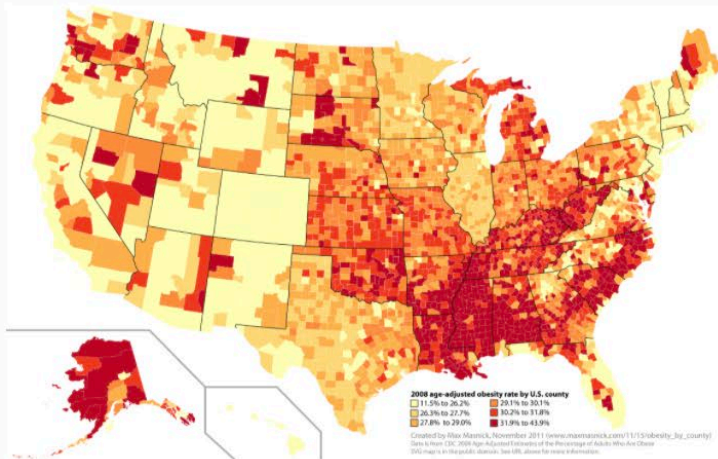


Progress on Baby-Friendly in the US

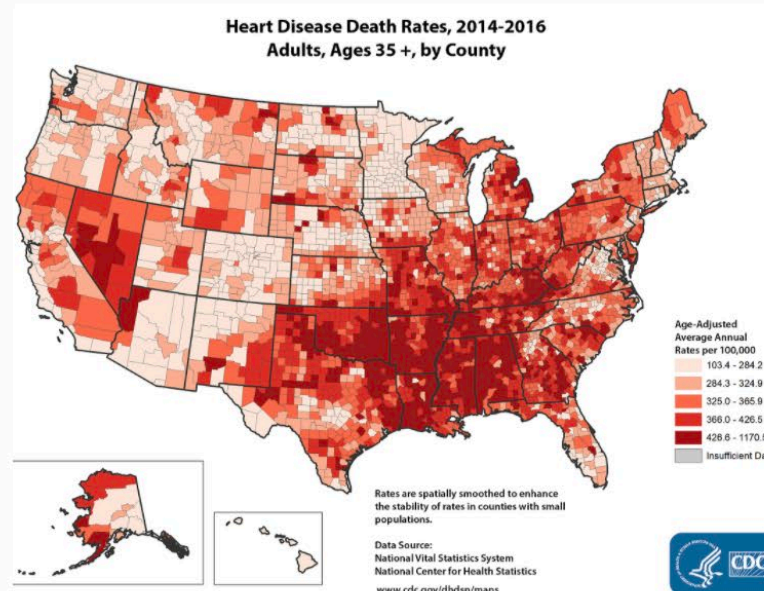
Melissa Bartick, MD, MS

The problem: Alarming disparities in health

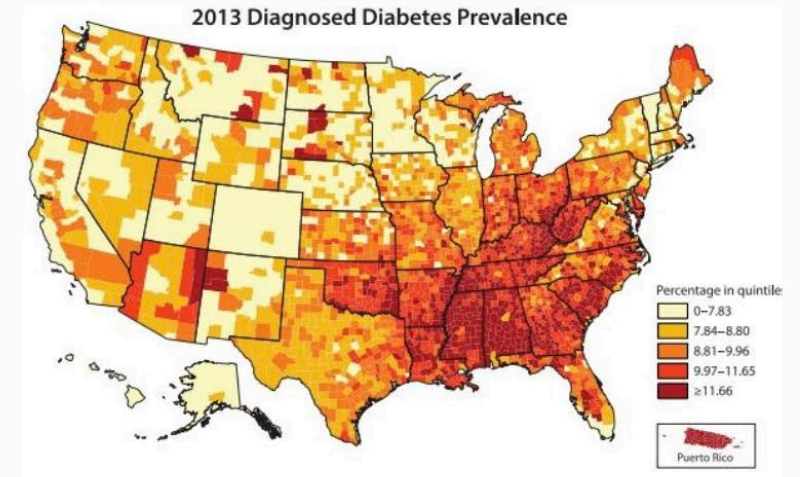
73% of adults
are overweight or obese



40% of adults
have high blood pressure



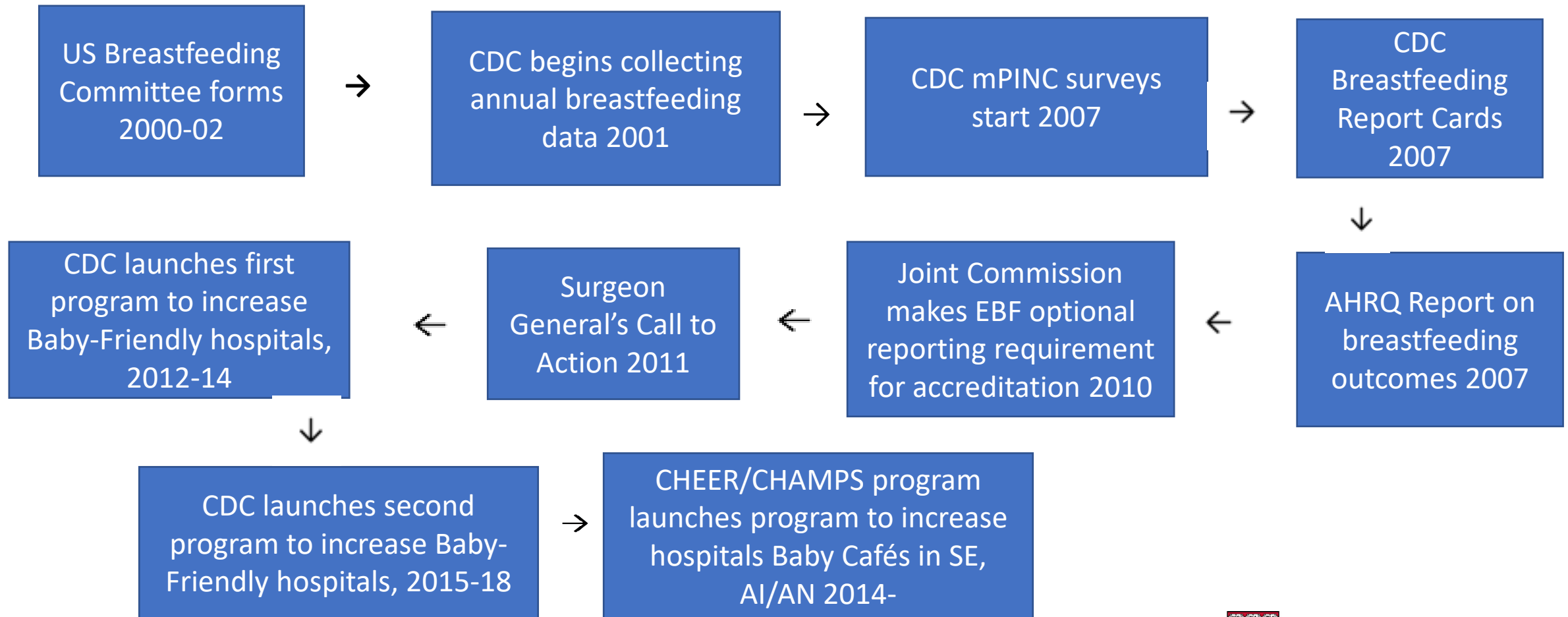
15% of adults
have diabetes



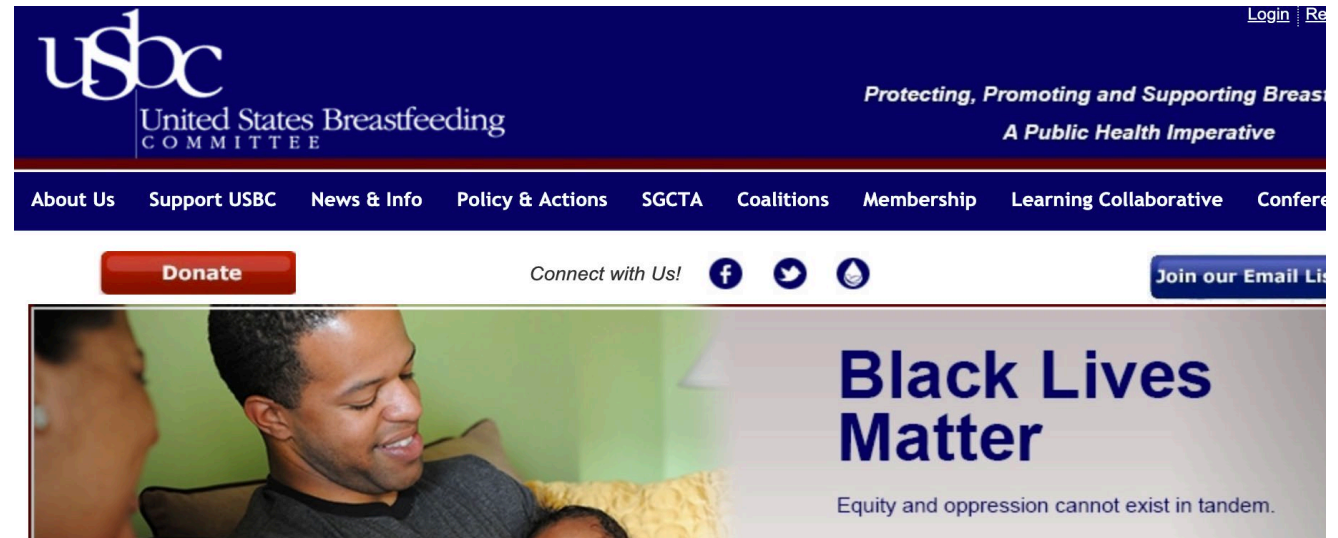
Breastfeeding National Strategic Approach

- First: Assembling stakeholders– US Breastfeeding Committee
- Second: Gathering metrics, holding accountability
- Third: Implementation of action steps

Partial Timeline



US Breastfeeding Committee



- Comprised initially of 2 delegates from national organizations plus
- Representatives from US government agencies
- State coalitions later joined as official members
- Began having biannual then annual conference with coalitions, 2006
 - Set national strategies, lobbying,
 - Recognized and prioritized need for diversity

CDC initiatives

- Measuring breastfeeding rates -2001
 - Was done by Ross formula prior to this
- Breastfeeding Report Cards:
 - States' report on rates, % of births in Baby-Friendly Hospitals, infants getting formula < 2 days of age



Laurence Grummer-Strawn, PhD

CDCs' mPINC surveys– 2007 and every 2 years

- Hospitals are asked about their birthing practices (the Ten Steps)
- Aggregate data reported anonymously by state
- Stakeholders in each hospital need to fill it out together
- Hospital gets its own individual report and can compare to similar hospitals/state averages
- State gets its report, and results are online



The Joint Commission Mandate- 2010, 2012

- Hospitals have to choose 1 of several metrics for accreditation
 - Was voluntary initially
 - Mandatory for hospitals with $\geq 1,100$ births in 2012
 - Smaller hospitals respond to this
-
- Getting TJC to adopt this took years– they did it only after success in California



Other Accomplishments

- Surgeon General's Call to Action, 2011
- All 13 Indian Health Services maternity hospitals became Baby Friendly by 2014
- Infant Feeding Practices Surveys I and II
 - (by FDA)



CDC: 2 Programs to Increase # Baby-Friendly Hosp

Best Fed Beginnings: 2012-14: 90 hospitals

- By 2016, 72 of 90 hospitals had been designated Baby-Friendly
 - Nearly doubled the number of Baby-Friendly hospitals in US
 - EBF increased from 39% to 61%; no sig change in any breastfeeding*

EMPower Breastfeeding: 2015-2018: 94 hospitals

- 24 states
- By 2018, 65 were designated Baby-Friendly

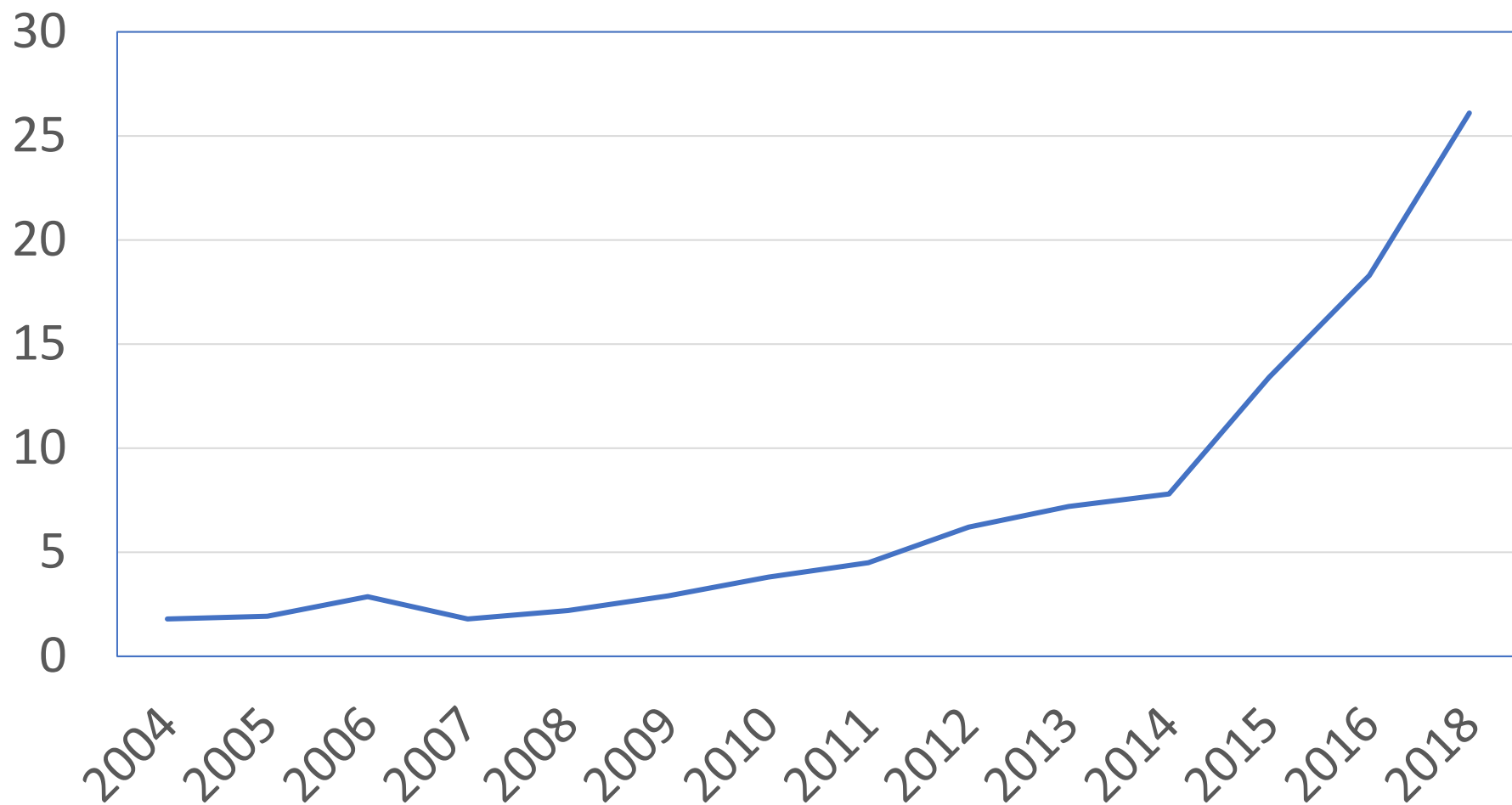
*Feldman-Winter et al Pediatrics 2017 Jul;140(1):e20163121.

CHEER/CHAMPS (W.K. Kellogg Foundation)

- Goal is to focus on Southeastern US: Louisiana, Mississippi, AI/AN
- Baseline very low breastfeeding rates, racial disparities
- Generally states that do worse in every demographic measurement

	2010 Any BF /6 months	2015 Any /6 months	% births in Baby-Friendly, 2010	% births in Baby-Friendly, 2018
Louisiana	57/ 20	67/39	0	41.6%
Mississippi	53/23	63/35	0	12.5%
United States	75/43	83/58	3.8%	26.1%

Percentage of births in Baby-Friendly facilities, US



% of hospitals where "most" dyads experience skin-to-skin contact





BanTheBags.org

Hospitals Should Market Health, and Nothing Else

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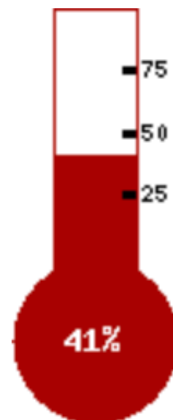
[Resources](#)

[Tool Kit](#)

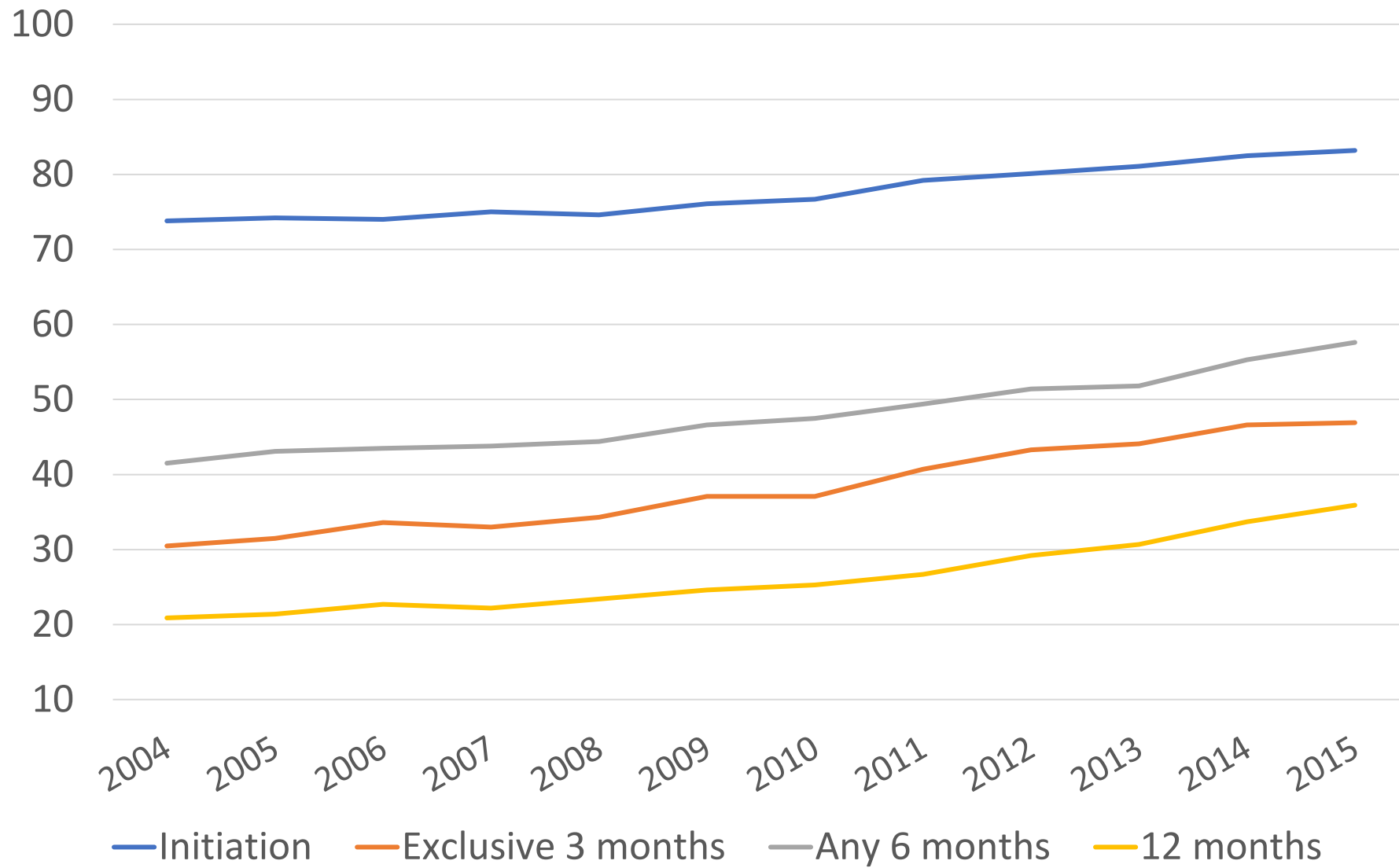
Number of Bag Free Hospitals
and Birth Centers:

1,318

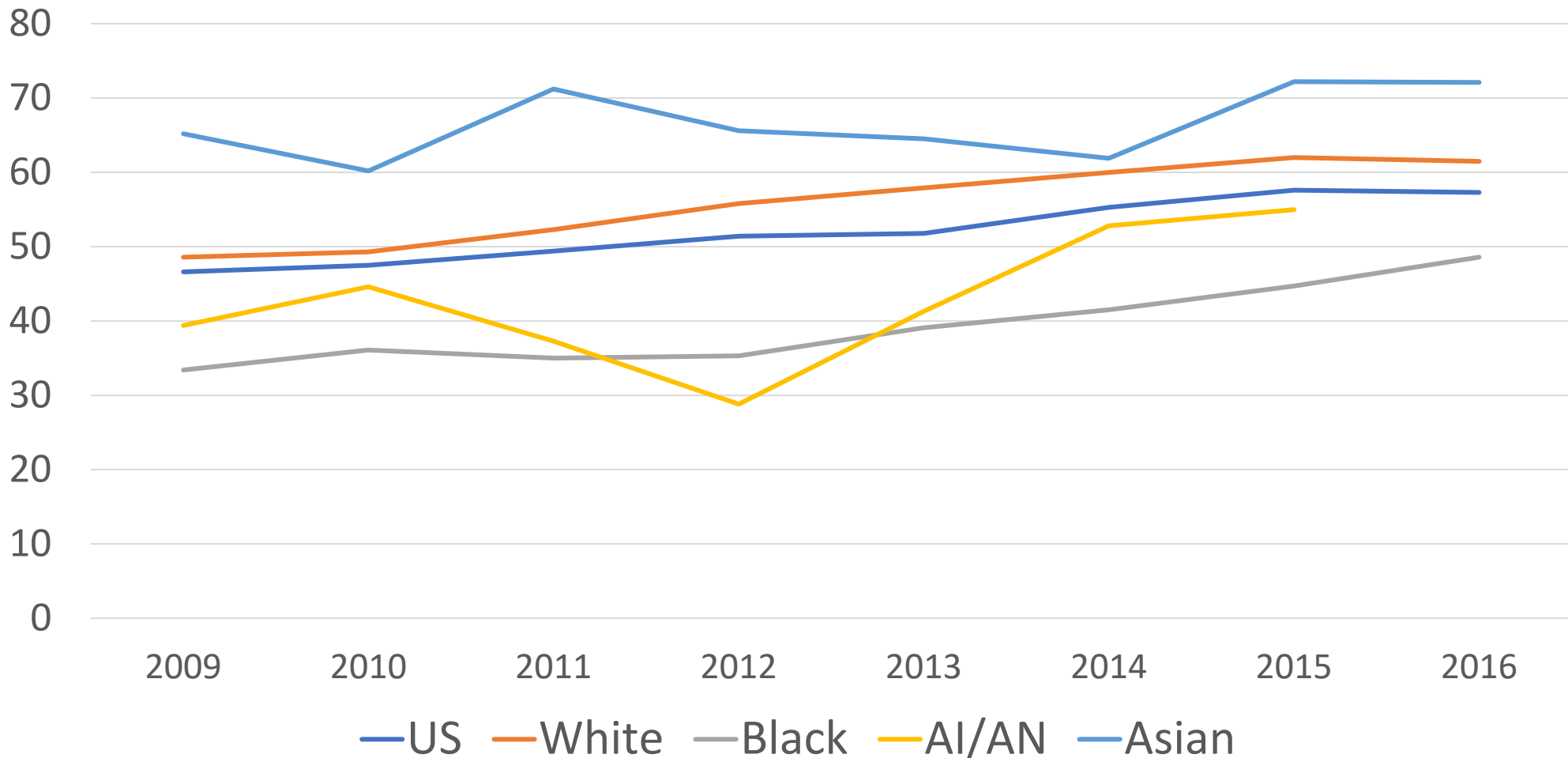
**Percent Of All Hospitals and
Birth Centers:**



Breastfeeding Rates, US, 2004-16



Breastfeeding at 6 months, 2009-16



Thank you!

melissabartick@gmail.com

mbartick@hsph.harvard.edu

