

# **Breastfeeding Friendly Health Departments: Successes, Challenges & Lessons Learned**



**Presented by  
Dakota County Public Health  
Wright County Public Health  
Bloomington Public Health**

**2016 SHIP Statewide Meeting - July 26, 2016**

# Breastfeeding Friendly Health Departments (BFHD)

Breastfeeding Friendly Health Department Ten Steps

Recognition Program

Background

Process and Lessons Learned

- **Dakota County**
- **Wright County**
- **Bloomington, Edina, and Richfield**



# Breastfeeding Friendly Health Departments (BFHD)

## Purpose and scope:

- Establish the BFHD ten step process\* for local public health (LPH) in Minnesota which will focus on LPH capacity building and community engagement for breastfeeding promotion and support.



## Need:

- Protection, promotion and support of breastfeeding are critical public health needs (Centers for Disease Prevention and Control [CDC], 2010).
- The U.S. rates for both breastfeeding duration and exclusivity need to be increased (CDC, 2010).

*\*Adapted from Wisconsin Department of Health Services (2010), Breastfeeding Committee for Canada (2002) and Carolina Global Breastfeeding Institute (2011). World Health Organization and UNICEF (1989).*

# Project overview: 10 Steps for Breastfeeding Friendly Health Departments



Local Health Departments in MN are ready  
*“An idea whose time has come!”*

# 10 Steps for Breastfeeding Friendly Health Departments (Steps 1 – 5)

- Step 1 ➤ Establish a designated individual/group to lead the effort become a breastfeeding-friendly health department.
- Step 2 ➤ Have a written breastfeeding policy.
- Step 3 ➤ Coordinate support and promotion to establish breastfeeding as the “norm” in the community.
- Step 4 ➤ Collaborate with community partners to ensure access to breastfeeding classes for prenatal women.
- Step 5 ➤ Educate the community on breastfeeding support.

# 10 Steps for Breastfeeding Friendly Health Departments (Steps 6 – 10)

- Step 6** ➤ Encourage racially and ethnically diverse resources within the community.
- Step 7** ➤ Support mothers in initiating and maintaining breastfeeding for 12 months and beyond.
- Step 8** ➤ Through community partners, encourage local public places to provide a breastfeeding-friendly environment.
- Step 9** ➤ Select businesses each year and provide workplace lactation support training.
- Step 10** ➤ Facilitate access to information and training for local childcare/family childcare centers to support breastfeeding.



# Breastfeeding Friendly Health Department Recognition



**Step One**  
**Step Two**  
**Any 3 additional steps**  
**= 5 total steps**



**Any 2 additional steps**  
**= 7 total steps**



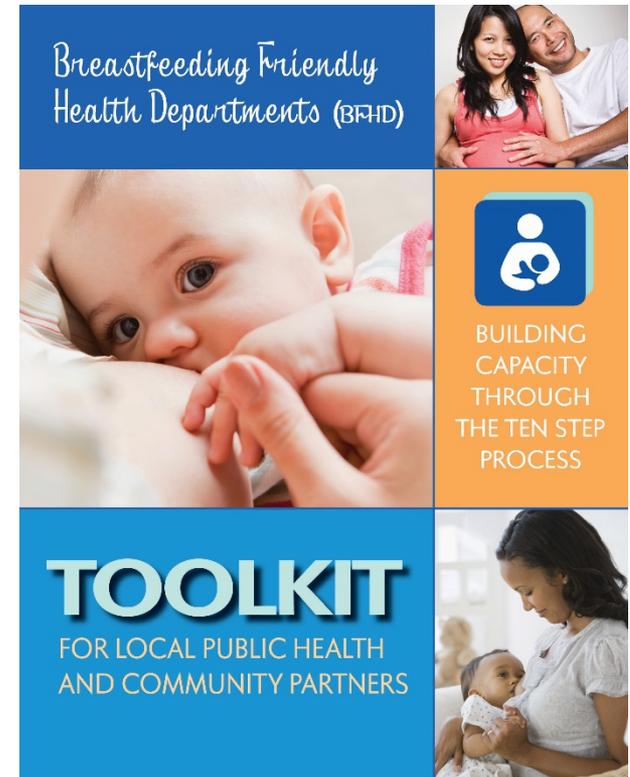
**All 10 Steps**

# BFHD Toolkit

To download the BFHD toolkit,  
the Ten Steps and Tip Sheets:  
go to [www.dakotacounty.us](http://www.dakotacounty.us)  
(search “Breastfeeding Friendly  
Health Department”)

*BFHD toolkit on MDH site:*

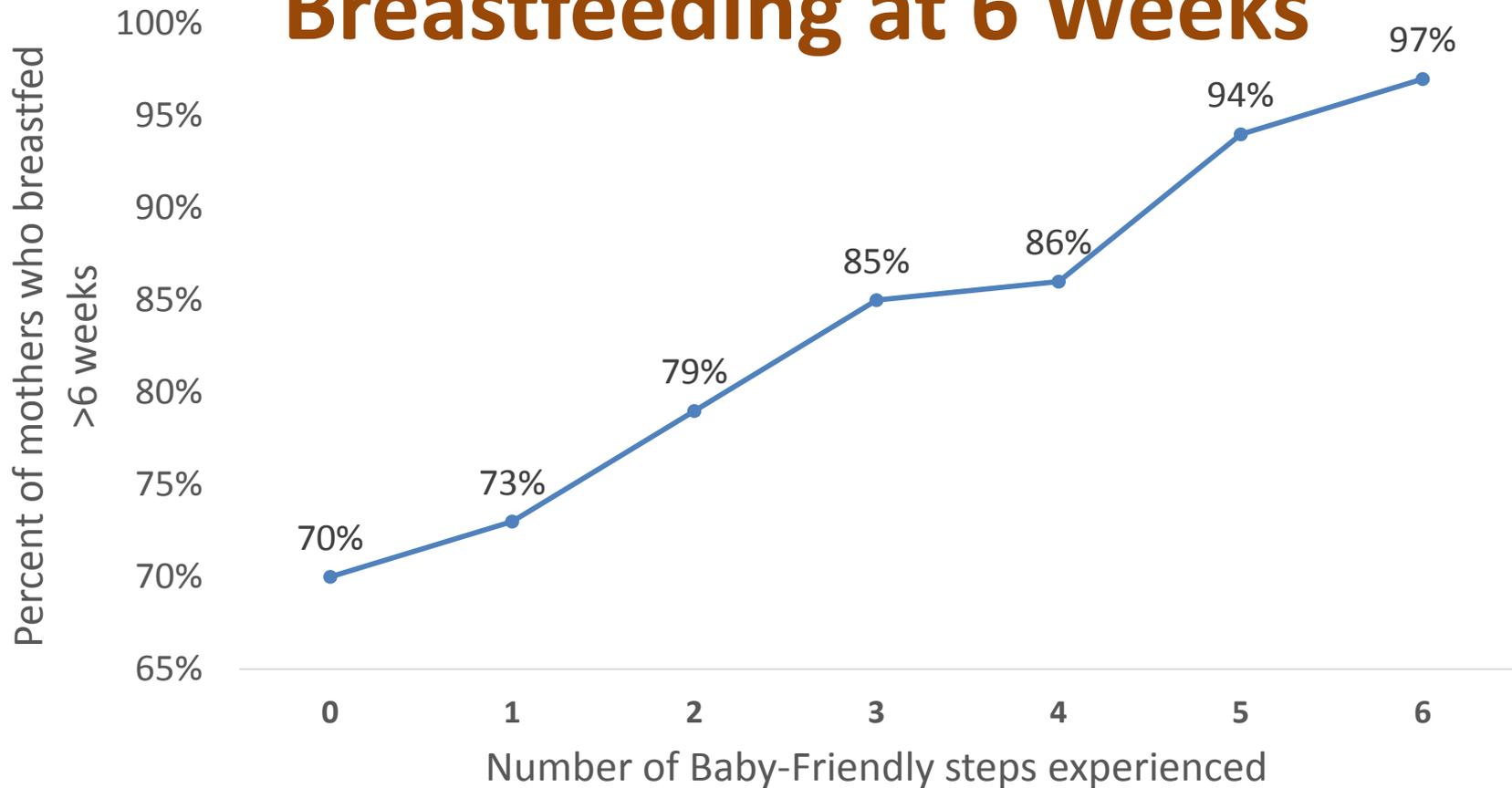
[www.health.state.mn.us/divs/oshii/bf/healthdept.html](http://www.health.state.mn.us/divs/oshii/bf/healthdept.html)



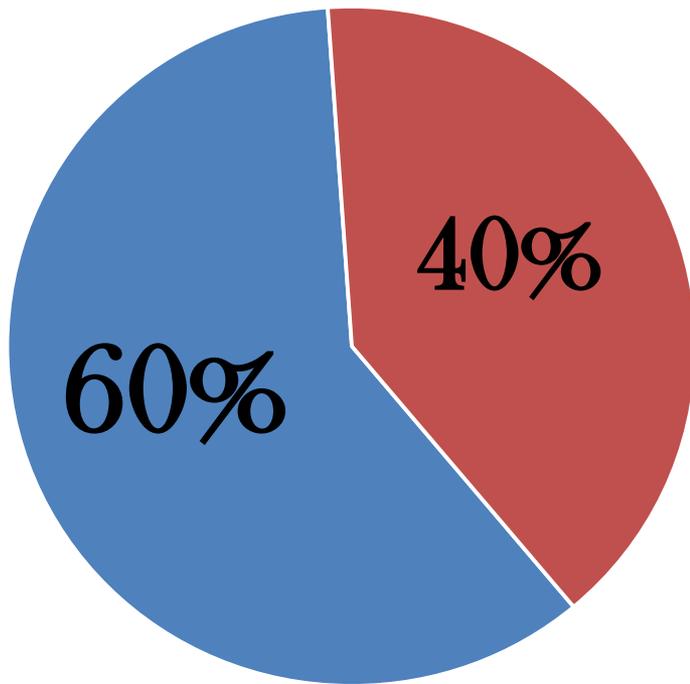
# Breastfeeding Support Matters



# Baby-Friendly Steps & Breastfeeding at 6 Weeks



## Workplace Support Associated With Longer Breastfeeding Duration



■ Inadequate Break Time, Inadequate Space, or Neither

**Women** with both adequate break time & private space were **2.3 x** as likely to be breastfeeding exclusively at **6 months**, and **1.5 x** as likely to continue breastfeeding exclusively with **each passing month** compared to women without access to these accommodations.

# Breastfeeding Friendly Health Department Process - BPH

Determined  
Recognition  
Level and Steps

Assigned lead  
to each step

Determined  
focus of  
community  
assessment

# Step 1

*Establish a designated individual/group to lead the effort*

## Step 1

Taskforce  
will

- Develop, review & modify policies, procedures and protocols
- Staff training and education on breastfeeding policy and support
- Complete assessment of community needs
- Initiate breastfeeding coalition/taskforce

# Step 1 – Develop a Task Force

## Dakota County

- WIC, Family Health, Health Promotions, Support Staff
- Meets at minimum quarterly
- Reviews policy and work plan annually

## Bloomington

- WIC, Family Health, SHIP

## Wright County

- SHIP, Family Home Visiting, interested administrative staff
- Meets as-needed, 1-2x/month

# Step 1b - Staff Training

## Dakota County

- Starting this August, all Public Health Staff will receive annual training related to breastfeeding
- 20 minute online training
- Training topics include:
  - Breastfeeding policy
  - Why breastfeeding matters
  - Breastfeeding data
  - MN and federal laws related to breastfeeding
  - How to support visitor and staff lactation needs

## Other Staff Breastfeeding Trainings Available

# Step 1c - Breastfeeding Community Needs Assessment

## Dakota County

- Utilized county epidemiologist or individuals familiar with demographics of county
- Vital Statistics, PRAMS, WIC, other public health units, local surveys, etc.
- Hospitals, clinics, schools, child care, media, insurers, coalitions, & other community resources
- Completed breastfeeding community assessment is available on Dakota County's website

# Bloomington PH Community Assessment

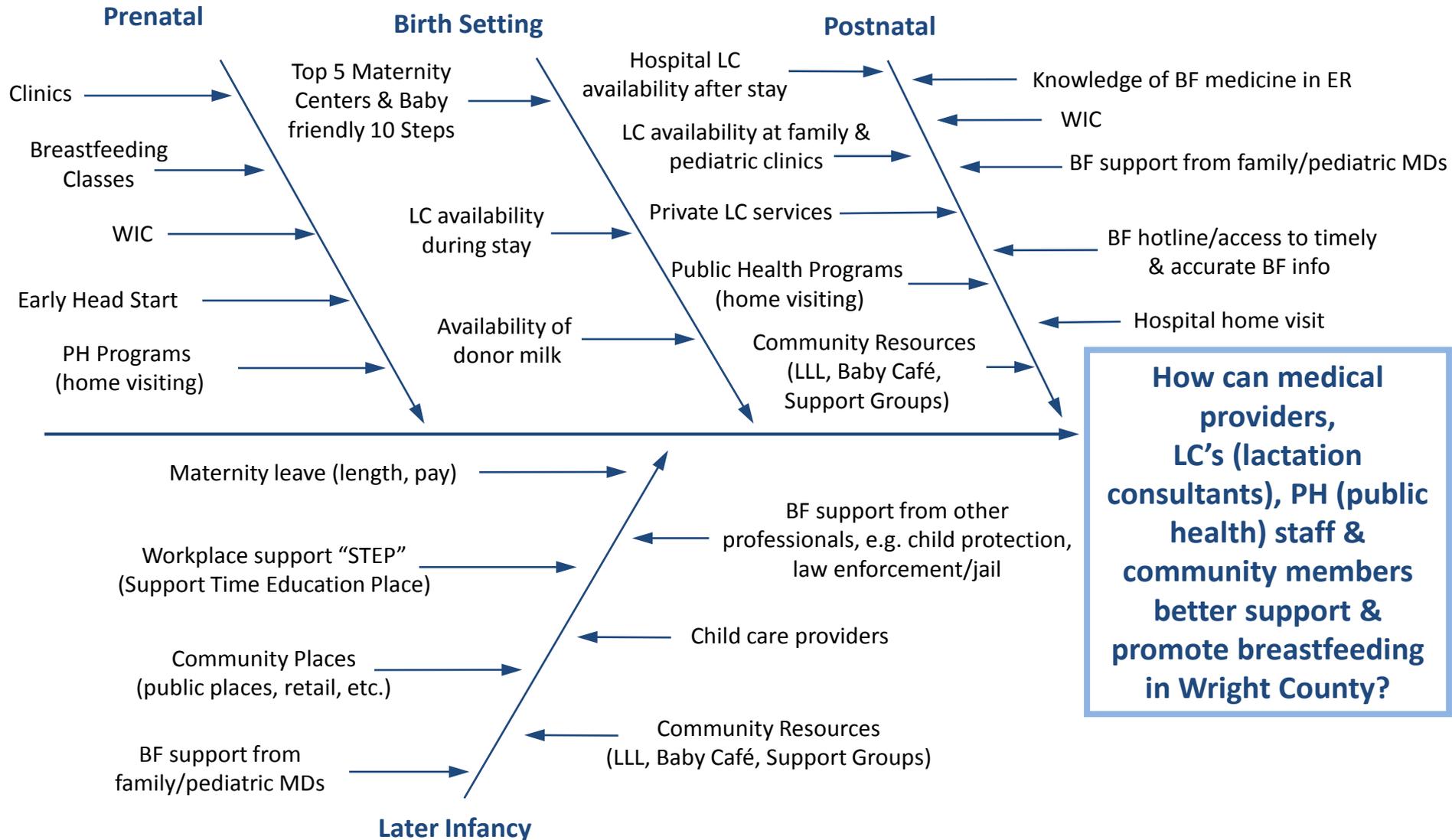
## Primary Data

- Community Survey

## Secondary Data

- Birth data (top birth hospitals for residents and BF initiation rates)
- MN PRAMS data
- WIC BF data - local (Initiation rates and duration)
- MDH Report- Hospital supplementation, cultural identity and breastfeeding measures
- Peer Breastfeeding data – local (influence of peer support on duration)
- Healthy People 2020

# Wright County Community Needs Assessment



# Step 1c - Community Needs Assessment

## Conducting a survey

- Clinic survey
  - Dakota County
- Community survey
  - Bloomington Public Health
  - Wright County

# Dakota County Clinic Survey

## Two phases

- 1<sup>st</sup> phase was emailed survey monkey link
  - Only 3 responses
- 2<sup>nd</sup> phase was phone survey completed with condensed survey questions
  - 14 responses

In total, 19 clinics were represented and an overall response rate of 43%

- One corporate office responded for 2 different clinics

# Dakota County Clinic Survey

## Results from those who responded:

- 84% did not have any signage in waiting room encouraging breastfeeding
- 42% indicated their clinic has not removed commercial logos and other indirect formula endorsements
  - 16% provide formula samples (however this was not a direct question)
- 58% said they refer women for breastfeeding support

## Lessons Learned:

- Identifying what data you want to collect
- Identifying who at the clinic is best contact and means to get connected
- Larger systems may be more difficult to connect, build partnership, and make change at a local level-especially if they have to go through the larger system for approval

# BPH Community Survey

## Survey

- Develop questions
- Test with Breastfeeding Women
- Format with Survey Monkey
- Translate into Spanish

## Implement Survey

- Determined number of surveys needed
- Brainstorm promotional efforts
- Develop process for handling paper survey

## Analyze results

- U of M Masters of Public Health Students
- Include in community assessment report

# BPH Survey Promotion

## Communications

- Newspaper
- Internal newsletters/websites/e-news blasts

## Partners

- SHIP CLT
- ECFE
- Faith Communities/Parish Nurses
- Parks and Recreation

## Clinics

- WIC
- Medical clinics

# BPH Preliminary Results

Bloomington

191 (49%)

Spanish

12%

Edina

114 (29%)

Spanish

1%

Richfield

85 (22%)

Spanish

38%

# Preliminary Results

## Breastfeeding status of respondents

- 93% breastfed/currently breastfeeding
- 7% did not breastfeed

## Top reasons for not breastfeeding

- Had to return to work too soon
- Baby did not want to breastfeed

## Top reasons for not breastfeeding for one year

- Did not have enough milk
- Returned to work

# Lessons Learned - Bloomington

## Agency-wide Team

- Builds buy-in and cooperation, but takes more time
- Needs to establish clear and realistic objectives with one project lead
- Provides an increased number of community contacts/relationships
- Recruited MPH students

## Survey

- Difficult to create a survey that is effective for all of the community, Spanish survey too complex
- Most effective survey promotion through community partner relationships

# Wright County Community Survey for Breastfeeding Support

## Beginning

- Recruited masters student from the University of Minnesota – Maternal & Child Nutrition class (via Jamie Stang)
- Written agreement with the University

## Survey development

- Define purpose & develop questions
  - What information would be MOST helpful? What information would be actionable?
  - Focus on breastfeeding resources/services accessed & desired
- Define eligibility (3-24 mos) and identify a target number of responses (60-100)
- Determine data collection locations & number of individual sites
  - ECFE classes, WIC clinic, pediatric clinic waiting room (1/11), Wright County HHS waiting room, public health home visits
  - Obtain written permission from data collection locations
  - Obtain approval from the University IRB

## Fall 2016

- Disseminate survey
- Summarize & analyze responses

# Lessons Learned – Wright County

- Allow plenty of time!
  - Helpful to be working with a first year MPH student
- Breastfeeding coalition vs. breastfeeding survey?
- More to come during implementation...

# Step 1d – Initiate a Breastfeeding Coalition or Task Force

## Dakota County

- Established in 2010
- Comprised of members from local hospitals and clinic systems, public health
- Discuss current practice, concerns and barriers related to breastfeeding support in their systems and within the community

## Bloomington

- Joined Hennepin County Breastfeeding Coalition

## Wright County

- Member of the Central MN Breastfeeding Coalition
- Started the Wright County Breastfeeding Coalition with hospital, ECFE, WIC & Early Head Start membership

# Step 2

*Have a written breastfeeding  
policy*

# Step 2 – Breastfeeding Policy

## Dakota county

- Policy written & approved
- Reviewed annually

## Bloomington Public Health

- BPH policy drafted and in progress
- City agreement to consider policy

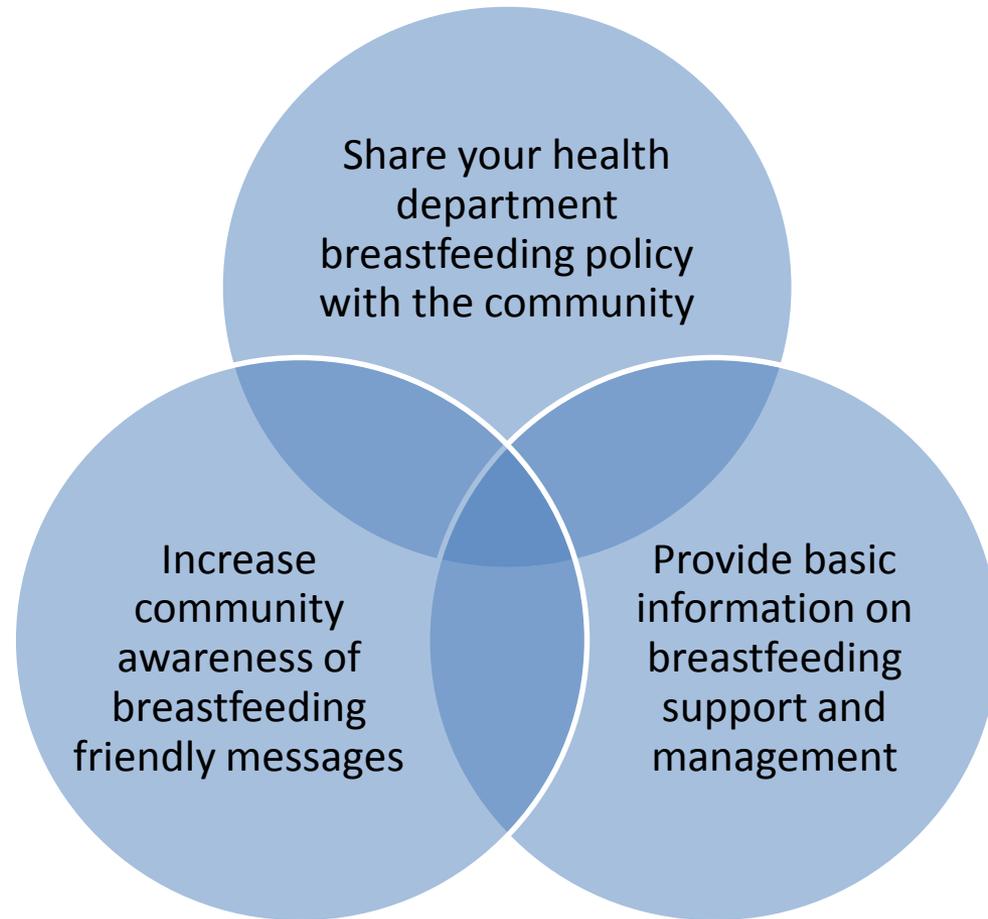
## Wright County

- HHS level
- Written by BFHD group with input from PH director; informally adopted but will go through formal channels of approval (PH Task Force, HHS Committee, HHS Board)

# Step 5

*Educate the community on  
Breastfeeding Support*

# Step 5



# Dakota County

## Step 5

Policy has been shared at the 2012 Minnesota Breastfeeding Coalition workshop

A statement of support is posted to Dakota County's external web page with links to additional resources

Provided multiple trainings on breastfeeding counseling and breastfeeding basics to clinics and hospital staff

Continue to promote lactation webinars and trainings

Utilized funds awarded through a NACCHO grant to help address breastfeeding disparities

Breastfeeding messages are posted on electronic message boards in county buildings

# Bloomington Public Health

## Step 5

### Increase community awareness

- Will share final policy on website and e-news blasts

### Provide information on breastfeeding support

- Post breastfeeding resource list on website  
<https://www.bloomingtonmn.gov/breastfeeding-help>
- Share with worksites
- Share with childcare centers/homes

# Wright County Step 5



## Nursing Mother's Room

—*Come inside*—



Breastfeeding  
Welcome Here

# Step 9

*Select businesses each year to provide workplace lactation support training*

# Step 9

Discuss the benefits of breastfeeding for the workplace

Provide training that includes:

- Sample workplace policies
- Minimum requirements for lactation rooms
- Sample materials for employee breastfeeding packets

Honor local Breastfeeding Friendly workplaces

# Dakota County

## Step 9

### SHIP 3.0

- All 23 sites have policies that support breastfeeding mothers
- 21 sites offer lactation support from HR
- At 20 sites pregnant moms are informed of lactation space and support

### SHIP 4.0

- 2 worksites have lactation support as a focus area
  - Burnsville Public School District
  - Bird & Cronin Inc.

### Breastfeeding Friendly Workplaces

- Hastings Public Schools
- Guild, Inc
- Dakota County

# Bloomington Public Health

## Step 9

### Worksite Promotion

- City of Bloomington
- Bloomington Public Health

# Step 10

*Facilitate access to information and training for local child care centers or family child care providers on how to support a breastfeeding mother*

# Step 10

Identify organization capacity to host training

Identify available training for child care providers in person and online

Work collaboratively with child care associations for training dissemination of resources

Honor local breastfeeding friendly child care providers

# Dakota County

## Step 10

2 staff are trained to provide “Supporting Breastfeeding in Child Care Programs”

### Child Care

- 164 family providers received training on breastfeeding in 2014-2015
  - 4 centers & 3 trainings from family providers
- Pre & post surveys were completed addressing best practices
- Technical assistance and resources were also provided

Quarterly newsletters are provided to child care providers

- Available as PDF, emailed to providers as well as online
- Content includes breastfeeding, nutrition, and physical activity
- Highlighted a center on their breastfeeding support efforts

# Bloomington Public Health Step 10

2 staff are trained to provide “Supporting Breastfeeding in Child Care Programs”

## Child Care

- 34% of area childcare centers are trained
- Pre & post surveys were completed addressing best practices
- Technical assistance and resources were also provided

Quarterly newsletters are provided to child care providers

- Available as PDF, emailed to providers as well as online
- Content includes breastfeeding, nutrition, and physical activity
- Highlighted a center on their breastfeeding support efforts

# Tying the work into SHIP

- Utilize relationships with other community partners
  - School districts
  - Community centers
  - Religious Organizations
  - Outreach
- Encourage to have a breastfeeding message included whenever possible

# Sustainability

Upper management support

Budget

- Need to look at individual organization
- Breastfeeding work is included in strategic plan
  - This allows for staff time to work on BFHD



**QUESTIONS?**