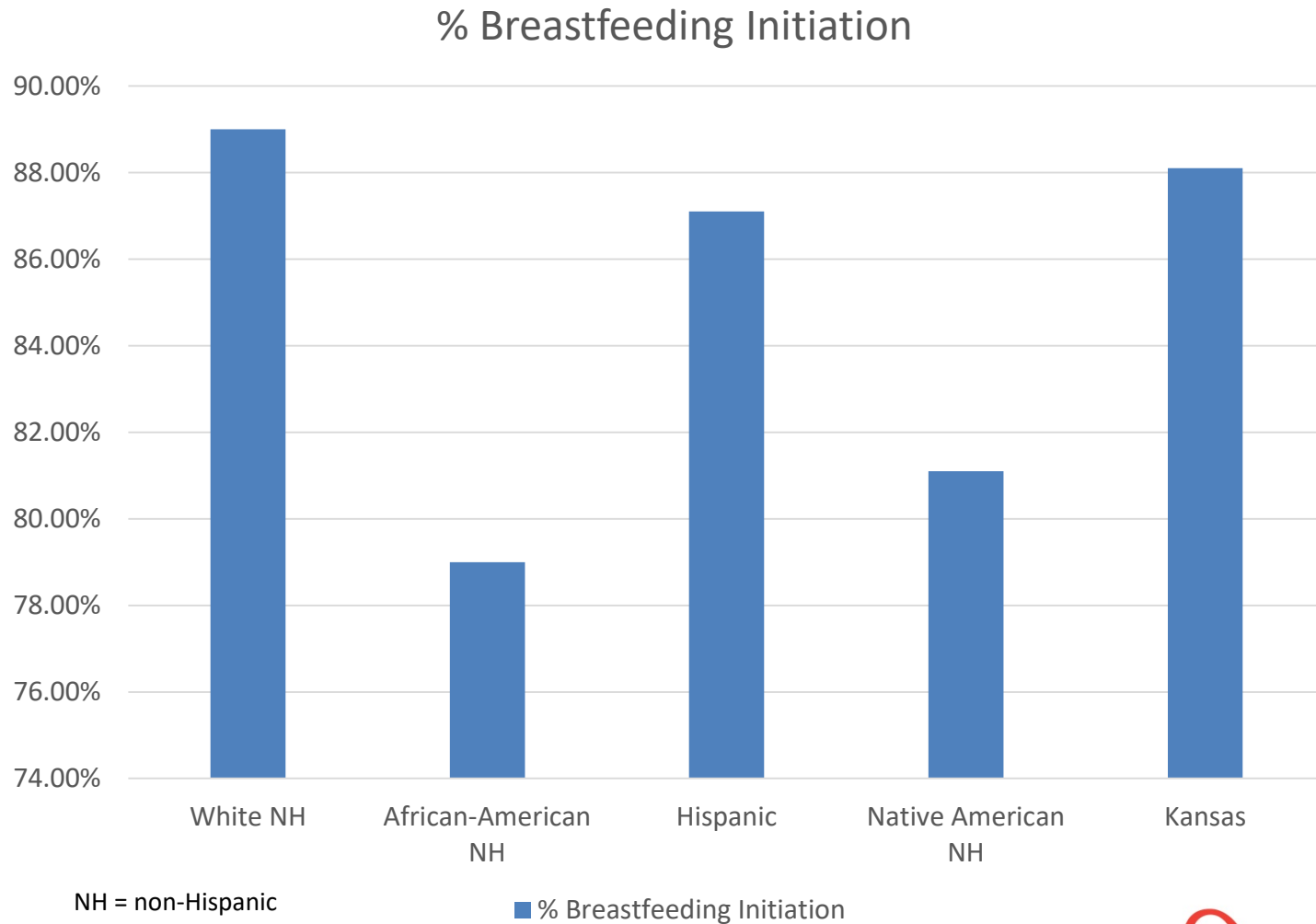
Percent 67.5 - 75.0 75.1 - 81.8 81.9 - 94.6

Kansas = 87.2%
Healthy People 2020 Target = 81.9%

*Missing/unknown breastfeeding status and infants that died shortly after birth were excluded.

Source: Birth Certificate Data, Bureau of Epidemiology and Public Health Informatics, Kansas Department of Health and Environment

Race & Ethnicity Matters



It would -

- Prevent 23 maternal deaths
- Prevent 6 infant deaths
- Save of \$156 Million per year

If 90% of babies in Kansas were breastfed according to medical recommendations...



Breastfeeding Saves Lives Calculator, www.usbreastfeeding.org/saving-calc, Access October 8, 2017.
Stuebe, A. M. et al (in press - 2017). An online Calculator to estimate the impact of changes in breastfeeding rates on population health and costs. *Breastfeeding Medicine*



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What would a “Breastfeeding Utopia” look like?



Overcoming the Barriers

Weaving a net of support



Partners



KANSAS HEALTH
FOUNDATION



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KANSAS
MATERNAL &
CHILD HEALTH



Bureau of Family Health:

- *Title V Maternal and Child Health Services Program*
- *Nutrition and WIC Services*

*University of
Kansas School
of Medicine-
Wichita*

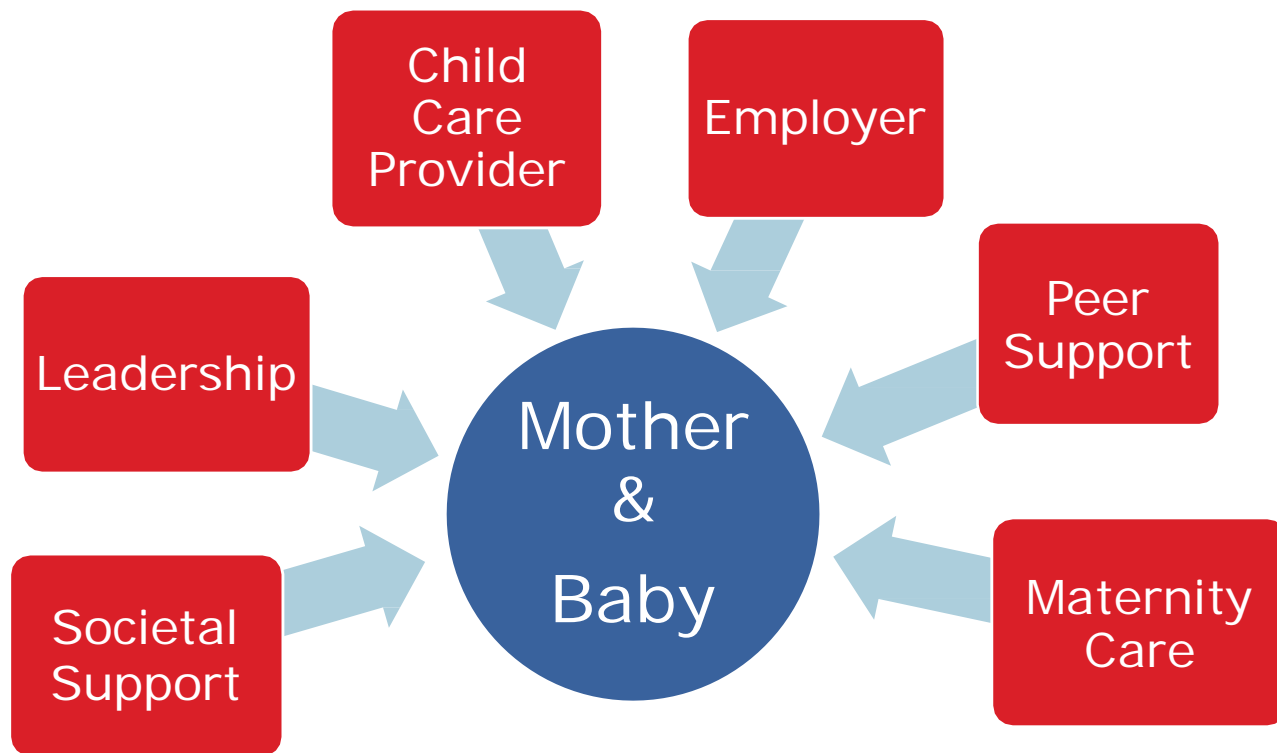


Mutual Goals - Title V



- Title V National Performance Measure 4: (A) Percent of infants who are ever breastfed and (B) Percent of infants breastfed exclusively through 6 months.
- Title V Priority 4: Empowering families to make educated choices about nutrition.
- Title V Priority 6: Professionals have the knowledge and skills to address the needs of maternal and child health populations.
- Title V Priority 8: Information is available to support informed health decisions and choices.

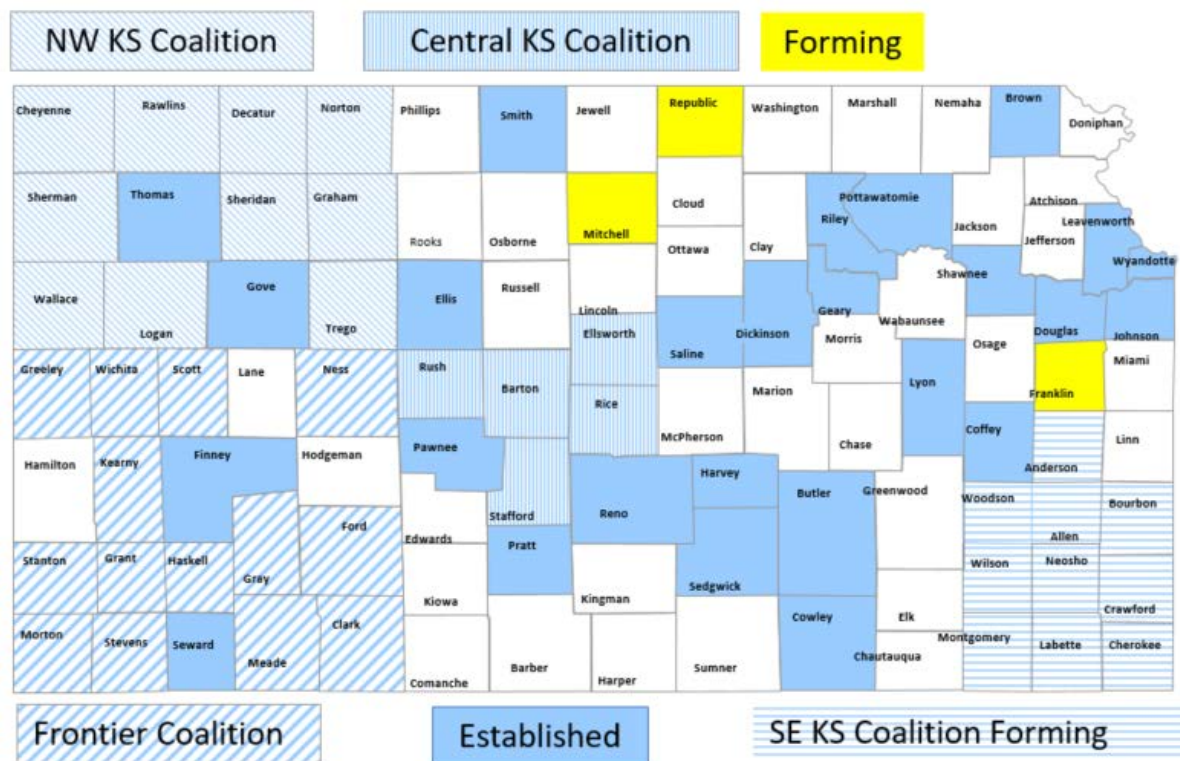
Communities Supporting Breastfeeding Designation



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Criteria: A local breastfeeding coalition

Leadership



- Quarterly conference calls
- Start-up meeting facilitation
- “Tools for Coalitions” webpage with resources
<http://ksbreastfeeding.org/tools-for-coalitions/>
- Annual conference

Leadership

Leadership



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Breastfeeding
Coalition, Inc.

[HOME](#) [ABOUT US](#) [OUR WORK](#) [NEWS](#) [EVENTS](#) [RESOURCES](#) [COALITIONS](#) [CONTACT](#)

Our Work.

The KBC has many projects.

[READ MORE >](#)

KSBreastfeeding.org



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Breastfeeding
Coalition, Inc.

Criteria:

Peer breastfeeding support group

Peer
Support

- 60+ La Leche League Leaders in 20 communities
- *"How to Start a Breastfeeding Support Group"* [KS TRAIN course# 1047630](#) (free)
- Facebook Support models
- 36 WIC Breastfeeding Peer Counselors in 40 counties



Criteria: Community hospital(s)
designated as *High 5 for Mom & Baby*
or Baby-Friendly ® USA

Kansas "*High 5 for Mom & Baby*"*

Maternity
Care

- 62 out of 69 maternity care hospitals enrolled
- 29 recognized as "High 5" hospitals



www.High5Kansas.org

* Administered by the United Methodist Health
Ministry Fund, Hutchinson KS



Criteria: 1 business for every 1000 community citizens or 25 (whichever is lesser) participate in the “Breastfeeding Welcome Here” program

700+ businesses enrolled



Societal Support

<http://ksbreastfeeding.org/cause/breastfeeding-welcome-here/>



Kansas
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Criteria: 1 business for every 5000 community citizens or 10 (whichever is lesser) receive a **Breastfeeding Employer Support Award**

200+ Award-winner employers!



Employer

- Presentations to employers
- Awards for employers
- "Return to Work" class outline
- Direct consulting with businesses

KansasBusinessCase.com

Criteria: A minimum of 20 **child care providers** in the community completing the KBC's *How to Support the Breastfeeding Mother and Family* course

**3,000+ child
care providers
trained!**



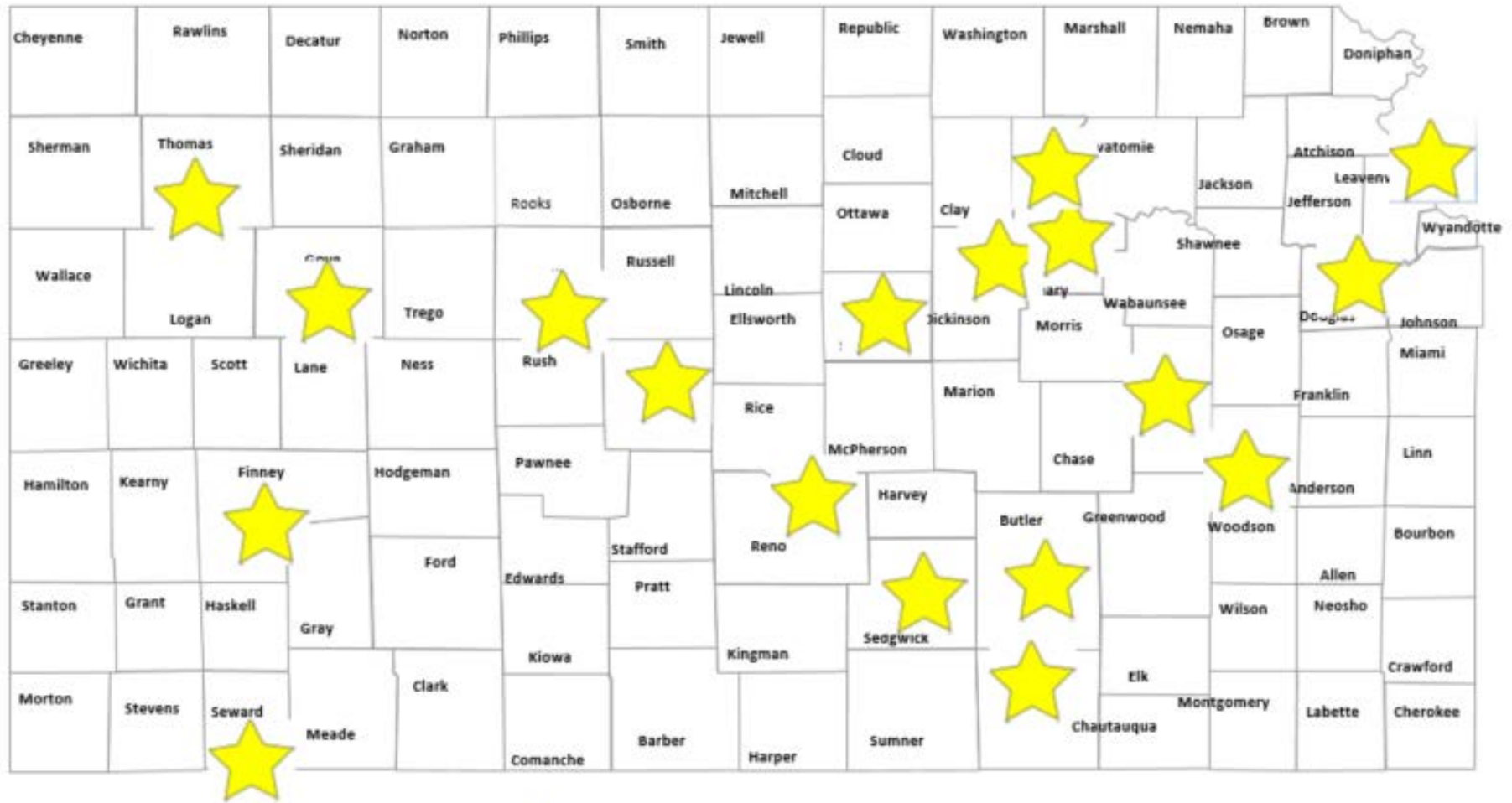
**Child Care
Provider**

Partners:

- Kansas Child Care Training Opportunities
- Child Care Aware ® of Kansas

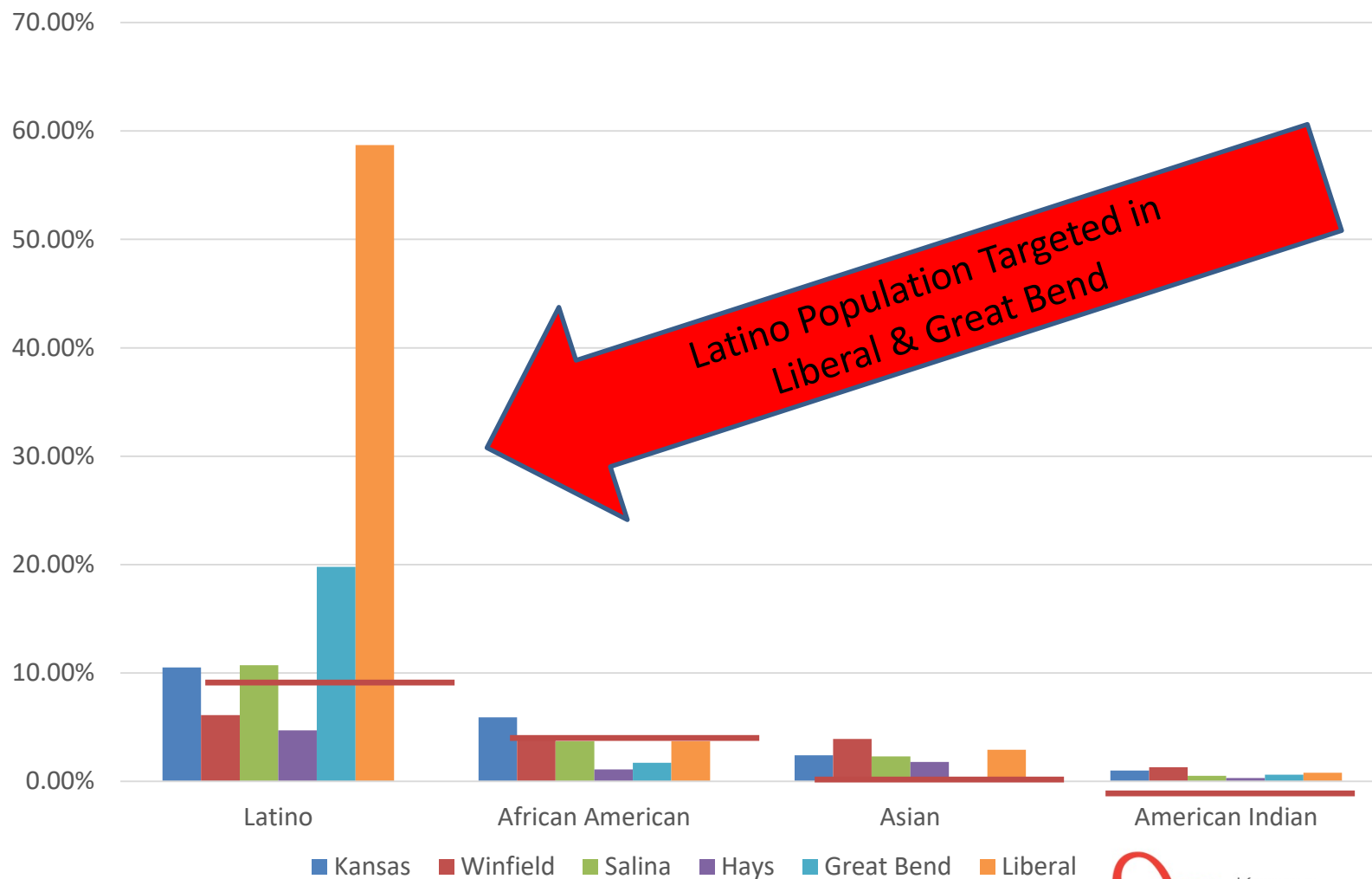
<http://ksbreastfeeding.org/cause/child-care-provider-education/>

Breastfeeding

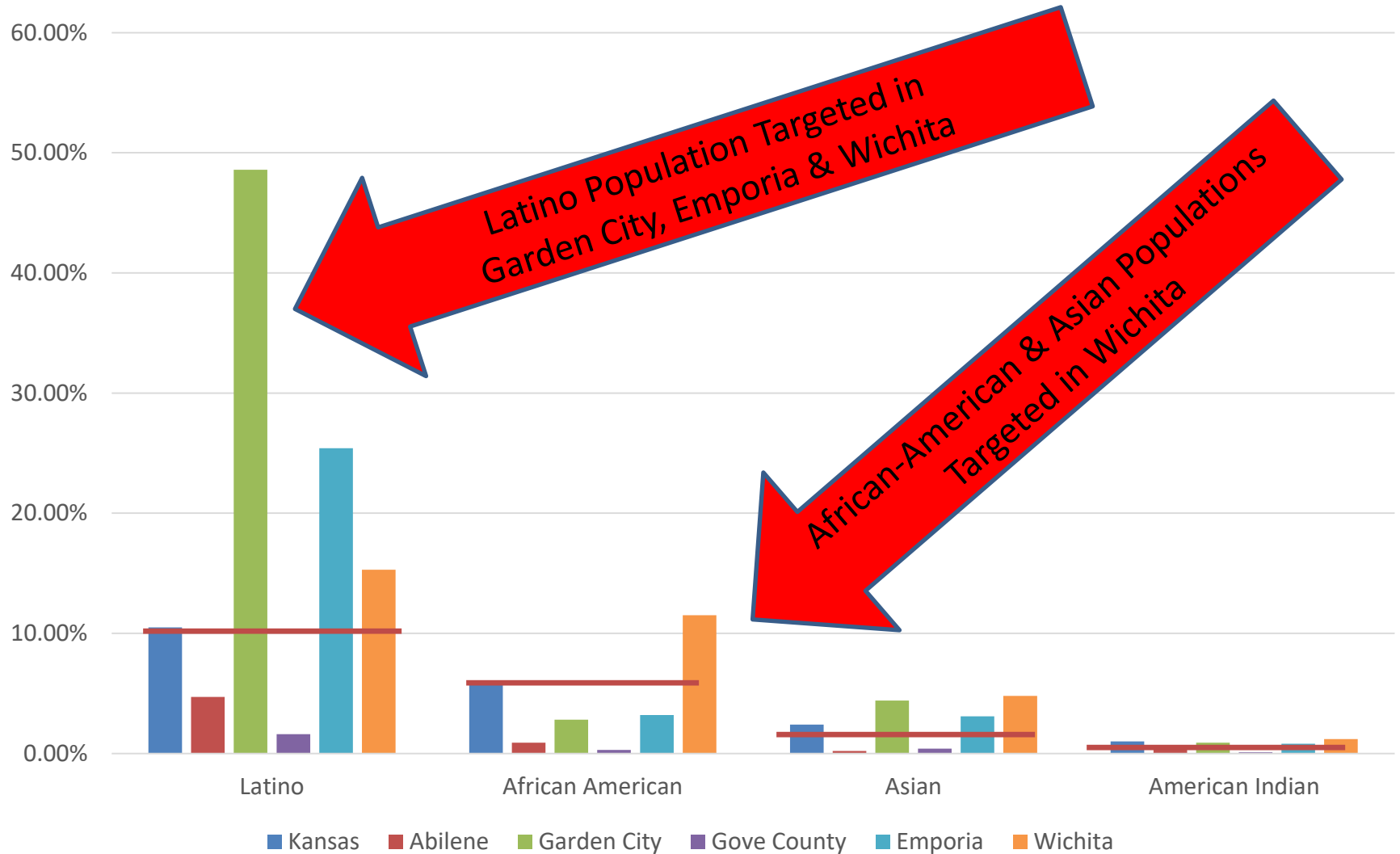


18 CBS Designated

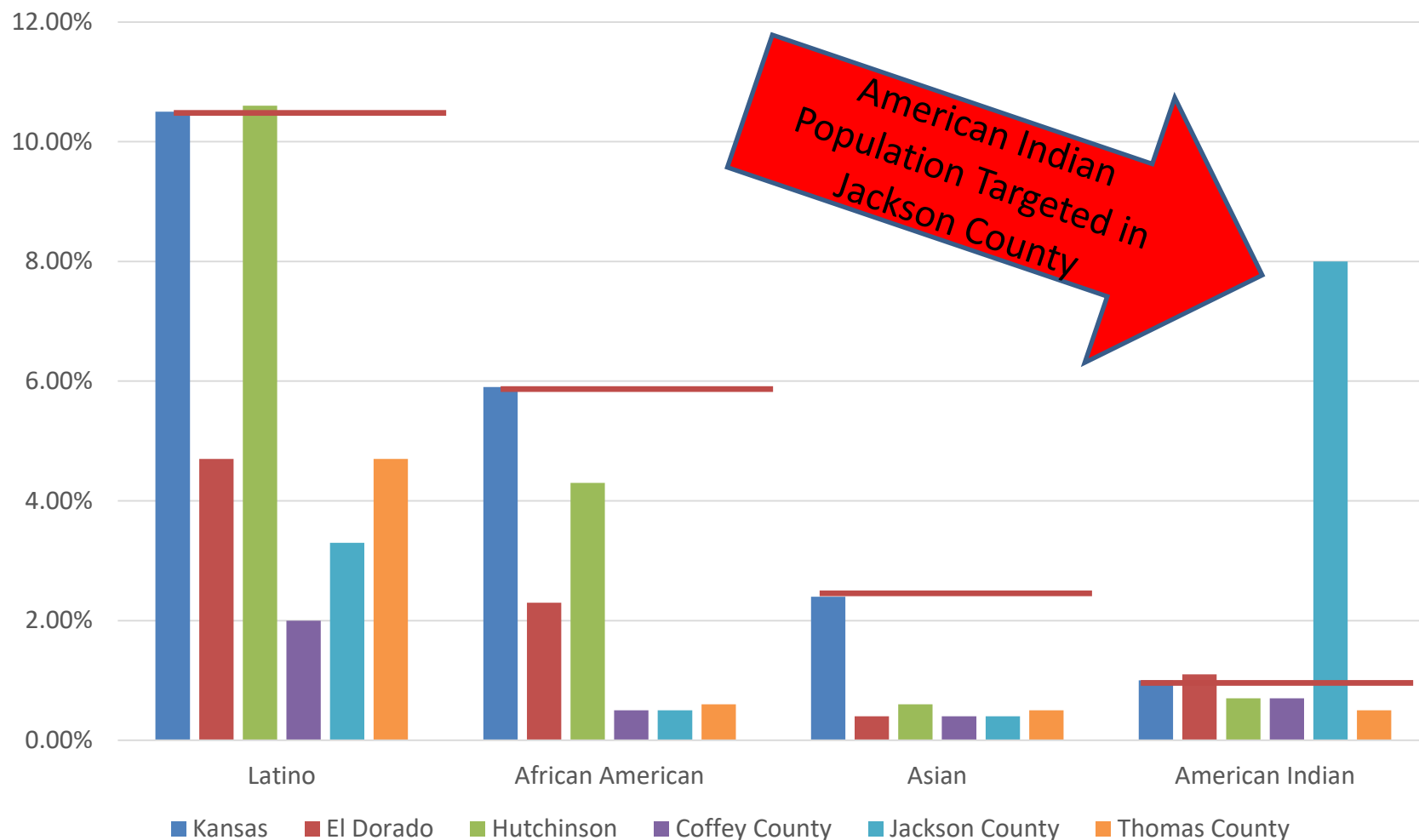
Racial Demographics – Year 1 (Pilot)



Racial Demographics – Year 2



Racial Demographics – Year 3



Prairie Band Potawatomi Tribe

- Convene a **breastfeeding committee** comprised of a minimum of three (3) individuals from the Tribe that will meet at least once every three months for the purposes of supporting and promoting breastfeeding within the Tribe
- Display “**Breastfeeding Welcome Here**” window clings on all Tribal buildings. KBC will insert Potawatomi language if desired.
- Adopt a **workplace lactation support policy** for all Tribal employees
- **Health Center staff** that treats pregnant women, mothers and infants will complete 2-hr. on-site breastfeeding training provided by the Kansas Breastfeeding Coalition (KBC)
- **Child Care Center staff** will complete a 2-hr. on-site training on how to support breastfeeding families provided by the Kansas Breastfeeding Coalition (KBC)
- Will support a **breastfeeding support group** on the reservation with a trained peer counselor



PRAIRIE BAND POTAWATOMI NATION
TRIBAL COUNCIL RESOLUTION No. 2017-215
Kansas Breastfeeding Coalition, Inc.

WHEREAS: The Prairie Band of Potawatomi Nation (hereafter the "Nation") is a duly organized Tribal entity, with a Constitution and By-Laws approved by the Secretary of the Interior on February 19, 1976, and last amended on December 6, 2007; and,

WHEREAS: Pursuant to Article V of the Prairie Band Potawatomi Constitution, the Tribal Council is the governing body of the Nation with enumerated powers of authority to negotiate, consult, and contract with Federal, State, local and Tribal governments, private enterprises, individuals, or organizations; and

WHEREAS: Pursuant to the Prairie Band Potawatomi Constitution, the Tribal Council is charged with the duty of protecting the health, security and general welfare of the Nation and its members and of regulating law and order on the reservation; and

WHEREAS: The Tribal Council wishes to approve the Communities Supporting Breastfeeding Designation (attached) commitment and complete activities by December 31, 2017.

NOW, THEREFORE BE IT RESOLVED that the Prairie Band Potawatomi Tribal Council does hereby approve the Communities Supporting Breastfeeding Designation commitment.

CERTIFICATION

This resolution was duly adopted on the 22nd day of June, 2017 at a Meeting of the Prairie Band Potawatomi Tribal Council, during which (5) members were present, constituting a quorum, by a vote of (4) for, (0) opposed, (0) abstaining, (2) absent from voting and the Chair not voting.

ATTEST:
Camilla Chouteau
Camilla Chouteau, Secretary

Zach Pahmahmie
Zach Pahmahmie, Vice-Chairman



Kansas
Breastfeeding
Coalition, Inc.



Mnopmatsowèn tonawan
o mbibis mine wtēneneymèn
gishpèn enonit o mbibis



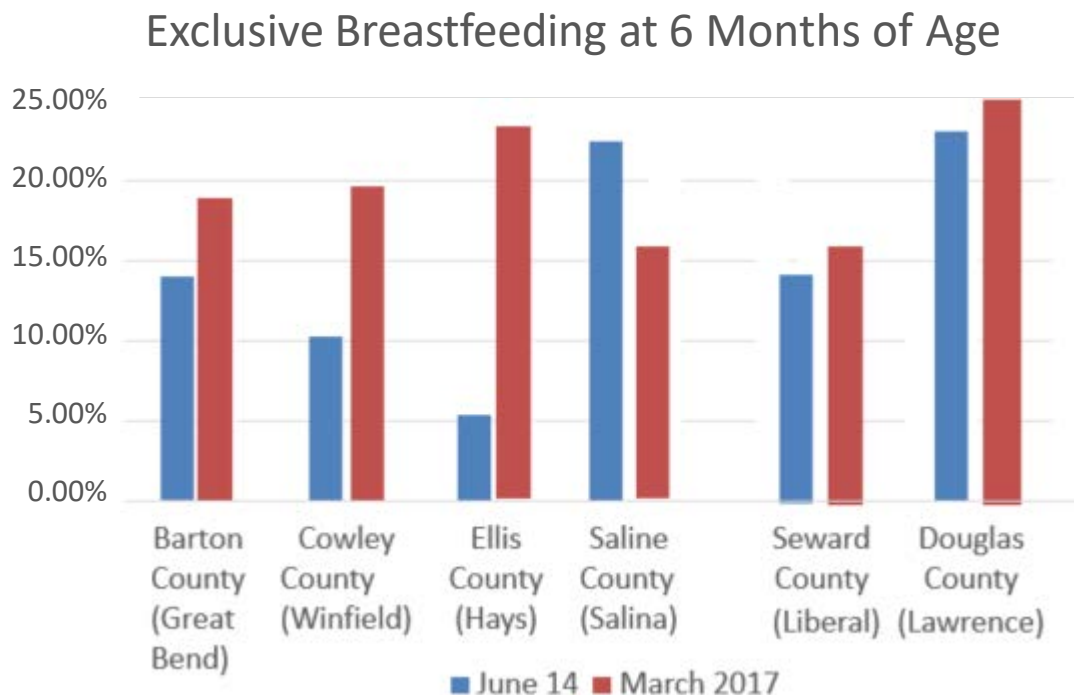
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Follow us on Facebook

Gishpèn megwa ewlketēmèn gego ntaawitan:
www.ksbreastfeeding.org/cause/breastfeeding-welcome-here/

Impact of Community Supporting Breastfeeding: (WIC Data)





ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS

Innovation Station

Sharing Best Practices in Maternal & Child Health

Communities Supporting Breastfeeding

Location: Kansas
Date Submitted: 5/2016
Category: **Emerging Practice**

BACKGROUND

The Kansas Breastfeeding Coalition (KBC) asked the question - What would a breastfeeding "utopia" look like? What would mothers and babies experience there? What would they see and hear? Would breastfeeding rates be higher in communities where multiple breastfeeding programs were in place, all working synergistically to weave a net of breastfeeding support for all families?

It turns out the Kansas Department of Health and Environment (KDHE), Bureau of Family Health, responsible for Title V, WIC and child care provider licensing was interested in these questions as well and more importantly, the answers. The resulting conversations and meetings between KDHE and the KBC formed the basis for the Communities Supporting Breastfeeding (CSB) designation to recognize communities who provide a multifaceted approach

TITLE V/MCH BLOCK GRANT MEASURES ADDRESSED

#04: A) Percent of infants who are ever breastfed and
B) Percent of infants breastfed exclusively through 6
months



"A Community Supporting Breastfeeding" Designation
Criteria



Kansas
Breastfeeding
Coalition, Inc.

<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/CSB.pdf>



Successes and Lessons Learned

Successes -

- Creating leaders (LCCs)
- Builds/revitalizes local coalitions
- Impact on government officials (proclamation)



Lessons Learned -

- Not an individual's project
- Businesses were the toughest criteria



Going Forward...



- Any community can achieve the CSB designation (4 have already!)
- Looking into working with other Tribes in KS and African-American communities within KC and Wichita
- Continued support of the 6 components of the CSB criteria

Need more info?

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Executive Director
Kansas Breastfeeding Coalition
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bbandy@ksbreastfeeding.org

Martha Hagen
State Breastfeeding Coordinator
KDHE

785-291-3161

Martha.Hagen@ks.gov

