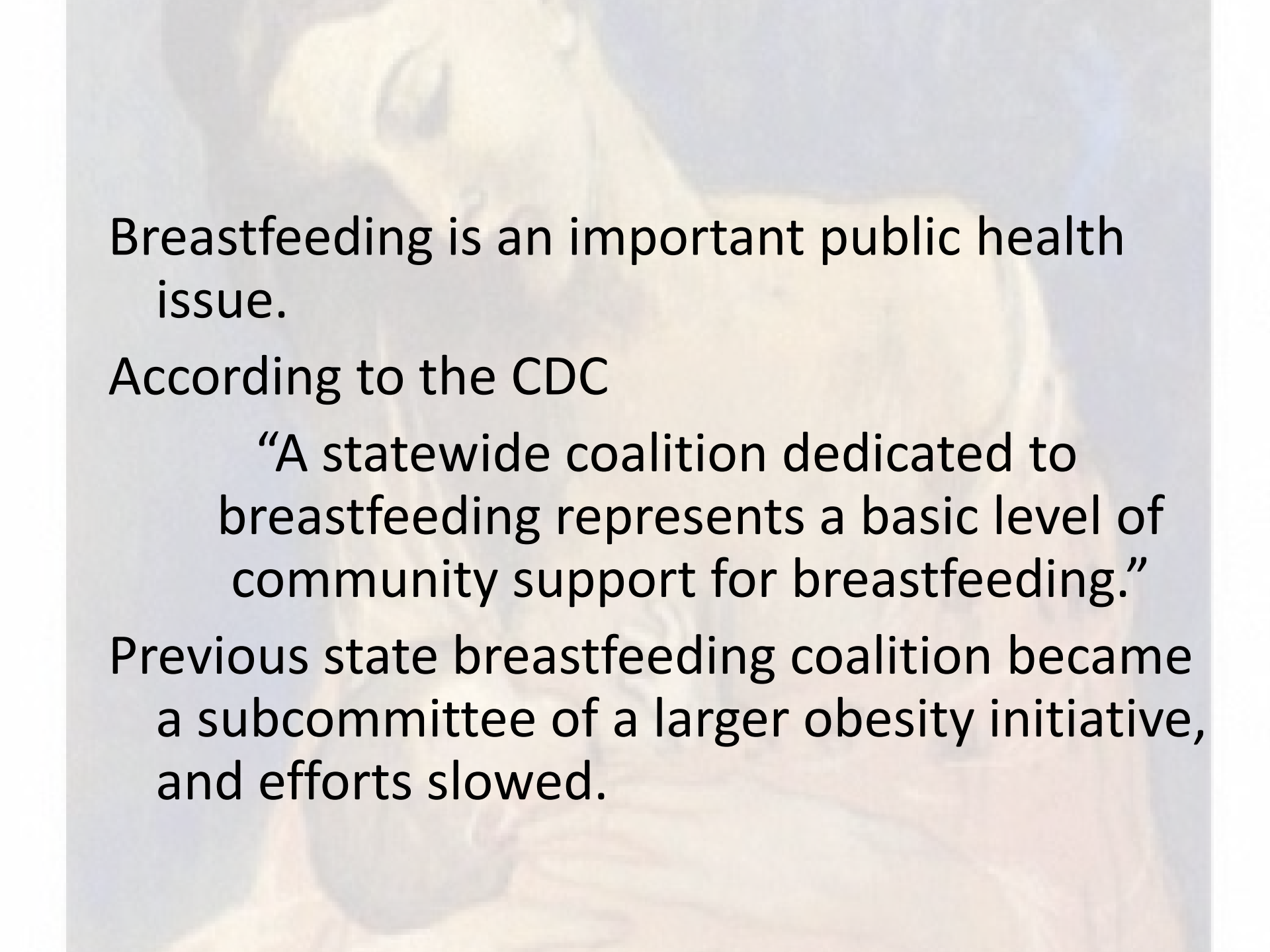


Creating the Wisconsin Breastfeeding Coalition

*Promoting, Educating, and
Empowering for Breastfeeding*



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

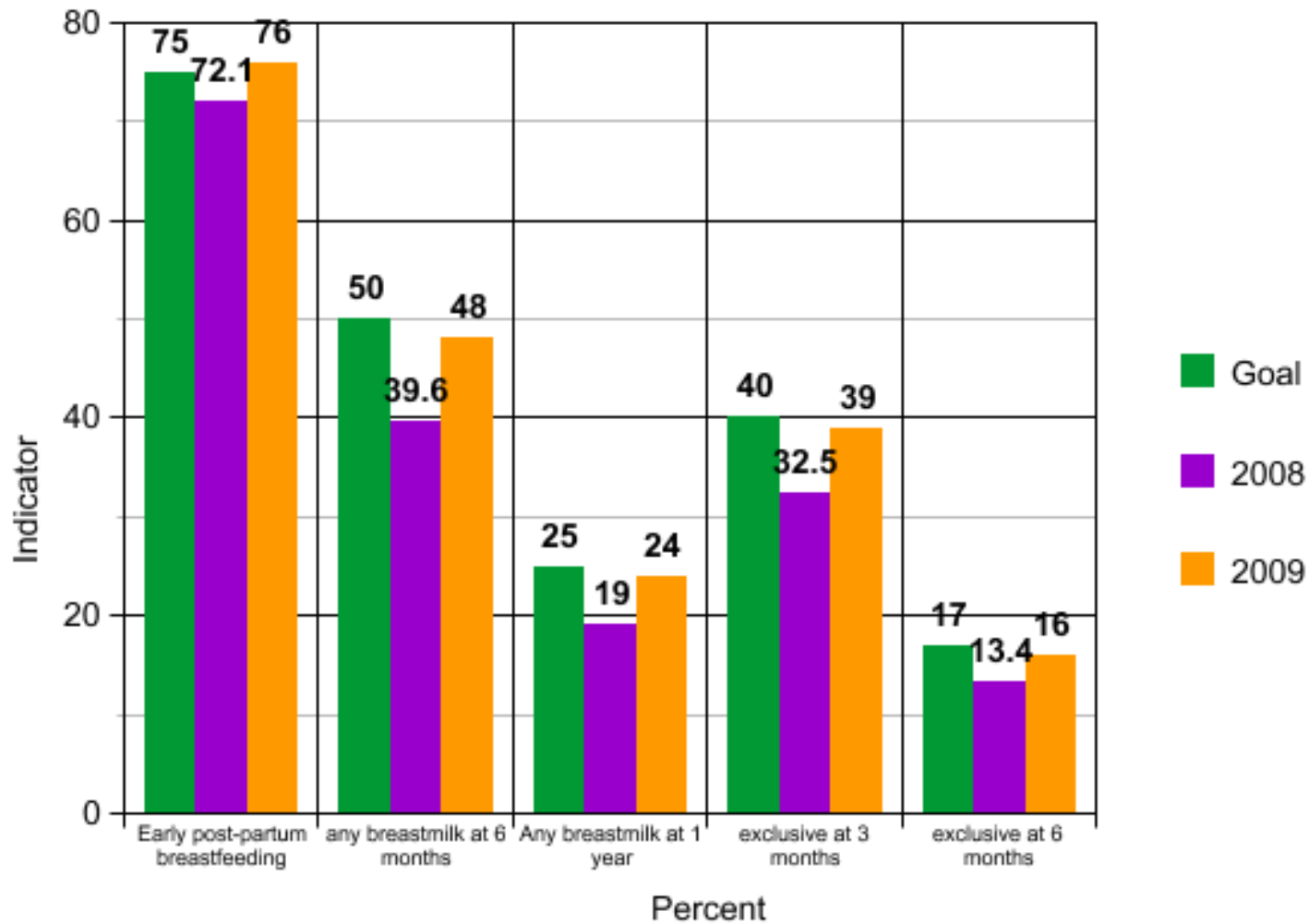
- The Breastfeeding Report Card reports information for each state on five **outcome** and nine **process** indicators.
- The process indicators measure elements of breastfeeding-friendly communities.
- The outcome indicators are derived from the breastfeeding goals outlined in *Healthy People 2010*.

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 is close to meeting Healthy People 2010 Goals--of course, it's 2011. More work to be done for 2020.

Wisconsin's Report Cards



Process Indicators

- Relevant one is “Infrastructure”
 - “Statewide breastfeeding coalition with public Website”
 - Wisconsin has no current statewide breastfeeding coalition



Milwaukee County Breastfeeding Coalition Annual Walk

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:

Demonstrated overall that Wisconsin facilities and providers need help with Breastfeeding education.

Examples:

- Adequate assessment of staff competency.
 - Only 38% of facilities in Wisconsin annually assess staff competency for breastfeeding management and support.

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 full-term 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

Infrastructure	Number of Coalition with these pieces
Mission/Vision statements	18
Strategic Plan	6
Action plan	2
None	8

Organizational Structure	Number of Coalitions describing themselves as
Loosely organized	20
Organized with bylaws	5
Administered by another organization	5
Non-profit	4

Local Coalition Needs

- Funds
- Time
- Support/ideas / networking
- MD interest
- Guidance on policies and resources
- Members, and more active ones
- Leadership training

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: Presentations ★



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 24th, 2011.
- I will present “Moving Forward-The Wisconsin Breastfeeding Coalition” and facilitate a break out session
- Get input from local coalition representatives and other key stakeholders
- Continue momentum