NEBRASKA BREASTFEEDING PROMOTION AND SUPPORT INITIATIVE

STEERING COMMITTEE RECOMMENDATIONS AND ACTION PLAN

PRELIMINARY REPORT
April 2006

Nebraska Department of Health and Human Services
Regulation and Licensure

EXECUTIVE SUMMARY

Breastfeeding is one of the most important contributors to infant health, providing benefits for the infant's growth, immunity, and development. Breastfeeding also benefits the mother's health and has the potential to save money for families, taxpayers, employers and the health care system. Several global and national organizations have written position statements acknowledging breastfeeding as the "Gold Standard" of infant feeding and encouraging steps toward increasing breastfeeding rates. The objectives set forth in Healthy People 2010 are to increase the proportion of mothers who initiate breastfeeding to at least 75% and to continue to breastfeed until their babies until 5 to 6 months old to at least 50%. Results from the 2003 National Immunization Survey (which for the first time included breastfeeding questions) show an initiation rate of 73% and the 6 month duration rate of 36% for Nebraska

Recognizing that the decision to breastfeed or continue breastfeeding is influenced by a variety of factors, the Office of Family Health, Nebraska Department of Health and Human Services Regulation and Licensure launched a Breastfeeding Promotion and Support Initiative early in 2005. This initiative recognized that a joint effort will be needed to address the wide scope of issues impacting breastfeeding rates, to develop appropriate strategies and to generate wide spread support.

An Initiative Steering Committee was formed to:

- review data describing breastfeeding initiation and duration among Nebraska women, current services/supports, the existing policy environment, and best practices for the promotion and support of successful breastfeeding,
- identify key issues to be addressed and recommend priority strategies for addressing these issues, and
- participate in the planning and implementation of statewide forums that will serve to gather additional input on priority strategies and options for implementation.

The Steering Committee met three times to develop a vision statement, goals, strategies and initial action steps, and it also helped organize and conduct two forums to gather additional input. These forums, held in Omaha on August 25, 2005 and Grand Island on September 21, 2005, yielded extensive information on how communities can better promote and support breastfeeding.

The Steering Committee's vision statement is: **"Nebraska infants benefit from human milk and breastfeeding."**

The goals identified by the Committee are:

A. **Increase communication and collaboration among persons committed to promoting and supporting breastfeeding.**

B. **Increase the number of Nebraska "facilities" that are recognized as breastfeeding friendly. ("Facility" is broadly defined to include locations such as workplaces, childcare centers, retail establishments, health care facilities, etc.)**

C. **Increase knowledge, skills, and positive perceptions related to breastfeeding and the value of human milk among Nebraska healthcare providers.**

D. **Identify breastfeeding as a vital public health issue.**

E. **Increase the positive messages about breastfeeding and the value of human milk in the media (TV, radio, newspapers, magazines, billboards, and newsletters).**

This report incorporates the work of the Steering Committee and the input from the Community Forums and presents an action plan for reaching these goals. Together, committed Nebraskan's can make a difference for our infants through the promotion and support of breastfeeding and human milk.

NEBRASKA BREASTFEEDING PROMOTION AND SUPPORT INITIAVE STEERING COMMITTEE RECOMMENDATIONS AND ACTION PLAN

Introduction

Breastfeeding is one of the most important contributors to infant health, providing benefits for the infant's growth, immunity, and development. Breastfeeding also benefits the mother's health and has the potential to save money for families, taxpayers, employers and the health care system. Several global and national organizations have written position statements acknowledging breastfeeding as the "Gold Standard" of infant feeding and encouraging steps toward increasing breastfeeding rates. The objectives set forth in Healthy People 2010 are to increase the proportion of mothers who initiate breastfeeding to at least 75% and to continue to breastfeed until their babies until 5 to 6 months old to at least 50%. Results from the 2003 National Immunization Survey (which for the first time included breastfeeding questions) show an initiation rate of 73% and the 6 month duration rate of 36% for Nebraska

Background

In 2000, the U.S. Department of Health and Human Services, Office on Women's Health released the HHS Blueprint for Action on Breastfeeding. The Blueprint for Action presents an action plan for breastfeeding based on education, training, awareness, support and research. The Blueprint provides a comprehensive framework for increasing breastfeeding and promoting optimal breastfeeding practices.

Another strategic plan for breastfeeding comes in the form of the United States Breastfeeding Committee, Breastfeeding in the United States: A National Agenda. This document serves as a strategic plan to protect, promote and support breastfeeding. It contains recommended goals, objectives, strategies and activities.

These documents present evidence for cooperation and collaboration in completing steps for promotion and support of breastfeeding.

Many health and professional organizations in the United States have policies and position statements on breastfeeding promotion, including the American Academy of Pediatrics, American Academy of Family Physicians, American College of Nurse-Midwives, American College of Obstetricians and Gynecologists, American Dietetic Association, Association of Women's Health, Obstetric and Neonatal Nurses, American Public Health Association, National Association of Pediatric Nurse Practitioners, and the National WIC Association.

Summarizing these position statements, shared themes and common goals are evident among all organizations:

1. Increase support for the initiation and duration of breastfeeding
2. Establish breastfeeding as the cultural and societal "norm" for infant feeding
3. Establish policies in support of breastfeeding.
4. Provide training for healthcare providers on all levels.
5. Encourage combined efforts.

Healthy People 2010

The objectives set forth in Healthy People 2010 are to increase the proportion of mothers who initiate breastfeeding to at least 75% and to continue to breastfeed until their babies are 5 to 6 months old to at least 50%. Rates of breastfeeding in Nebraska are below the HP2010 objectives.

Legislation

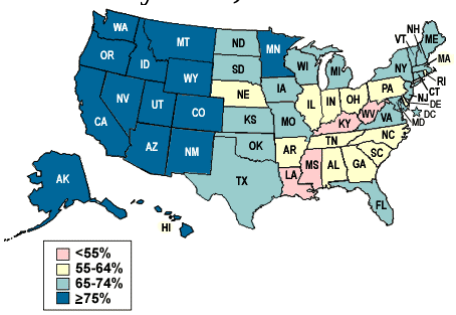
Many states are pursuing legislation that proactively supports breastfeeding. As of May 2004, thirty-six states had enacted legislation. Although breastfeeding legislation was introduced in Nebraska in 2005, legislation was not enacted.

Breastfeeding Rates:

- The National Immunization Survey is a nationwide survey conducted by the CDC National Immunization Program and the National Center for Health Statistics. Since January 2003, breastfeeding questions have been asked of all survey respondents to assess the population's breastfeeding practices.

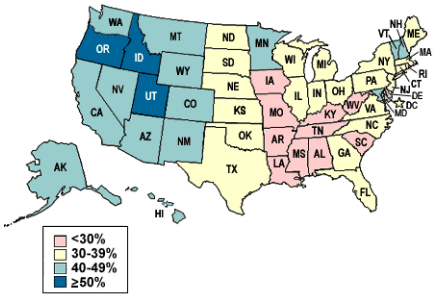
- Results of the 2004 National Immunization Survey are shown below.

Percentage of Children Ever Breastfed by State, 2004



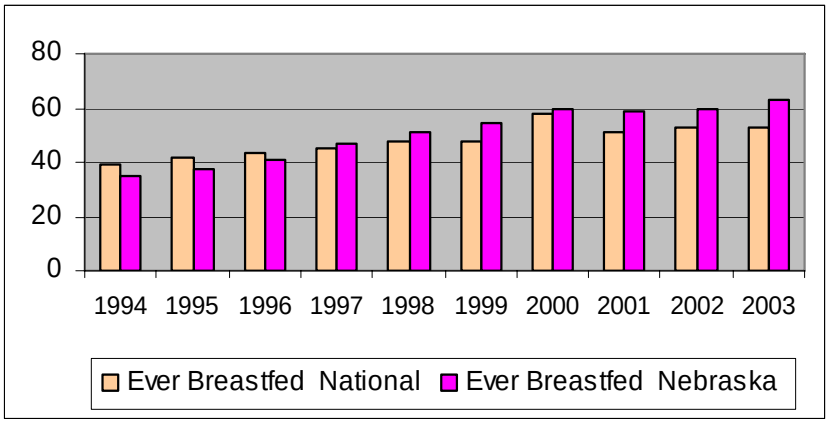
Source:
2004 National Immunization Survey, Centers for Disease Control and Prevention,Department of Health and Human Services

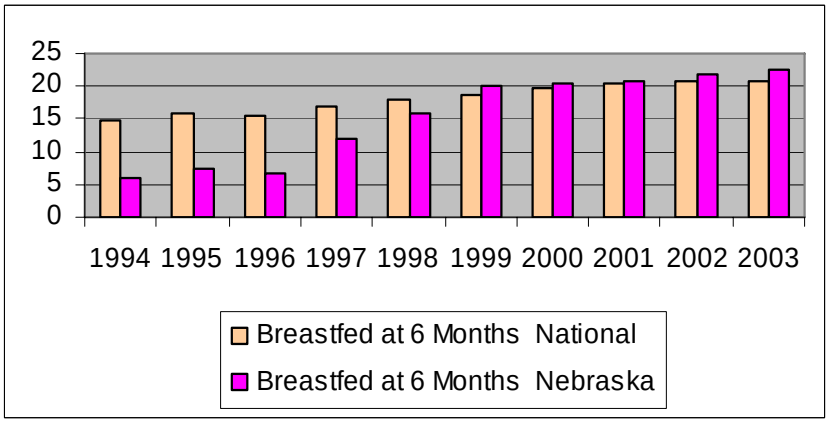
Percentage of Children Breastfed 6 Months by State, 2004



Source:
2004 National Immunization Survey, Centers for Disease Control and Prevention,Department of Health and Human Services

- Pediatric Nutrition Surveillance System (PedNSS) – The Pediatric Nutrition Surveillance System collects and analyzes data from the WIC Program. 43% of babies born to Nebraska residents in 2004 participated in WIC. PedNSS data provides a ten-year trend in WIC population breastfeeding initiation and duration.





The Steering Committee and Its Process

Late 2004, the Chief Medical Officer, Nebraska Health and Human Services System, appointed the membership of the Nebraska Breastfeeding Promotion and Support Steering Committee. See the Appendix for a list of the members. The Steering Committee held its first meeting on January 25, 2005, at the Country Inn and Suites, Lincoln, Nebraska. During this initial meeting the members reviewed relevant data and information on national activities, identified Nebraska barriers and opportunities to promote and support breastfeeding, and began drafting goals.

The second meeting of the Steering Committee was held on March 8, 2005, again at the Country Inn and Suites, Lincoln, Nebraska. The members refined the goals and developed key strategies to address them. These goals and strategies were:

A. Increase communication and collaboration among persons committed to promoting and supporting breastfeeding.

1. Form a statewide coalition of persons/organizations committed to promoting and supporting breastfeeding and human milk for Nebraska infants

2. Develop a system for communication and information sharing on breastfeeding topics in support of clinicians, advocates and consumers
   - Web site
   - List serve
   - Resource directory
   - Teleconferences

B. Increase the number of Nebraska "facilities" that are recognized as breastfeeding friendly. ("Facility" is broadly defined to include locations such as workplaces, childcare centers, retail establishments, health care facilities, etc.)

1. Establish an employer/work site technical assistance program
   - Identify and share model work-site policies
   - Develop and provide educational/promotional materials

2. Explore legislation and administrative policies that support work-site practices
   - Legislation guaranteeing women the right to breastfeed or pump breastmilk
   - Tax incentives
   - Child care incentives via food program
   - Availability of breast pumps

3. Develop and implement a breastfeeding-friendly facility recognition program

C. Increase knowledge, skills, and positive perceptions related to breastfeeding and the value of human milk among Nebraska healthcare providers.

1. Design and implement educational program for health providers
   - Curriculum development
   - Train-the-trainer program
   - Continuing Education (CEU) offerings
   - Speakers bureau

2. Develop and promote guidelines for hospital breastfeeding protocols

3. Research possible legislation to mandate insurance coverage of breastfeeding support services and equipment provided by health care providers (lactation consultation, pumping and storage equipment, human milk)

4. Explore feasibility of establishing a human milk bank

D. Identify breastfeeding as a vital public health issue.

1. Engage additional public health partners to develop an expanded breastfeeding promotion agenda
   - Identify champion
   - Create timeline and work plan

2. Assess and evaluate current status of breastfeeding promotion and support
   - Form research partnership
   - Assess existing levels of involvement support in public health

3. Develop and establish a public health policy statement in support of breastfeeding

E. Increase the positive messages about breastfeeding and the value of human milk in the media (TV, radio, newspapers, magazines, billboards, and news letters).

1. Develop comprehensive media campaign
   - Identify key public health messages, such as relationship of breastfeeding and human milk in the prevention of overweight
   - Identify populations to target
   - Develop methodologies, such as community tool kits, public service announcements, video segments on TV, letter writing projects, and spokespersons

The committee's third meeting was held on May 3, 2005 at the Country Inn and Suites, with the focus on planning community forums to gather additional input. Omaha and Grand Island were chosen as sites for the forums. In addition, the Steering Committee recommended that the Initiative sponsor a reception in conjunction with the Olson Center for Women's Health Breastfeeding Symposium to be held at the Holiday Inn, 72nd and Grover, Omaha, on August 16, 2005.

The August 16, 2005 reception was held as planned, providing an informal environment for individuals and organizations to share ideas on promoting and supporting breastfeeding and to form new networking relationships to continue their work as they returned to their respective communities. The reception also provided an opportunity to promote the two forums.

The two community forums were scheduled and held at the Westside Community Center, Omaha, August 25, 2005 and at the Central Community College Campus, Grand Island, September 21, 2005. At each site, Office of Family Health staff provided an overview of the project, the draft goals and strategies, and current national and state data on breastfeeding initiation and duration.

In Omaha, two working groups were formed. One working group reviewed and discussed the strategies for the Workplace/Facility Goal and the Media Goal (Goals B and E). The second working group reviewed strategies for the Healthcare System/Provider Goal and the Public Health Goal (Goals C and D). In Grand Island,

three working groups were formed, one each for strategies under: Healthcare System/Provider Goal, Workplace/Facility Goal, and Media and Public Health Goals (combined). At neither site was a working group formed to review the Coalition/Sharing Resources Goal strategies (Goal A). General feedback was received on this goal from both sites. Input provided at these forums was used to revise and enhance goal statements and strategies that are found in the Action Plan that follows.

Action Plan

The Steering Committee had developed goals and strategies with energy, enthusiasm, and relatively little disagreement on the key factors to be considered in promoting and supporting breastfeeding. Participants at both forums demonstrated this same positive, enthusiastic attitude. Nebraska stakeholders are in agreement on the importance and value of breastfeeding and human milk, and share a commitment to promote and support breastfeeding in their communities and practice settings.

At the same time, the Department and its partners recognize that resources are limited, including manpower and finances, to implement the agreed-upon strategies. Knowing this reality, the action plan included in this report should be viewed as a blue print – an agreed upon road map for committed stakeholders to work together in achieving our goals. This action plan should be used to guide discussions, community collaboratives, grant applications, public/private partnerships, and other efforts to increase breastfeeding initiation and duration among Nebraska women.

A. Increase communication and collaboration among persons committed to promoting and supporting breastfeeding.	
Strategies	**Action Steps/*Key Players/Time Lines***
A1. Form a statewide coalition of persons/organizations committed to promoting and supporting breastfeeding and human milk for Nebraska infants.	A1a. Sponsor attendance of 2 Steering Committee Members at the National Conference of State Breastfeeding Coalitions, to develop expertise in coalition formation and operation / *Office of Family Health / Completed January 2006* A1b. Develop coalition charter and structure / *Office of Family Health & National Conference attendees / Summer 2006* A1c. Invite membership in Coalition, and connect members using Strategy A2, below / *Office of Family Health/ Fall/ Winter 2006 -07*
A2. Develop a system for communication and information sharing on breastfeeding topics in support of clinicians, advocates and consumers.	A2a. Add a breastfeeding promotion/support page to HHSS web site /*Office of Family Health /Fall 2006* A2b. Develop list serve to connect breastfeeding coalition members for information sharing /*Office of Family Health /Winter 2006-07*

A. Increase communication and collaboration among persons committed to promoting and supporting breastfeeding.	
Strategies	**Action Steps/*Key Players/Time Lines***
	A2c. Conduct periodic teleconferences for continuing education and periodic updates on coalition activities / *Office of Family Health/ Spring 2007 and ongoing*

B. Increase the number of Nebraska "facilities" that are recognized as breastfeeding friendly. ("Facility" is broadly defined to include locations such as workplaces, childcare centers, retail establishments, health care facilities, etc.)	
Strategies	**Action Steps/*Key Players/Time Lines***
B1. Establish an employer/work site technical assistance program	B1a. Define and describe the characteristics of a breastfeeding friendly facility / *Office of Family Health / Fall 2006* B1b. Inventory and document exemplary employer breastfeeding support policies and practices in Nebraska communities/ *Coalition Members / Spring 2007* B1c. Post exemplary models and resources/tools on breastfeeding promotion/support web site / *Office of Family Health / Summer 2007* B1d. Promote use of materials posted on web site through newsletters, press releases, and community outreach / *Coalition Members; Office of Family Health / Summer 2007 and ongoing*
B2. Explore legislation and administrative policies that support work-site practices	B2a. Research/document breastfeeding legislation and administrative policies from other states and from professional associations, trade groups, etc. /*Office of Family Health / Winter 2006-07* B2b. Analyze materials collected through B2a, and develop draft policies for use by Coalition Members in discussions within their organizations and with their community partners and local/state elected officials / *Coalition Members / Spring 2007 and ongoing*
B3. Develop/implement a breastfeeding-friendly facility recognition program	B3a. Collect information on existing recognition programs in Nebraska and nationally / *Office of Family Health / Winter 2006-07* B3b. Develop facility recognition tool kit and post on web site / *Office of Family Health / Spring 2007*

B. Increase the number of Nebraska "facilities" that are recognized as breastfeeding friendly. ("Facility" is broadly defined to include locations such as workplaces, childcare centers, retail establishments, health care facilities, etc.)	
Strategies	**Action Steps/*Key Players/Time Lines***
	B3c. Use tool kit to establish recognition programs among local employers and facilities / *Coalition Members / Summer 2007 and ongoing*

C. Increase knowledge, skills, and positive perceptions related to breastfeeding and the value of human milk among Nebraska healthcare providers.	
Strategies	**Action Steps/*Key Players/Time Lines***
C1. Design/implement educational program for health care providers	C1a. Identify/adapt breastfeeding promotion and support training materials and post on web site / *Office of Family Health / Spring and Summer 2007* C1b. Recruit Coalition Members for participation in a speakers bureau and post on web site / *Office of Family Health / Summer 2007* C1c. Conduct train-the-trainer sessions on use of breastfeeding promotion support training materials / *Office of Family Health / Fall 2007* C1d. Trained trainers use materials within community based settings (for in-service training, grand rounds, etc.) / *Coalition Members and other trained stakeholders / Fall 2007 and ongoing* C1e. Investigate mandatory and/or optional CMEs for breastfeeding training / *Office of Family Health with representatives of professional associations / Fall 2007*
C2. Develop/promote guidelines for hospital breastfeeding protocols	C2a. Research and document exemplary hospital breastfeeding protocols; post descriptive information on web site / *Office of Family Health / Summer – Fall 2007* C2b. Promote use of exemplary hospital policies among Nebraska birthing hospitals / *Office of Family Health in collaboration with Nebraska Hospital Association / Fall – Winter 2007-08*
C1. Promote insurance coverage of services/equipment provided by health care providers that support breastfeeding	C1a. Identify and document private insurance plans with voluntary insurance coverage, as well as other states' regulatory requirements for same / *Office of Family Health / Fall 2007*

C. Increase knowledge, skills, and positive perceptions related to breastfeeding and the value of human milk among Nebraska healthcare providers.	
Strategies	**Action Steps/*Key Players/Time Lines***
	C2b. Provide information from C1a to insurance companies, regulators, and policy makers / *Coalition Members / Fall – Winter 2007-08*
C2. Investigate accessibility to, use of, and reimbursement for banked human milk in Nebraska	C2a. Collect and analyze information on banked human milk programs in other states, including insurance coverage, and post summary information on web site / *Office of Family Health / Winter 2007-08* C2b. Increase awareness of banked human milk, especially for infants with special health care needs, through informational presentations and outreach to community-based facilities (NICUs, pediatric specialists, etc.) / *Coalition Members / Winter 2007-08 and ongoing*

D. Identify breastfeeding as a vital public health issue.	
Strategies	**Action Steps/*Key Players/Time Lines***
D1. Engage additional public health partners to develop an expanded breastfeeding promotion agenda	D1a. Recruit new members to Breastfeeding Promotion and Support Coalition, especially among non-traditional stakeholder groups / *Charter Members of Coalition / Fall 2007* D1b. Mentor new members, introducing them to resources and activities of Coalition / *Charter Members of Coalition / Fall – Winter 2007-08*
D2. Assess/evaluate current status of breastfeeding promotion and support	D2a. Form research partnership with academia and develop evaluation agenda / *Office of Family Health / Fall – Winter 2006-07* D2b. Conduct evaluation and use information in updating this plan / *Research Partner and Office of Family Health / Winter 2006-07 through Summer 2008*
D3. Establish public health policy statement for Nebraska in support of breastfeeding.	D3a. Educate and engage public health leadership on the topic of breastfeeding promotion and support / *Coalition Members / Fall-Winter 2006-07* D3b. Identify sponsoring organization to develop and promote public health policy statement (such as PHAN, NeMPHA, etc.) / *Coalition Members / Spring 2007*

D. Identify breastfeeding as a vital public health issue.	
Strategies	**Action Steps/*Key Players/Time Lines***
	D3c. Develop public health policy statement and promote through web site, public speaking engagements, educational materials, etc. / *Coalition Members / Summer 2007 and ongoing*

E. Increase the positive messages about breastfeeding and the value of human milk in the media (TV, radio, newspapers, magazines, billboards, news letters).	
Strategies	**Action Steps/*Key Players/Time Lines***
E1. Develop comprehensive media campaign	E1a. Research and evaluate national and other states' media campaigns / *Office of Family Health and Coalition Members / Winter 2006-07* E2b. Develop media tool kit, public service announcements, and related materials and post on web site for use by community partners in conducting local campaigns / *Office of Family Health / Spring-Summer 2007*

For more information about this report and the work of the Steering Committee, contact Paula Eurek, Administrator, Office of Family Health, Nebraska Department of Health and Human Services Regulation and Licensure at 402-471-0196 or paula.eurek@hhss.ne.gov.

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**** Steering Committee Members' employment and association affiliations and Staff employment shown as current during the time the Steering Committee met in 2005.***