

Contra Costa County Breastfeeding Trends 2020

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CONTRA COSTA HEALTH SERVICES, WIC PROGRAM



Healthy People 2030

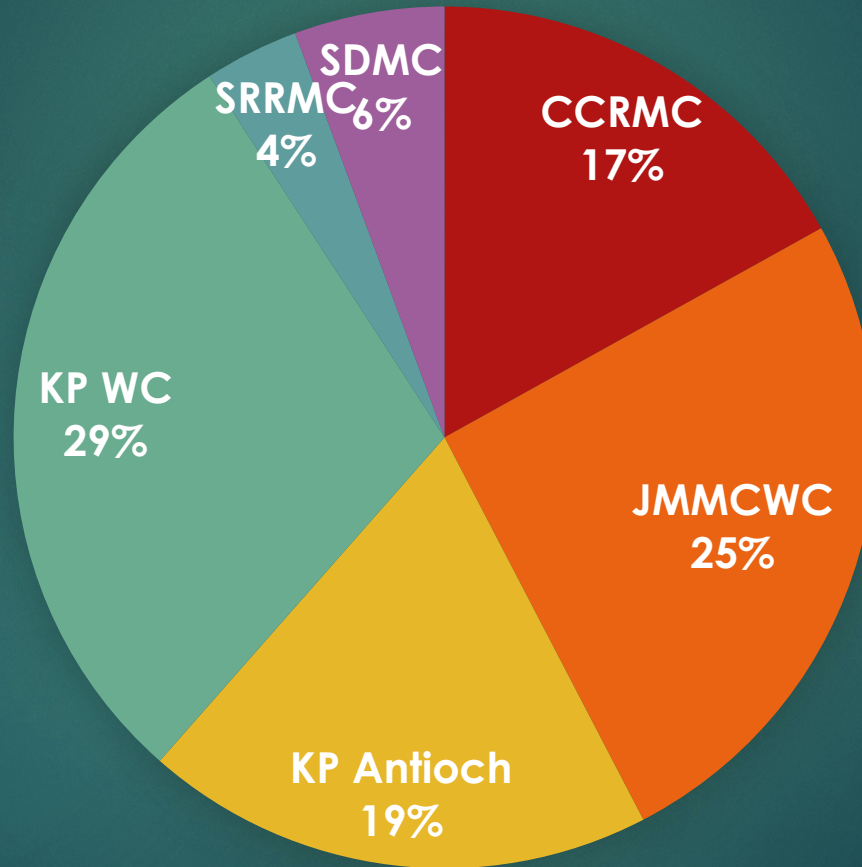
Breastfeeding-Related Objectives



- Increase Exclusive Breastfeeding at 6 months to 42.4%
- Increase Any Breastfeeding at 12 months to 54.1%

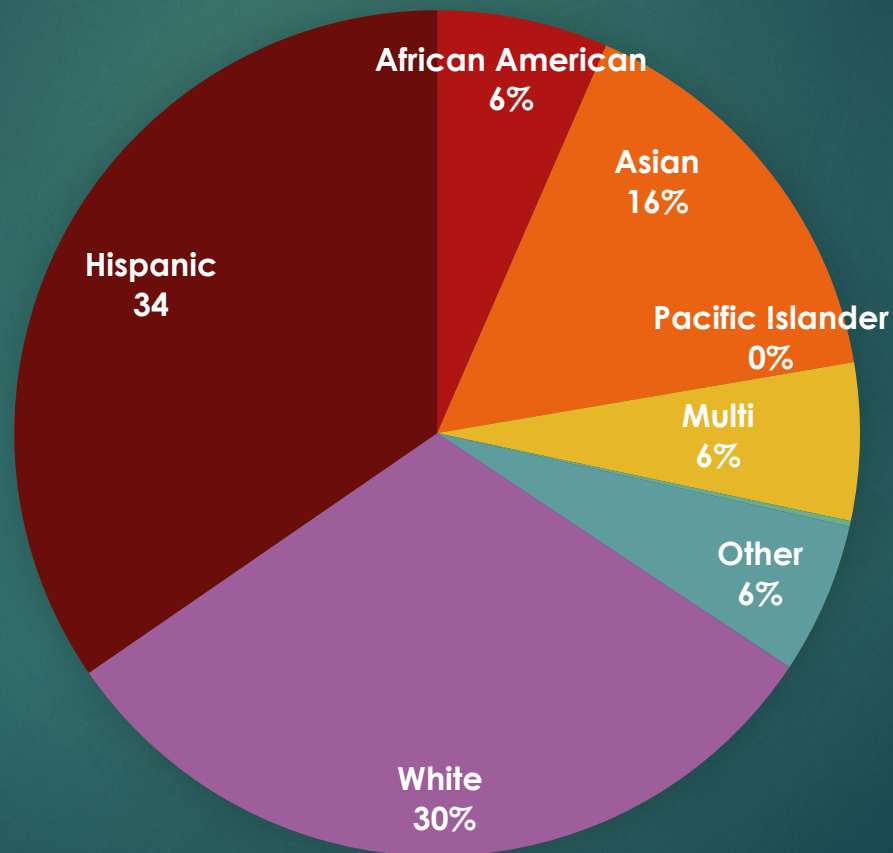
N=9,444

Contra Costa County Births 2020



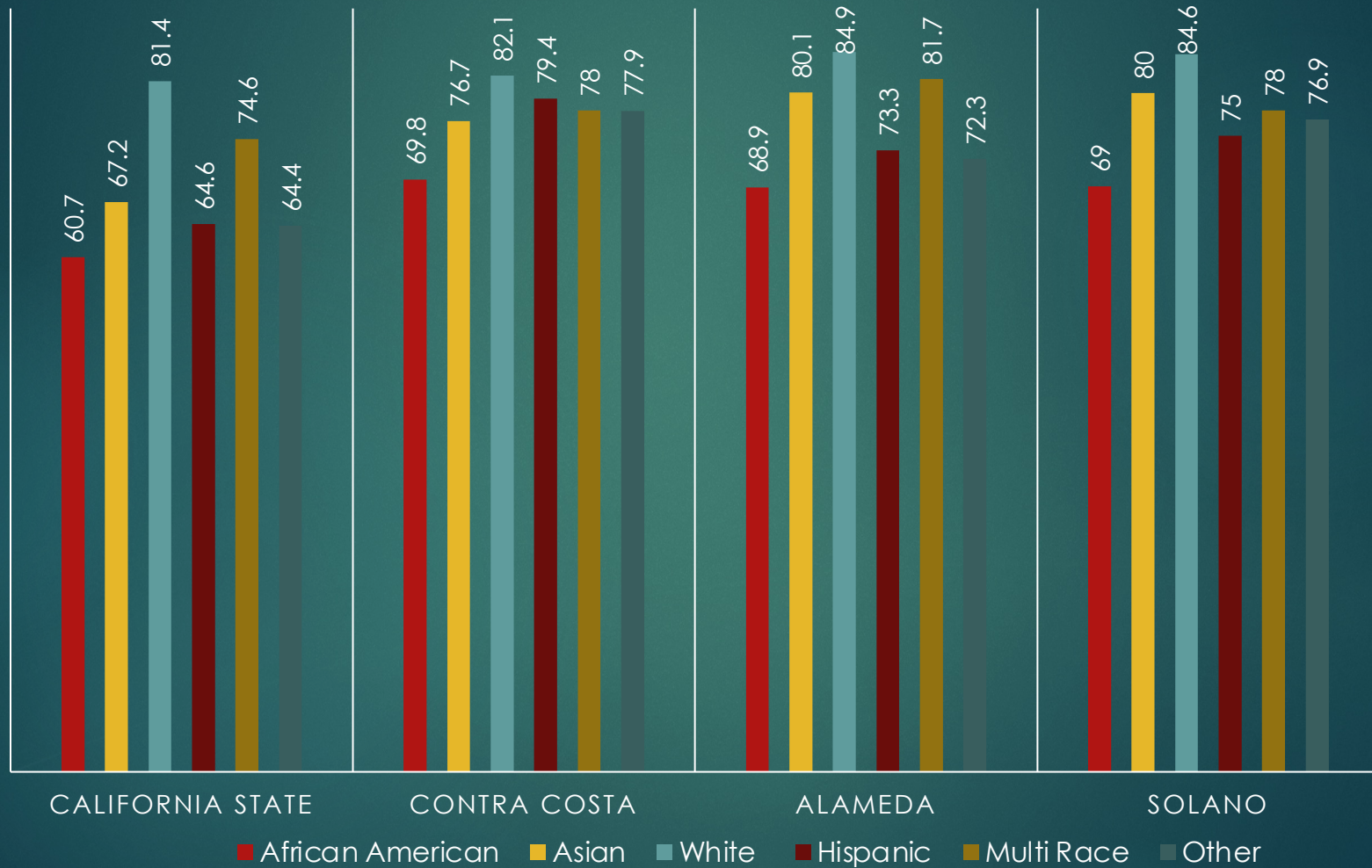
N = 9,444

Contra Costa County Births by Race/Ethnicity 2020



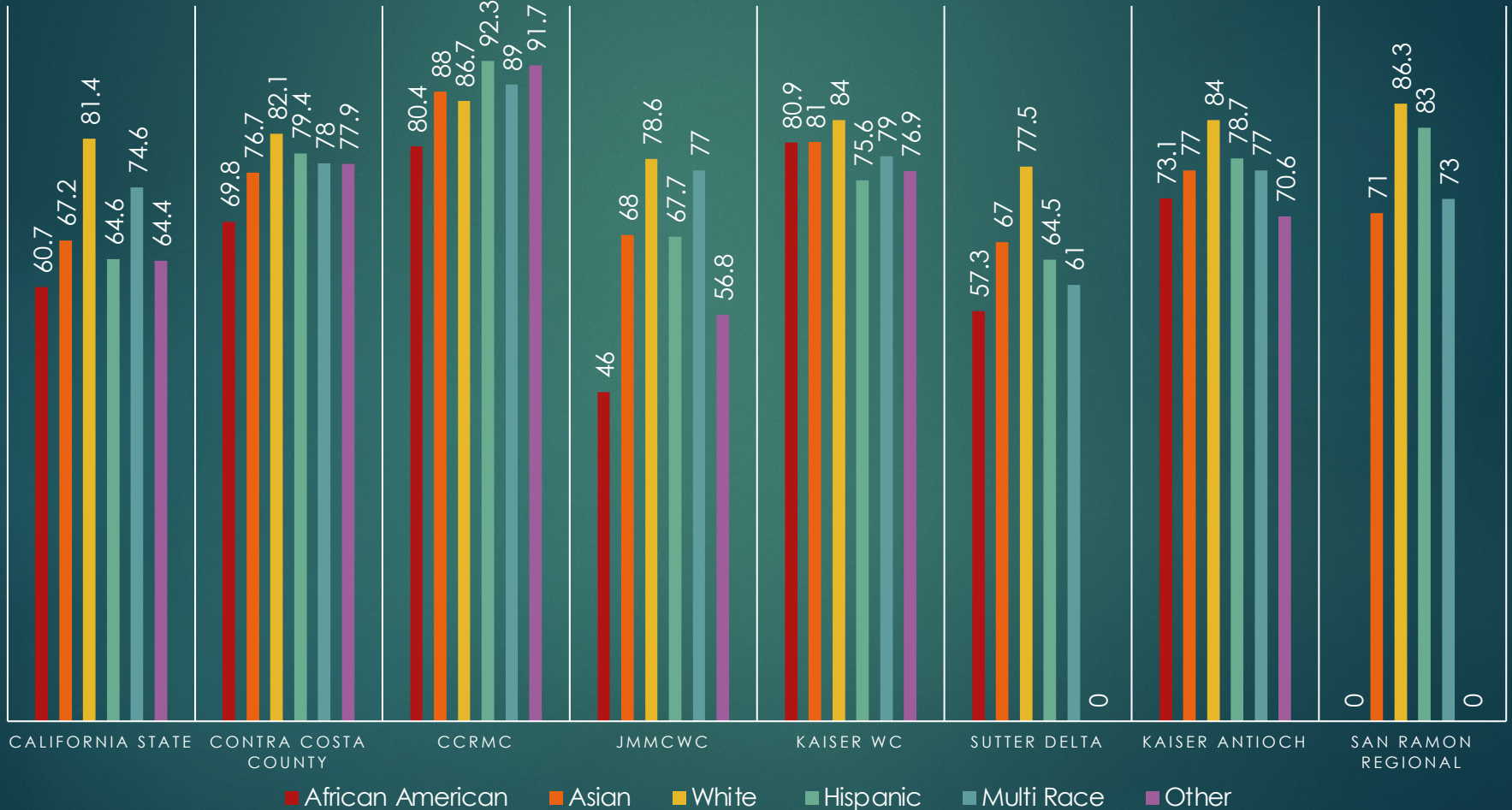
■ African American ■ Asian ■ Multi ■ Pacific Islander ■ Other/Unknown ■ White ■ Hispanic

2020 In Hospital Exclusive Breastfeeding Rates by Race/Ethnicity

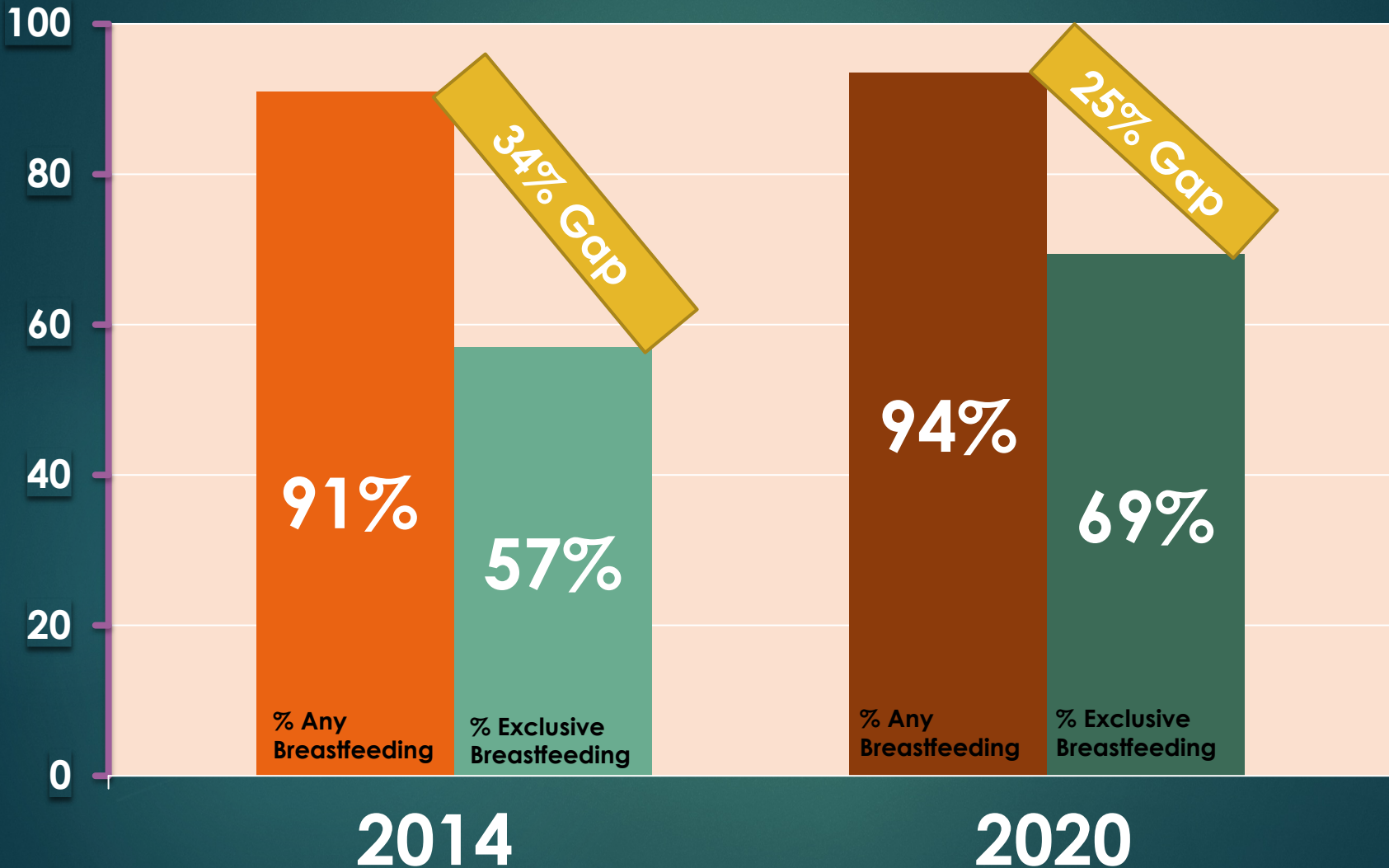


Source: California In-Hospital Breastfeeding as Indicated on the Newborn Screening Test Form Statewide, County and Hospital of Occurrence by Race/Ethnicity: 2020

2020 In Hospital Exclusive Breastfeeding Rates by Race/Ethnicity

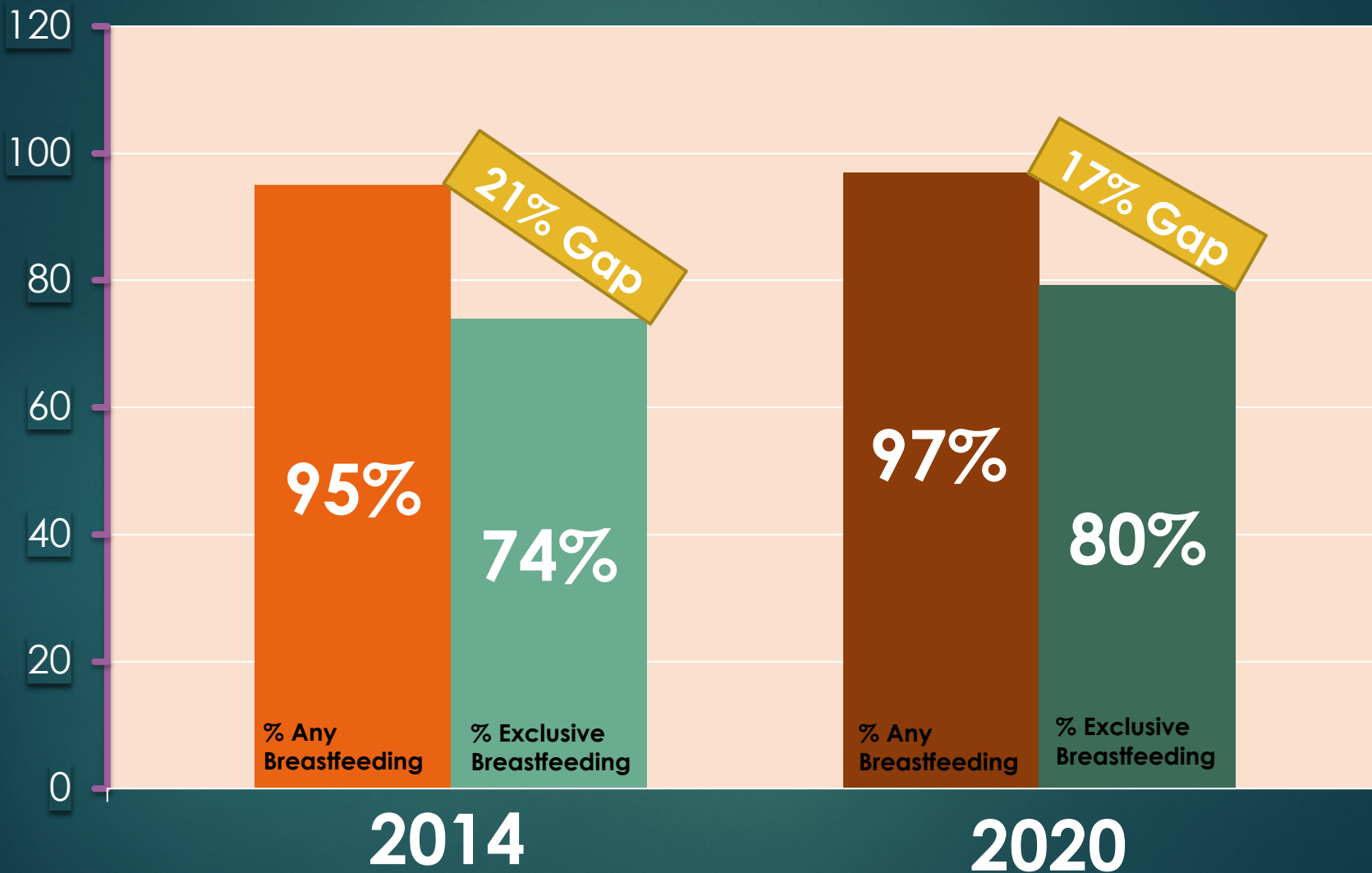


California State Any Breastfeeding vs Exclusive Breastfeeding



Contra Costa County

Any Breastfeeding vs Exclusive Breastfeeding



Sharing key data points on breastfeeding intention, in-hospital breastfeeding initiation & exclusive breastfeeding in Contra Costa County



Intention

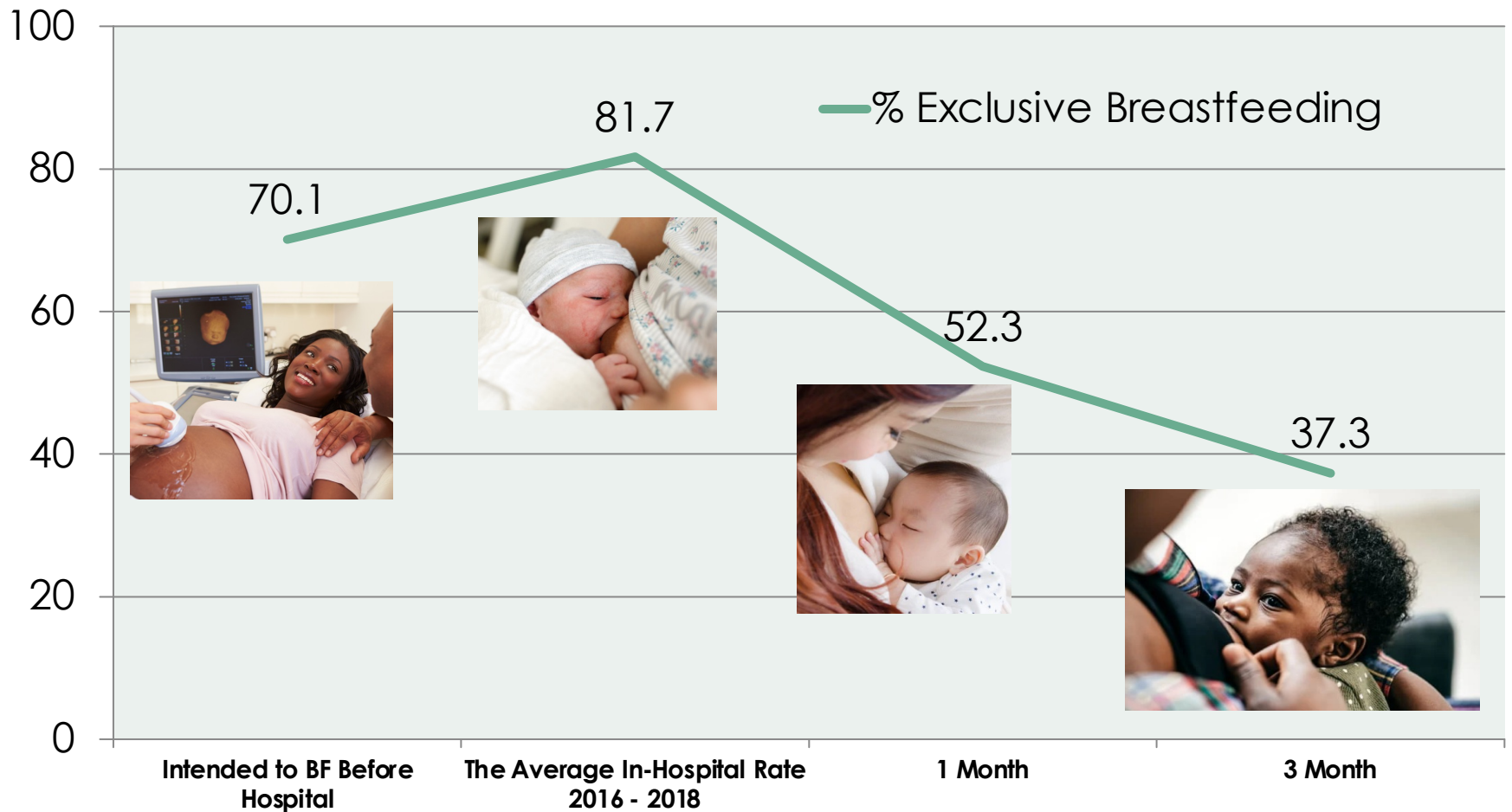
In-hospital
initiation

Duration

Intention to breastfeed is high in Contra Costa; however, there are large gaps between breastfeeding **intention** and **actual** breastfeeding outcomes.



Contra Costa County Snapshot: What Happens to “Exclusive” Breastfeeding?

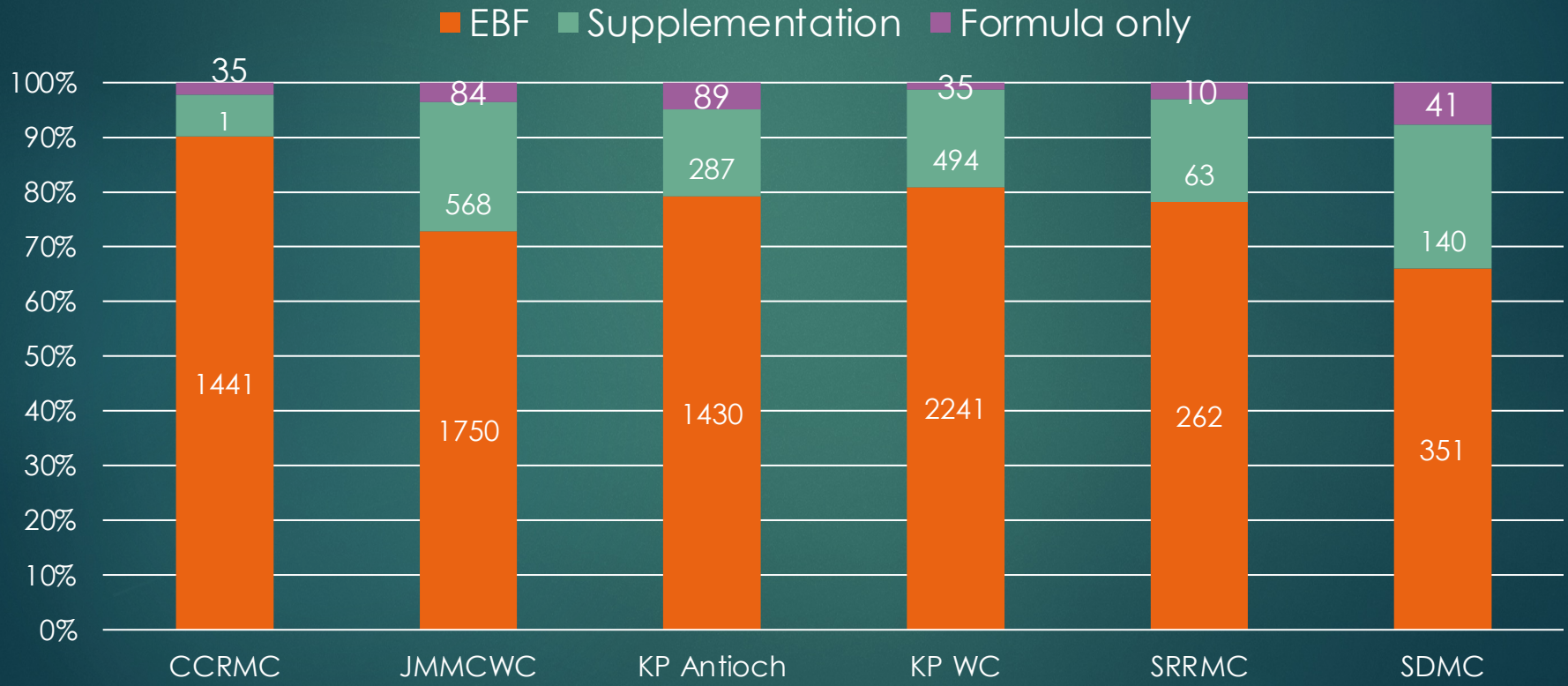


Maternal and Infant Health Assessment (MIHA) Survey, 2016-2018 and
CDPH In-Hospital Breastfeeding as Indicated on the Newborn Screening Test Form 2016 -2018



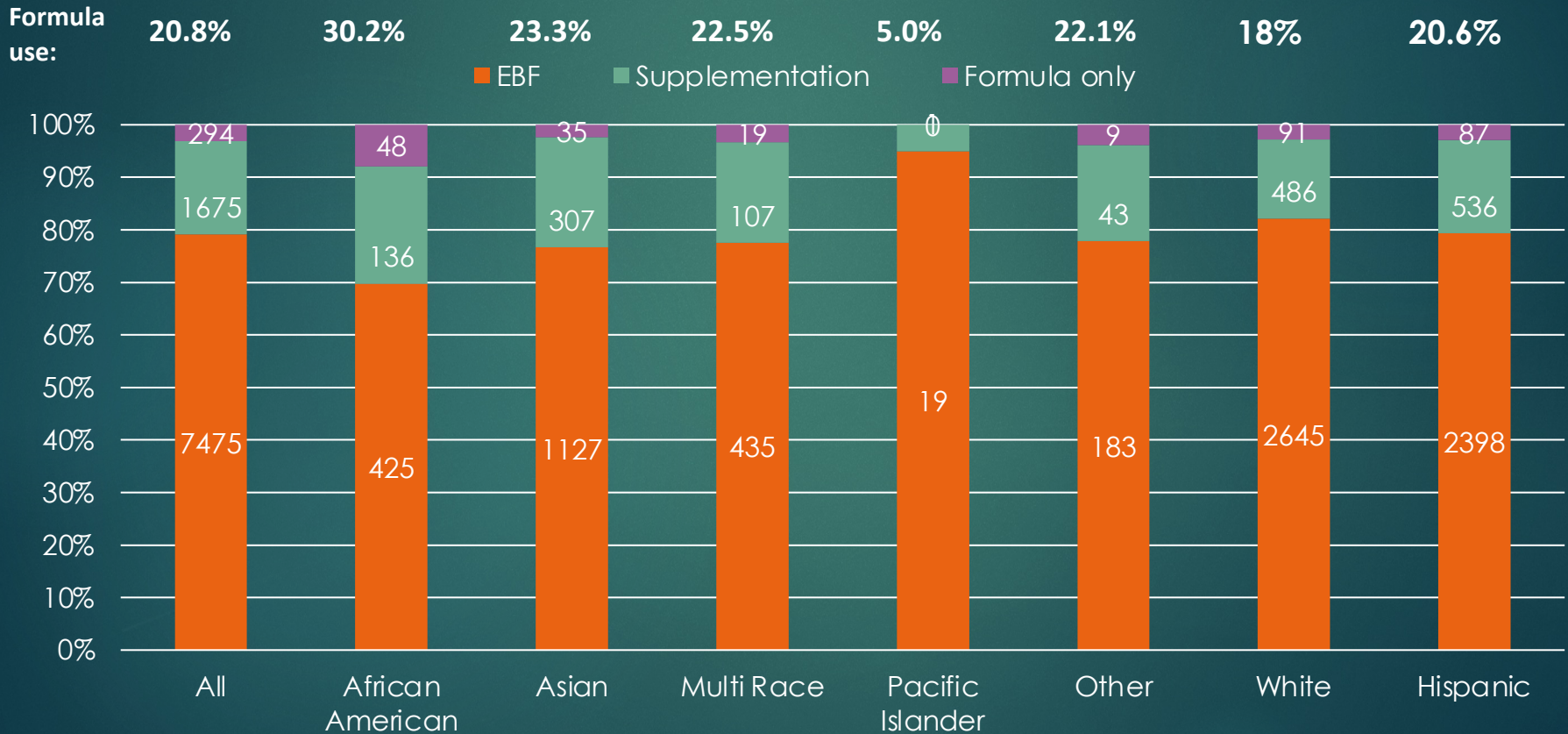
All Breastfeeding by Hospital 2020

Formula use: **9.9%** **27.1%** **20.8%** **19.1%** **21.8%** **34%**



Source: California In-Hospital Breastfeeding as Indicated on the Newborn Screening Test Form Statewide, County and Hospital of Occurrence: 2020

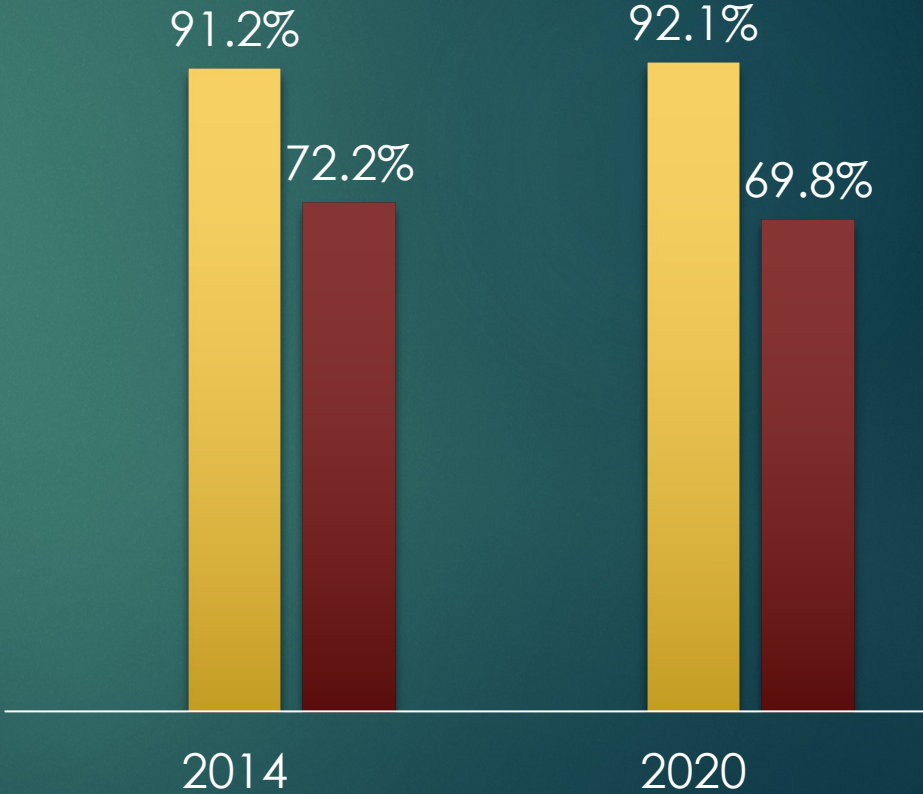
Contra Costa In-Hospital Breastfeeding by Race/Ethnicity 2020



Contra Costa County In-Hospital Breastfeeding Data: African American



■ % Any Breastfeeding
■ % Exclusive Breastfeeding

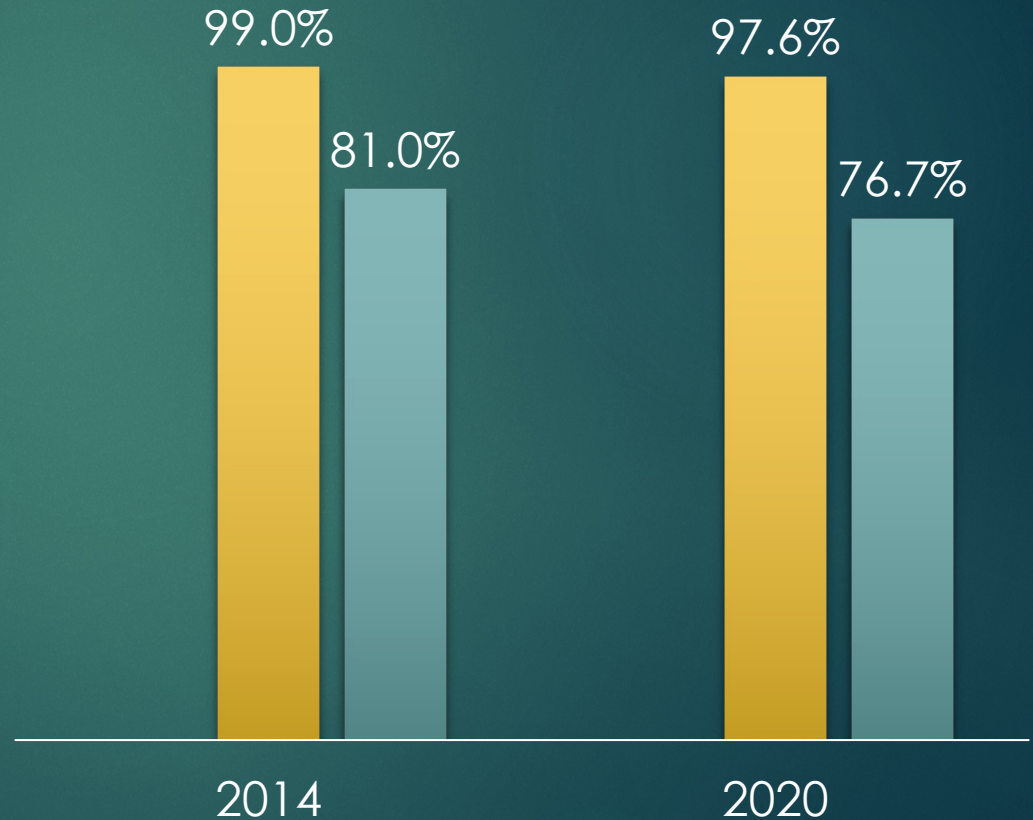


Source: Maternal Child Adolescent Health, California Department of Public Health, California in Hospital Breastfeeding as Indicated on the Newborn Screening Test Form. Statewide ,County and Hospital of Occurrence by Race/Ethnicity 2020

Contra Costa County In-Hospital Breastfeeding Data: Asian



- % of Any Breastfeeding
- % of Exclusive Breastfeeding



Contra Costa County In-Hospital Breastfeeding Data: White



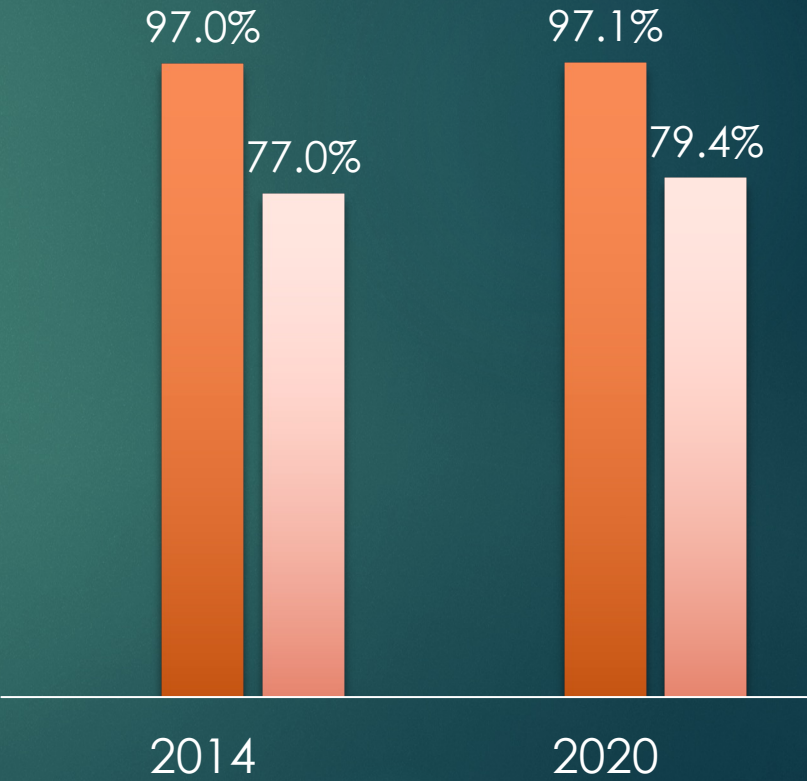
■ % of Any Breastfeeding
■ % of Exclusive Breastfeeding




Contra Costa County In-Hospital Breastfeeding Data Hispanic



■ % of Any Breastfeeding
■ % of Exclusive Breastfeeding



Source: Maternal Child Adolescent Health, California Department of Public Health, California In Hospital Breastfeeding as Indicated on the Newborn Screening Test Form, Statewide, County and Hospital of Occurrence by Race/Ethnicity 2020

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- ▶ The gaps in intention to **exclusively** breastfeed and **actual** exclusive breastfeeding are greater for Black, and Hispanic families.
 - ▶ **Exclusive** breastfeeding rates and **access** to lactation support and accommodation are **lower** for birthing individuals with lower family income.

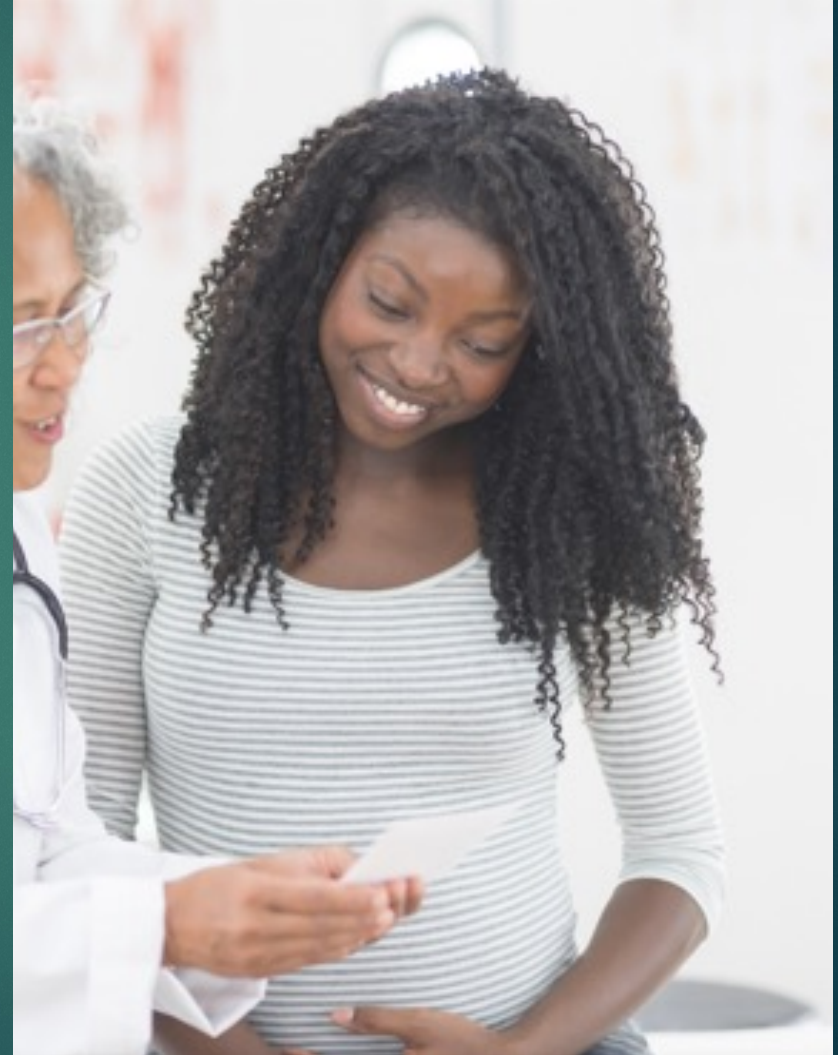
Equity + Anti-Racism



- ▶ Provide equitable care to ensure people who give birth in Contra Costa meet their infant feeding goals.
- ▶ Become a learning organization.
- ▶ Become a healing organization.
- ▶ Become the “change maker” organization: be intentional with training staff so they are knowledgeable and provide unbiased support.

What Can Prenatal Clinics do to Close The Gaps?

1. Create a breastfeeding friendly office and community
2. Consider the background, ethnicity, and culture of individual women, families, and communities
3. Consider behavioral and psycho-educational approaches to breastfeeding support
4. Integrate breastfeeding promotion, education, and support throughout prenatal care
5. Take a detailed breastfeeding history as a part of the prenatal history
6. Incorporate breastfeeding as an important component of the initial prenatal breast examination
7. Discuss breastfeeding at each prenatal visit
8. Empower women and their families to have the birth experience most conducive to breastfeeding



Canva Stock Image

What Can Hospitals Do?

The TEN STEPS to Successful Breastfeeding

- HOSPITAL POLICIES**
Hospitals support mothers to breastfeed by:
 - Not providing infant formula, bottles or teats
 - Having breastfeeding care standard practice
 - Keeping track of progress for breastfeeding
- STAFF COMPETENCY**
Hospitals support mothers to breastfeed by:
 - Training staff on breastfeeding practices to best staff
 - Assessing health workers' knowledge and skills
- ANTENATAL CARE**
Hospitals support mothers to breastfeed by:
 - Discussing the importance of breastfeeding practice
 - Preparing mothers to feed their baby
- CARE RIGHT AFTER BIRTH**
Hospitals support mothers to breastfeed by:
 - Encouraging skin-to-skin contact between mother and baby from after birth
 - Helping mothers to feed their baby in the best way
- SUPPORT MOTHERS WITH BREASTFEEDING**
Hospitals support mothers to breastfeed by:
 - Checking attachment and suckling
 - Having practice breastfeeding support
 - Helping mothers with common breastfeeding problems
- SUPPLEMENTING**
Hospitals support mothers to breastfeed by:
 - Using only breast milk unless there are medical reasons
 - Providing clean, sterile milk when needed
 - Helping mothers to know how to do it safely
- ROOMING-IN**
Hospitals support mothers to breastfeed by:
 - Letting mothers and babies stay together day and night
 - Having staff that mothers can get help from 24/7
- RESPONSIVE FEEDING**
Hospitals support mothers to breastfeed by:
 - Helping mothers to know when their baby is hungry
 - Not feeding on demand
- BOTTLES, TEATS AND PACIFIERS**
Hospitals support mothers to breastfeed by:
 - Counting bottles on the day and only using if needed, not as a goal
- DISCHARGE**
Hospitals support mothers to breastfeed by:
 - Helping mothers to recognize resources for breastfeeding support
 - Working with community breastfeeding support services

World Health Organization | unicef

Breastfeeding Partners

Contra Costa Health Plan

(CCHP)
Breast Pumps
Home Visiting
IBCLC, Doulas

Public Health Nursing

ECM
Home Visiting
Referrals

County and Community - Based Clinics

Newborn Clinics
Scale loan program



WIC

Peer Counselor
Support Groups
Warm Line
Prenatal Education
Breast Pumps
RBL Program
Resource Guide

Hospitals and Medical Centers

Donor Human Milk,
Baby-Friendly, QUIP,
CMQCC Data and AQI

Family and Maternal Child Health Programs

Centralized
Referral System &
Collaborations to
Improve Health
Disparities

Community Breastfeeding Coalitions, Childcare Providers...