



Cultivating Breastfeeding in the Central Valley Part I, Hope & Connection

December 1st, 2020



CALIFORNIA
BREASTFEEDING
COALITION

Breastfeeding Trends in the Central Valley

Presented December 1, 2020

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Executive Director*



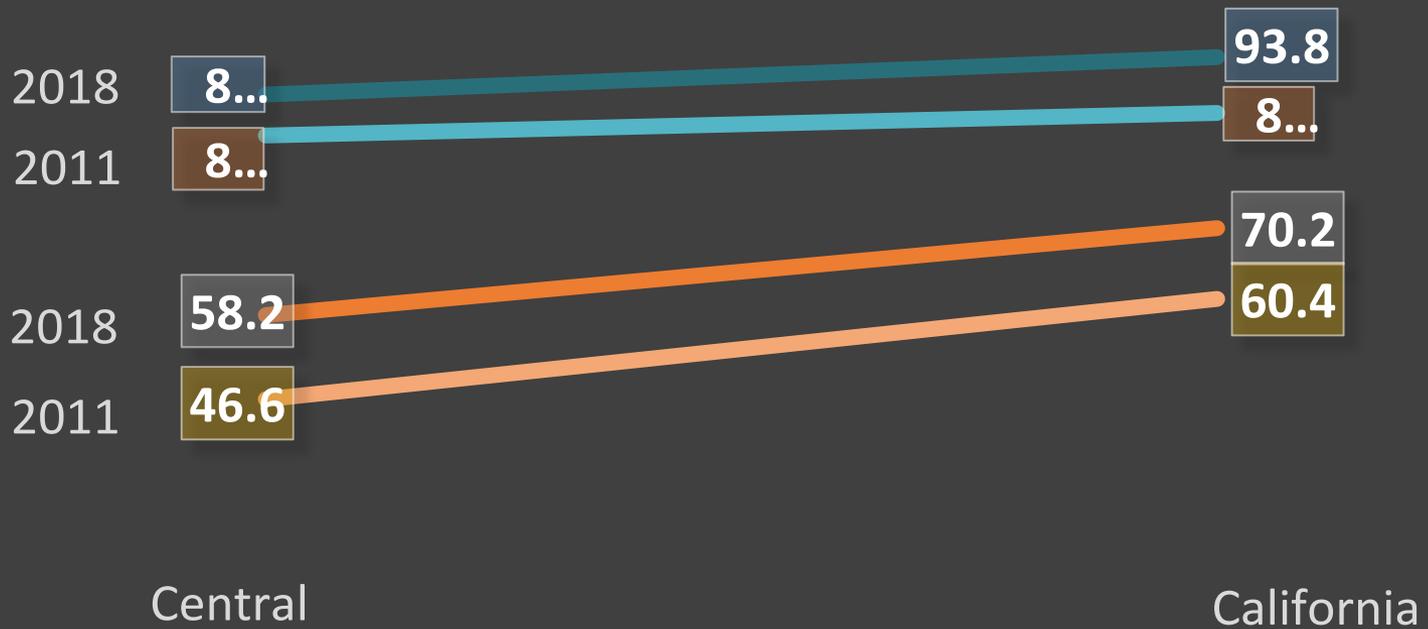
Central Valley Counties

- Merced
- Madera
- Fresno
- Kings
- Tulare
- Kern

PERCENT ANY & EXCLUSIVE IN-HOSPITAL BREASTFEEDING 2018 AND 2011

—%Any 2018

—%Any 2011



PERCENT ANY & EXCLUSIVE IN-HOSPITAL BREASTFEEDING 2018 AND 2011

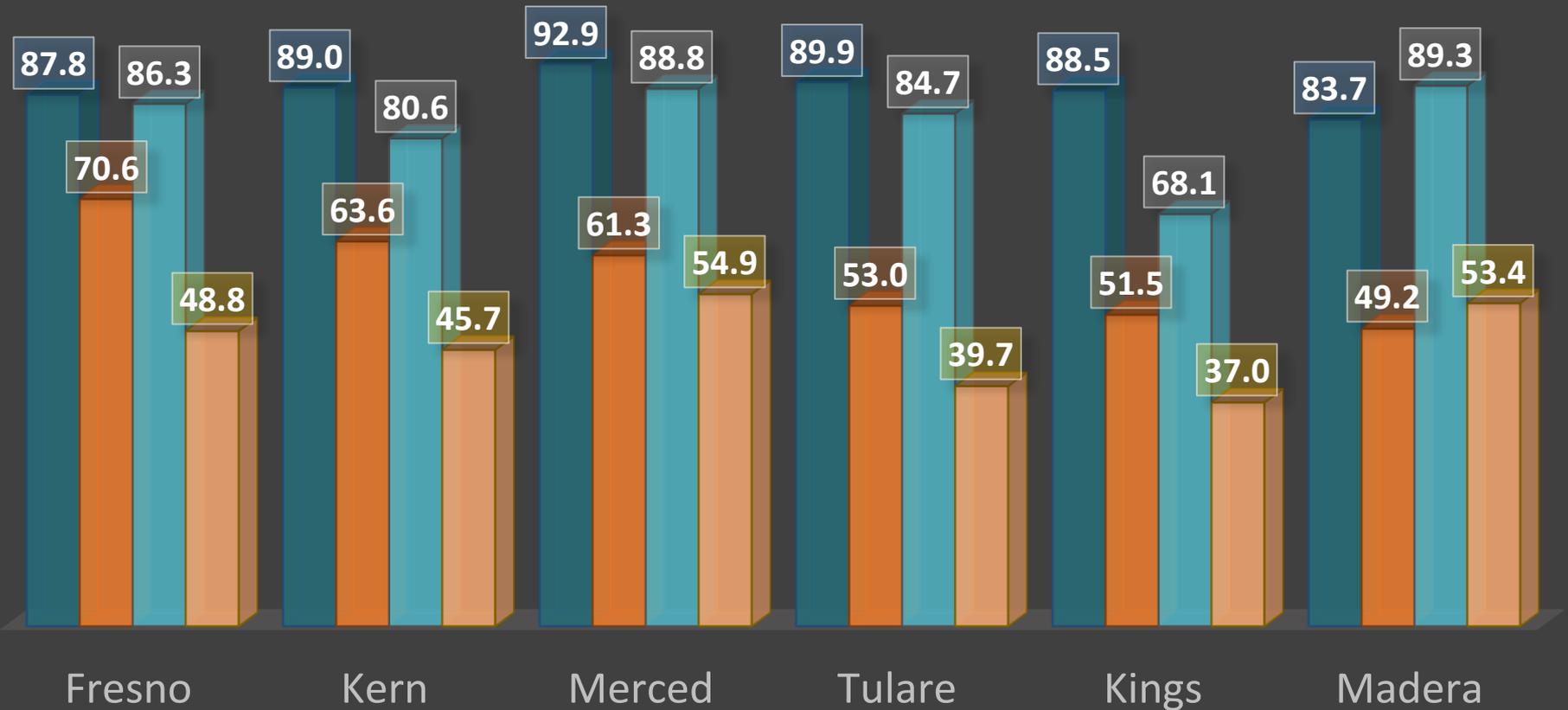
—%Any 2018

—%Any 2011



PERCENT ANY & EXCLUSIVE IN-HOSPITAL BREASTFEEDING 2018 AND 2011

■ %Any 2018 ■ %Exclusive 2018 ■ %Any 2011 ■ %Exclusive 2011



County

2011 Gap

2018 Gap

Fresno

37.5

17.2

Kern

34.9

25.4

Merced

33.9

31.6

Tulare

45

36.9

Kings

31.1

37

Madera

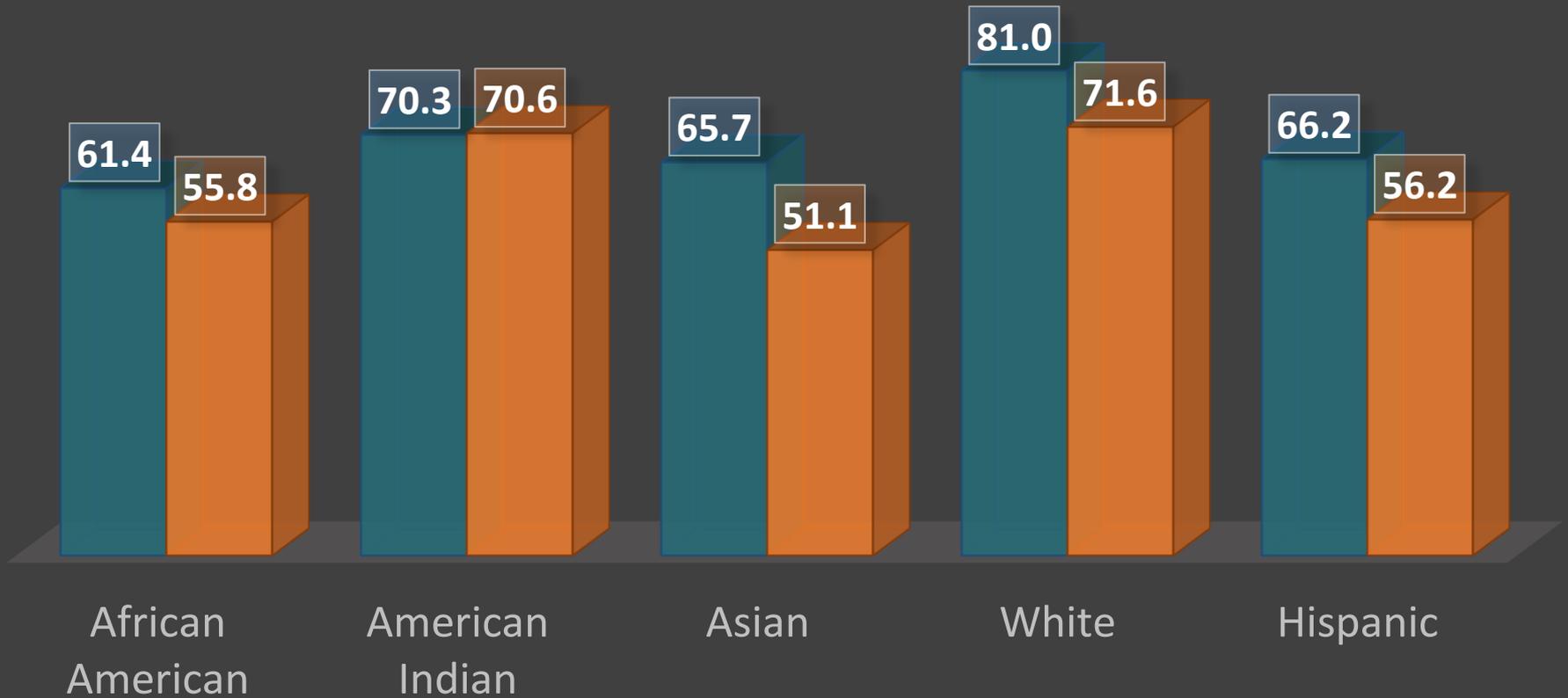
35.9

34.5



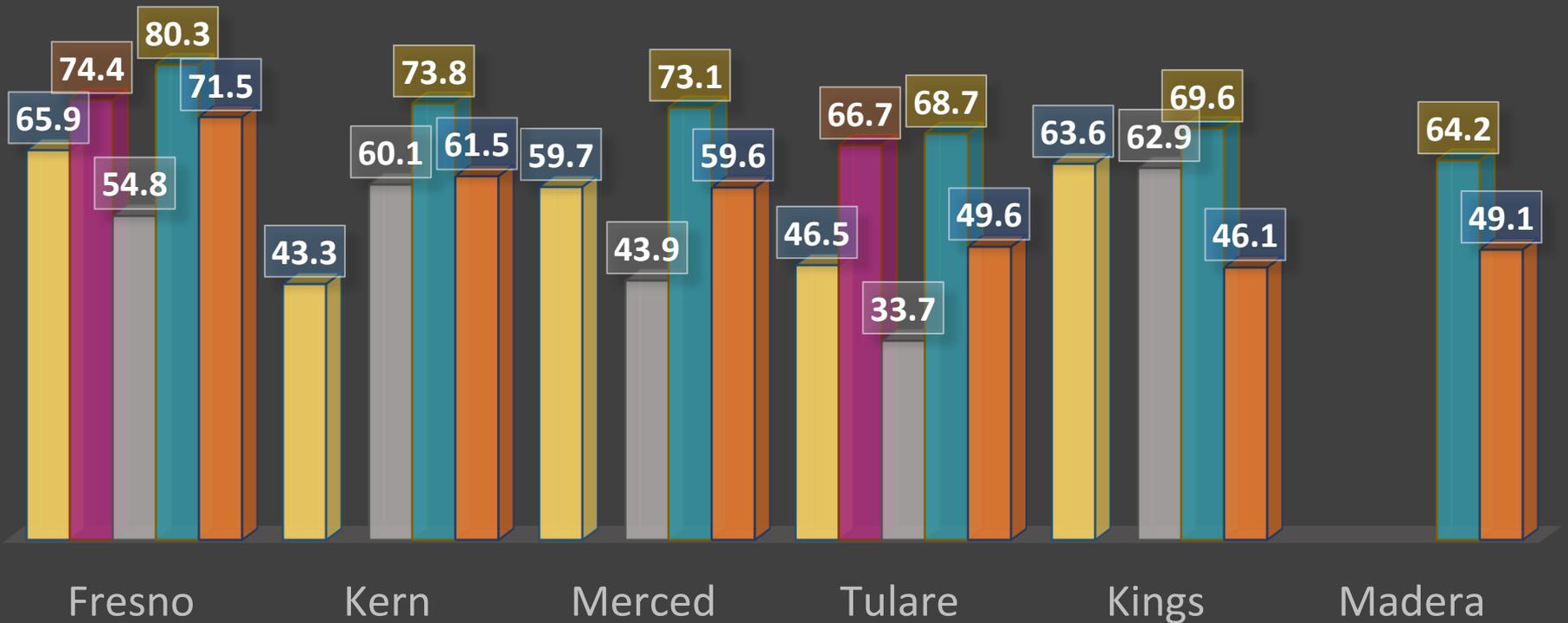
2018 IN-HOSPITAL EXCLUSIVE BREASTFEEDING RATES BY ETHNICITY

■ California ■ Central Valley



2018 PERCENT IN-HOSPITAL EXCLUSIVE BREASTFEEDING BY ETHNICITY

■ African American ■ American Indian ■ Asian
■ White ■ Hispanic



1 HOSPITAL POLICIES

Hospitals support mothers to breastfeed by...



2 STAFF COMPETENCY

Hospitals support mothers to breastfeed by...



3 ANTENATAL CARE

Hospitals support mothers to breastfeed by...



4 CARE RIGHT AFTER BIRTH

Hospitals support mothers to breastfeed by...



5 SUPPORT MOTHERS WITH BREASTFEEDING

Hospitals support mothers to breastfeed by...



6 SUPPLEMENTING

Hospitals support mothers to breastfeed by...



7 ROOMING-IN

Hospitals support mothers to breastfeed by...



8 RESPONSIVE FEEDING

Hospitals support mothers to breastfeed by...



9 BOTTLES, TEATS AND PACIFIERS

Hospitals support mothers to breastfeed by...



The TEN STEPS to Successful Breastfeeding



10 DISCHARGE

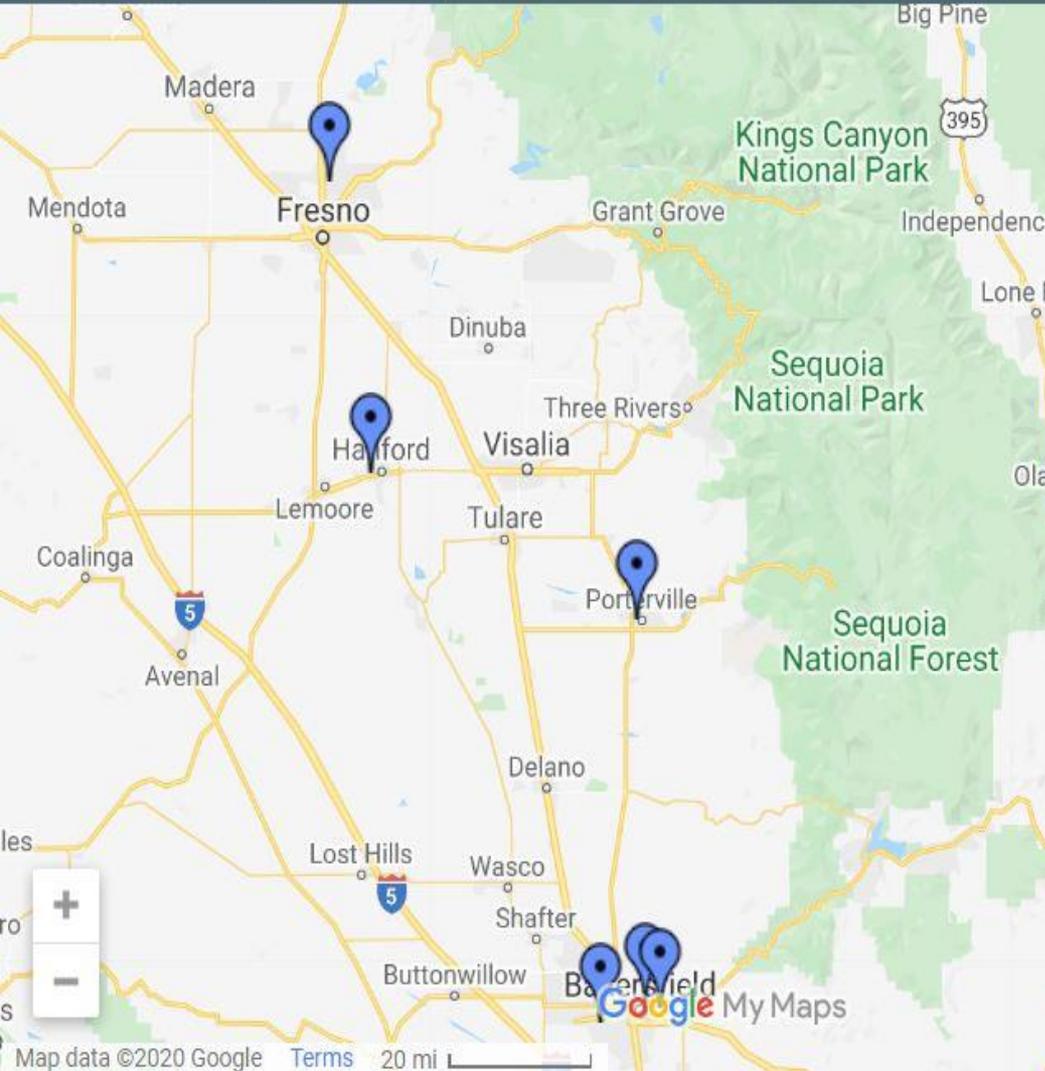
Hospitals support mothers to breastfeed by...





California Baby-Friendly Birth Facilities ★

i This map was created by a user. [Learn how to create your own.](#)



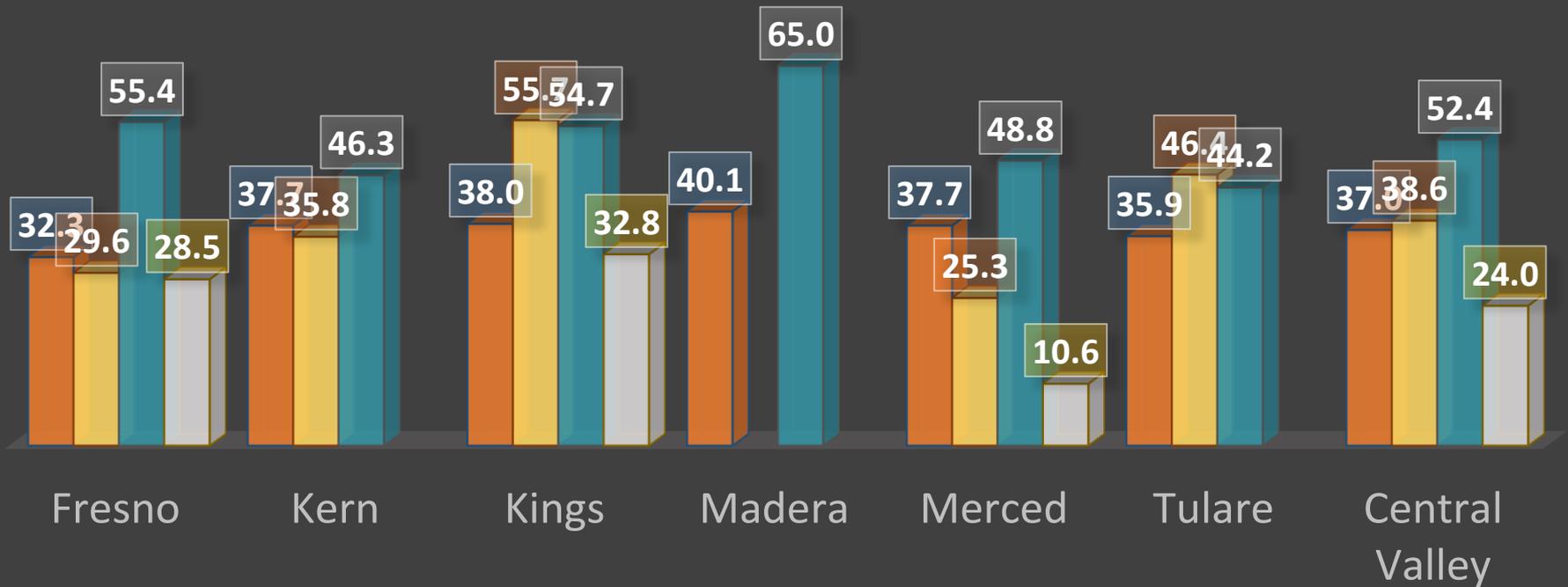
Central Valley Designated Baby-Friendly Hospitals

1. Bakersfield Memorial Hospital (5/16)
2. Mercy Southwest Hospital (9/16)
3. Saint Agnes Medical Center (12/17)
4. Kern Medical Center (5/19)
5. Adventist Medical Center-Hanford (12/19)

CDPH, MATERNAL AND INFANT HEALTH ASSESSMENT (MIHA) SURVEY, 2013-2015

EXCLUSIVE BREASTFEEDING, 1 MONTH AFTER DELIVERY

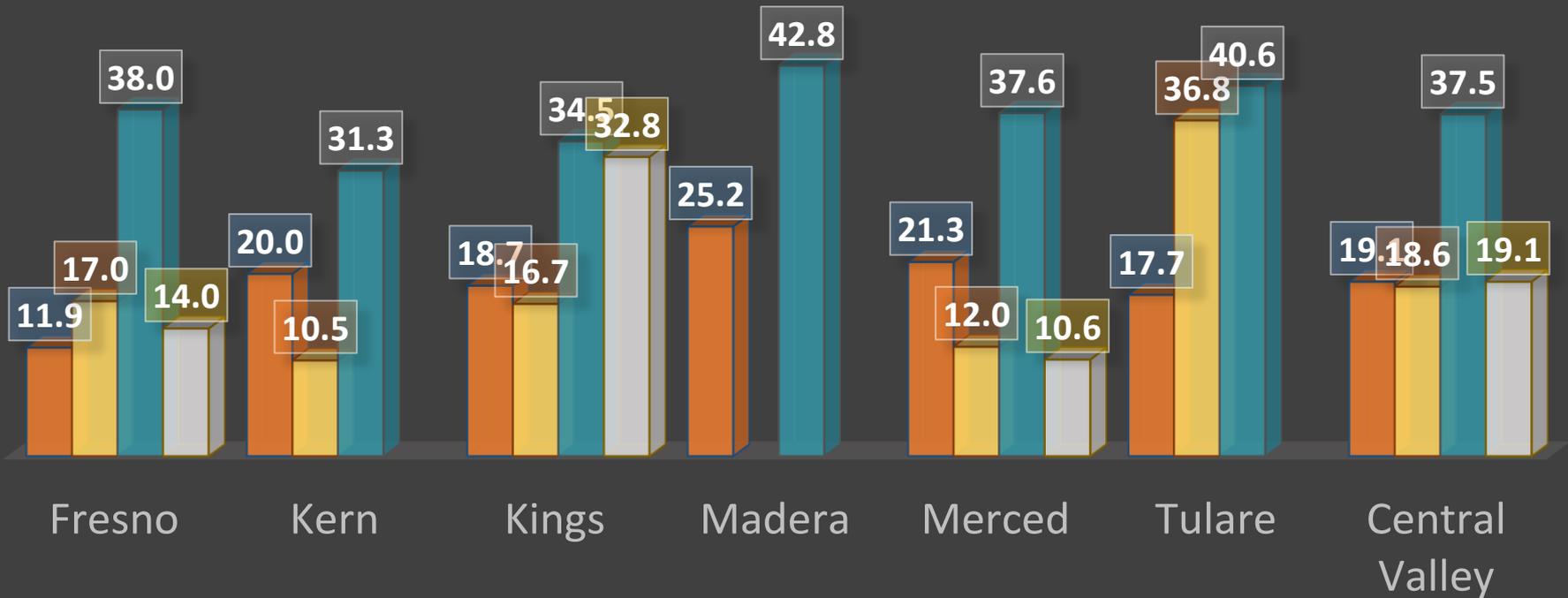
Hispanic Black White Asian/Pacific Islander



CDPH, MATERNAL AND INFANT HEALTH ASSESSMENT (MIHA) SURVEY, 2013-2015

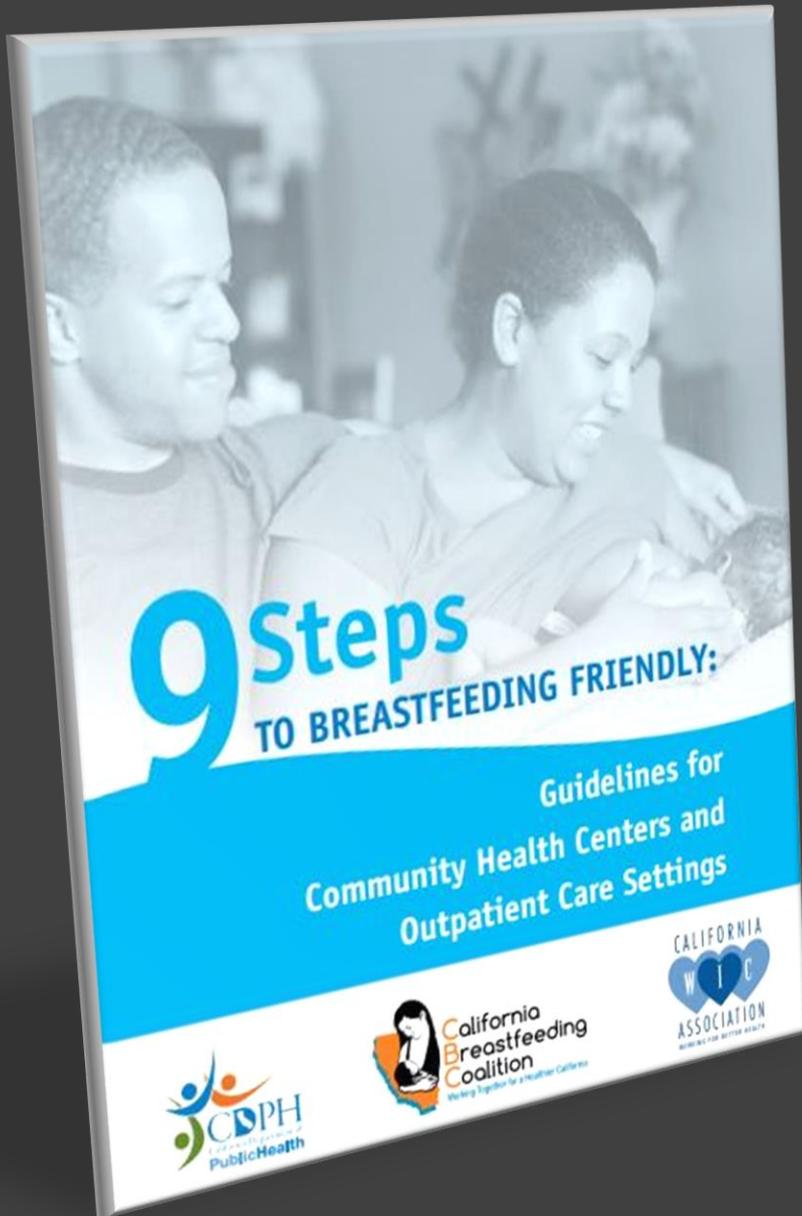
EXCLUSIVE BREASTFEEDING, 3 MONTHS AFTER DELIVERY

Hispanic Black White Asian/Pacific Islander



A Road Map for Quality Care

https://www.cdph.ca.gov/Programs/CCDPHP/DCDIC/NEOPB/CDPH%20Document%20Library/PPPDS_9StepGuide_ADA.pdf



Register now!

CALIFORNIA
BREASTFEEDING
COALITION

2021 SUMMIT



January 26-28, 2021

californiabreastfeeding.regfox.com/2021-summit



Sue Jacoby, IBCLC



La Leche League



We Are Here:

Why and How We Control the Future of Infant Nutrition in the Central Valley

Christine Staricka, BS, IBCLC, RLC, Childbirth Educator



Learning Objectives

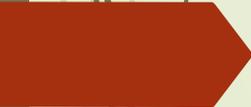


Identify 3 ways in which our population is unique within the broader California state population

Describe 3 proposed strategies that can be used to extend the duration of breastfeeding and human milk feeding in the Central Valley population



Long-Term Goal: Improve Infant & Toddler Health through Nutrition



Positive lifetime health outcomes accumulate through appropriate nutrition from birth

Appropriate nutrition for infants & toddlers facilitates optimal growth and development



Long-Term Goal: Reduce Health Disparities Valley-Wide



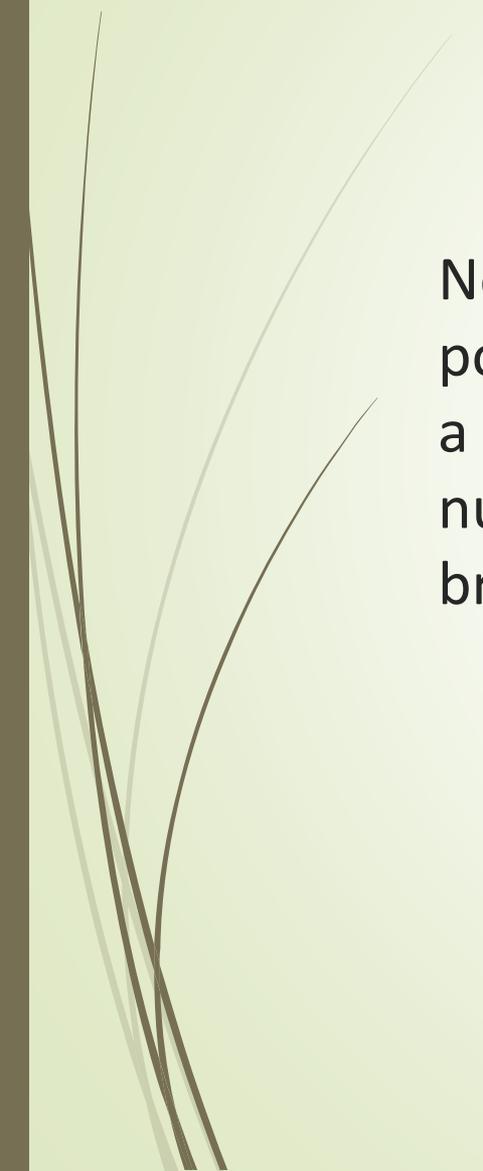
Healthier babies & toddlers mean healthier families through reduced spread of communicable diseases in families & the community and reduced risk of chronic disease

Healthier people enrich a community in many ways, including making it more desirable as a place to live for future generations

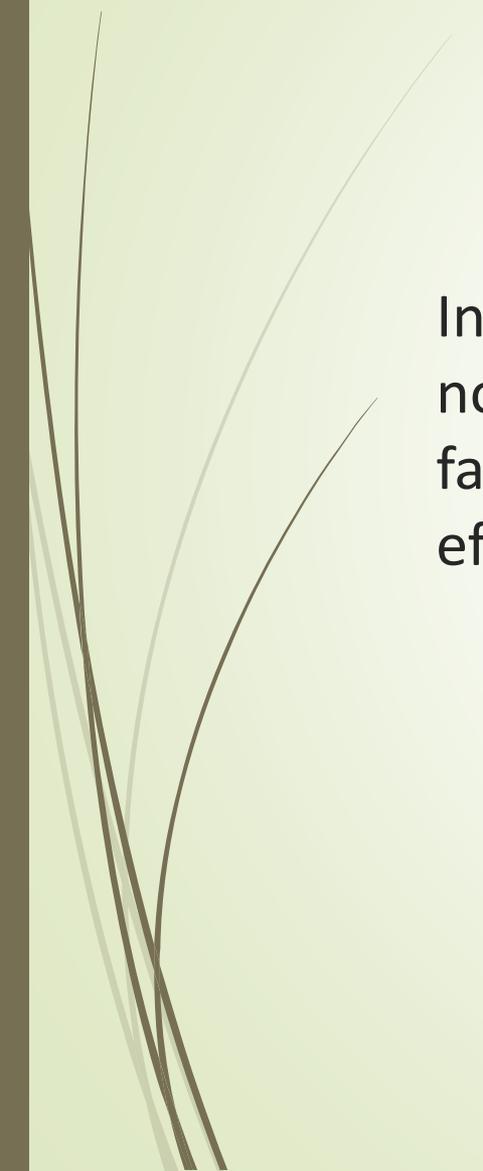


Central Valley =

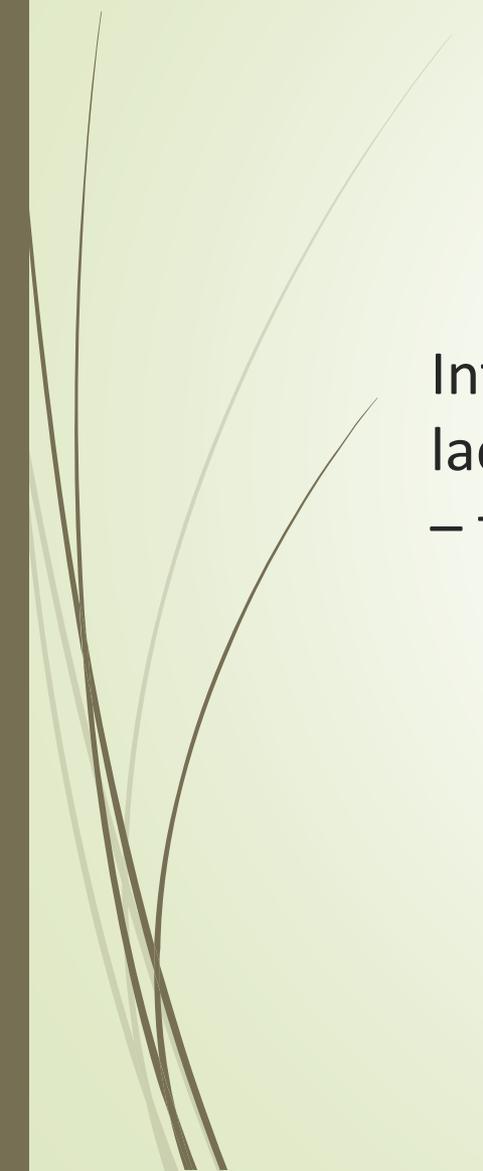
- large geographic area
- many Very Rural communities
- large proportion of community living below federal poverty line
- high rates of infectious AND non-communicable diseases
- high preterm birth rate
- lower breastfeeding rates



Needs of families have evolved – emerging signs point to modernizing and consistently implementing a multi-pronged, targeted strategy for increasing the number of Central Valley-born infants who are breastfed and for how long



Initiatives (i.e. Baby Friendly Hospital Initiative) are not being applied in an equitable way, leaving many families behind and resulting in disproportionate effects on health and quality of life



Information, evidence, research, science of human
lactation and how to best support it are established
– time to act

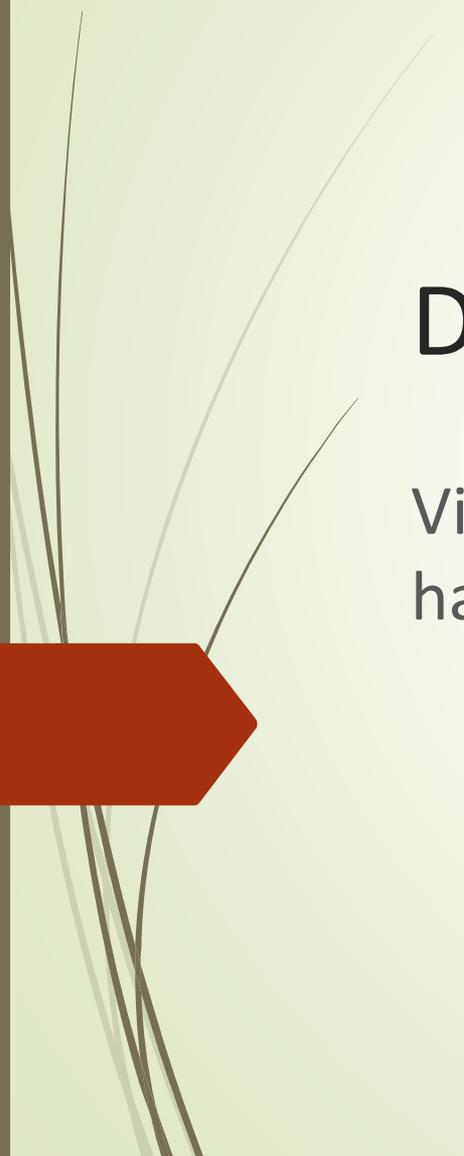


Proposal: Central Valley Infant Nutrition Team

Broad coalition of committed individuals from across the Central Valley who work to secure an optimized, equitable environment of health for all residents through evidence-informed infant nutrition support which is free of commercial influence and based on the science of human nutrition



Composed of Action Groups, each with a Vision



Donor Milk

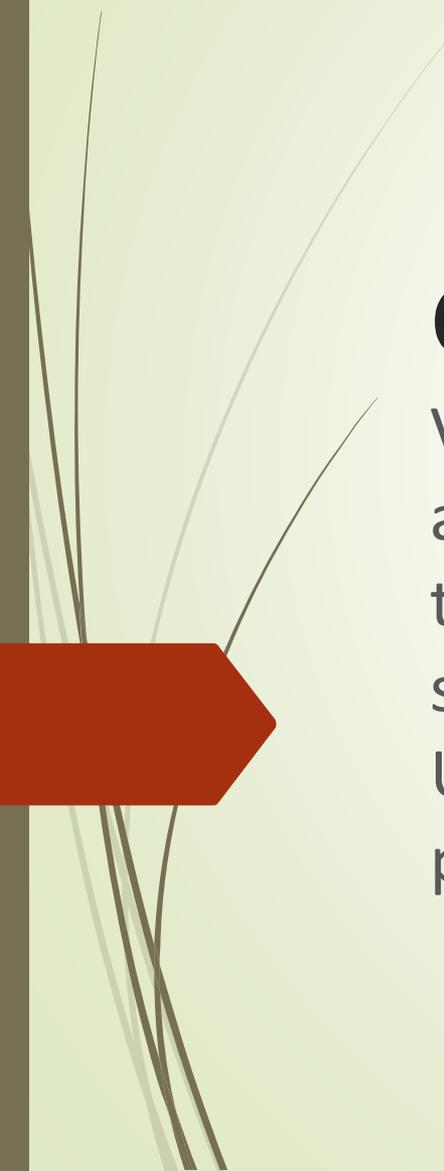


Vision: Every baby born in the Central Valley
has access to Pasteurized Donor Human Milk



Hospitals

Vision: Every baby born in the Central Valley is born in a Baby-Friendly designated or equivalent hospital/birth facility



Community Care

Vision: Every family can easily access affordable or free high-quality lactation care in the community through WIC, trusted peer support such as La Leche League or Baby Café USA, outpatient clinics, pediatric offices, and private practice lactation care providers



Professional Development

Vision: Every health care provider in the Central Valley has foundational training in basic lactation management and participates in ongoing continuing education in the science and practice of human lactation



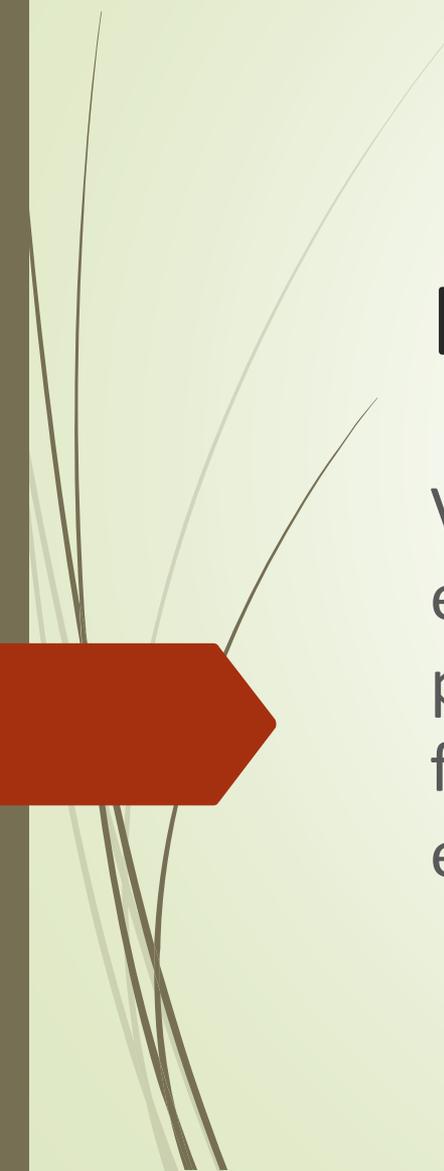
Worksites, Schools, & Child Care Settings

Vision: Every worksite, school, and childcare setting (formal & informal) provides appropriate accommodation for and care of lactating people and their children



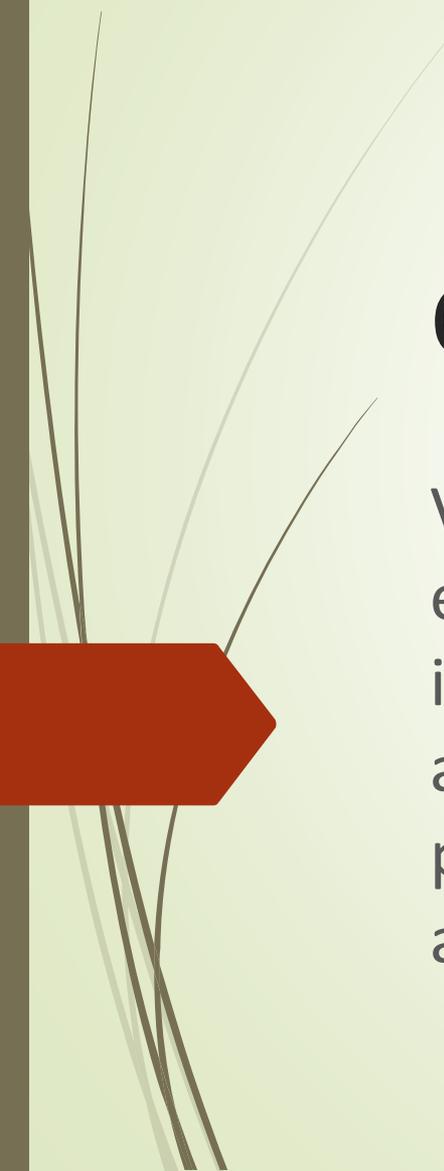
Messaging & Marketing

Vision: Every resident of the Central Valley is regularly exposed to consistent and relevant messaging about the importance of human lactation and human milk as nutrition



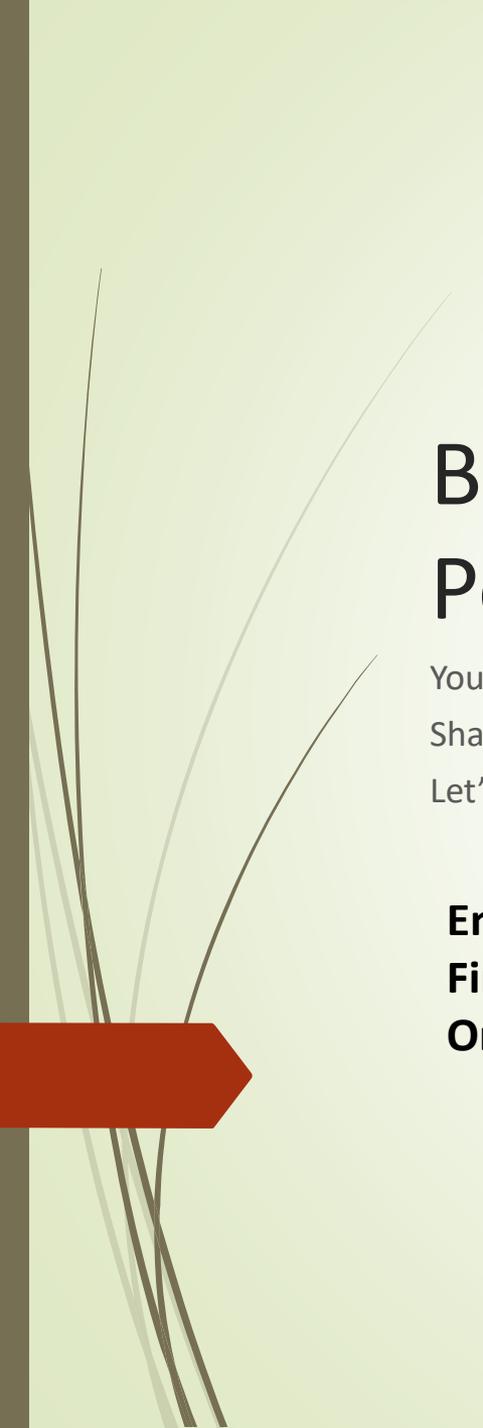
Emergency Preparedness

Vision: All counties in the Central Valley have evidence-informed public health policies and protocols supporting the nutritional needs of families of infants & young children during emergencies and natural disasters



Quick Reaction Team

Vision: Any time-sensitive or unique need or event (i.e. a global pandemic) which impacts infant nutrition in the Central Valley can be addressed by a group of individuals trained to provide rapid response, information, and action



Bold? Of course it is. Possible? Absolutely.

Your Next Steps: Pick the Action Group where you belong
Share with 5 other people who should be involved
Let's Talk More!

Email Me at ChristineIBCLC@outlook.com

Find Me on Facebook and IG @IBCLCinCA

Or my Website www.LactationTrainingLab.com





Anthem Doula Pilot

Program Description



To address health disparities in preterm births, Anthem has created a Doula pilot in Fresno County in collaboration with March of Dimes, Black Infant Health and Dutchess of Doula.

The Doula Pilot is available in Fresno County and Kings County for Anthem Blue Cross Medi-Cal members and covers the following:

- Up to 6 prenatal visits
- Full labor and delivery support
- Up to 3 postpartum visits
- Childbirth education classes

*COVID-19 Update: all services are held virtually

Anthem.
BlueCross



Are you
pregnant?

Anthem's doula program
can help support you!

www.anthem.com/ca/medi-cal

ACA-MEM-1393-19

What is a Doula?

A Doula is a non-medical professional that assists in the prenatal, labor and postpartum support.

Historically, this has been done as "servant" role, however, recently, doulas have been recognized as a valuable component in pregnancy care.



What is a Doula?



Shared experiences
Same/Similar SES
Same/Similar Culture
Same language
= **power dynamics**

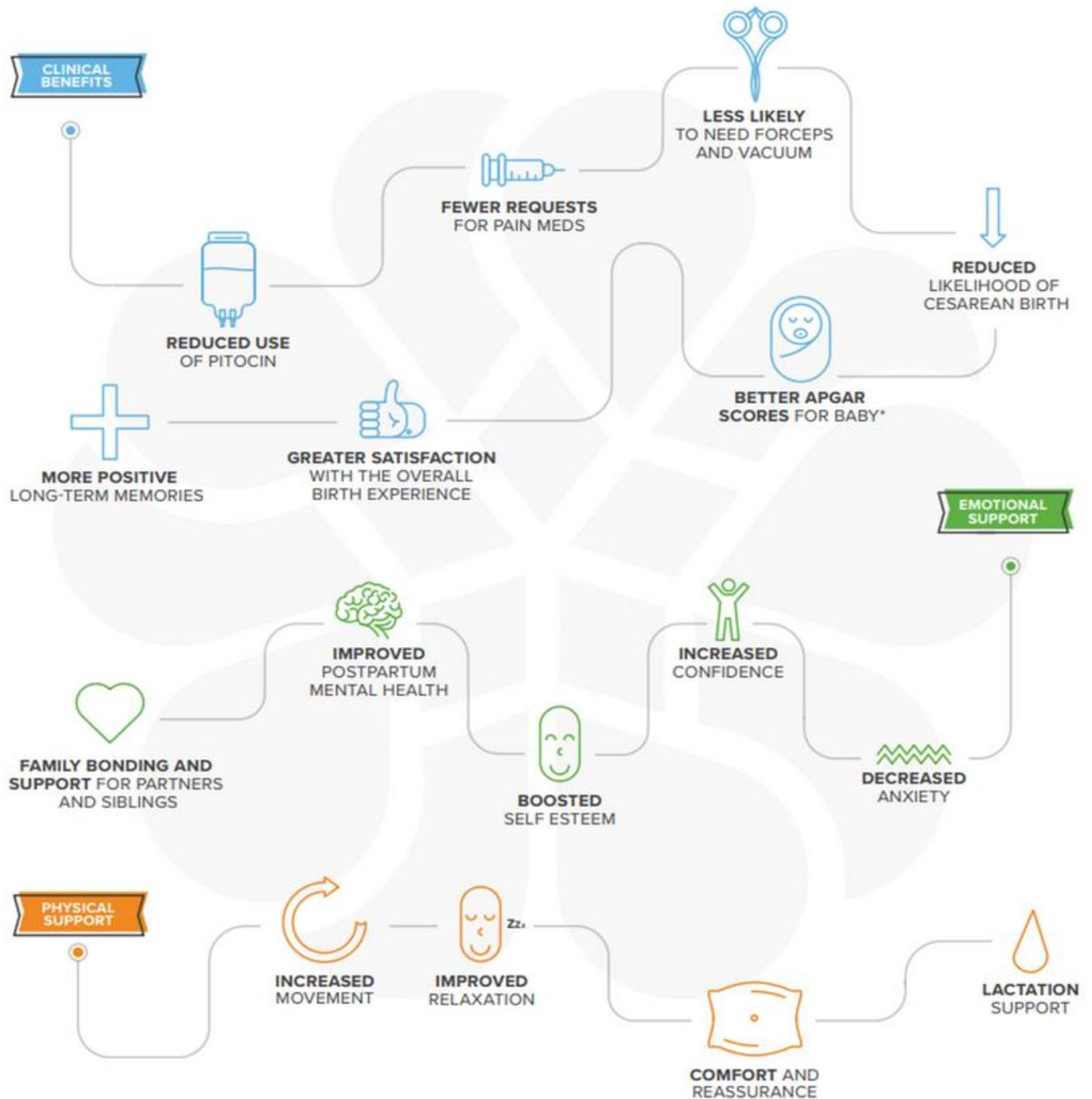


Trusted person in the community



Can provide clinical services but not emotional support

Benefits of a Doula



Local Collaborators



Dutchess
of
Sula

**black
infant
health** 

Empowering Pregnant and Mothering
African American Women



Observations to Date



Out of 11 births:
3 C-Sections
8 Vaginal Births



Births
occurring at 35-41
weeks (38.6 week
average)



10 referrals to CA
Special Programs;
7 COVID Meals
3 Housing Referrals

Questions?

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Health Educator

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To enroll a
member:

Fresno and Madera Counties RBL

Lisa Suon

suonl@unitedhealthcenters.org

Partners for Healthy Children



What is a WIC Regional Breastfeeding Liaison?

Breastfeeding Ambassador for California WIC

Breastfeeding is the norm for WIC mothers and their infants up to age of one year and beyond;
and
WIC is known in the community as a source for breastfeeding assistance and information.



Regional Breastfeeding Liaisons in the Community

- Health Care Providers
- Hospitals
- Community Building and Coalitions
- Lactation Accommodation



Partners for Healthy Children



Cultivating Breastfeeding in Fresno & Madera Counties: Adventist Health Reedley



Partners for Healthy Children



Cultivating Breastfeeding in Fresno & Madera Counties: Books, Babies and B.Y.O.B. (Bring Your Own Breastmilk)



**Join our virtual breastfeeding meetup
Win prizes!**

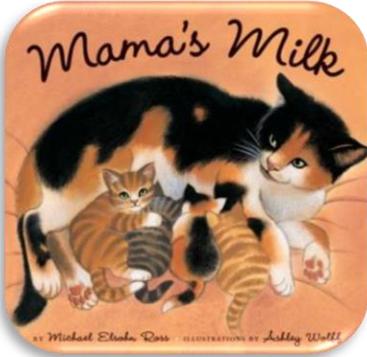
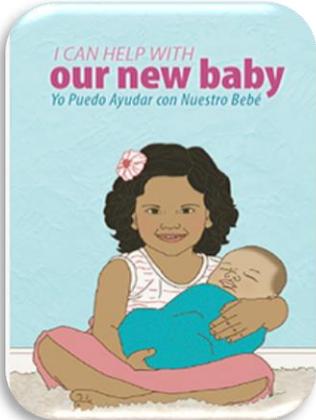
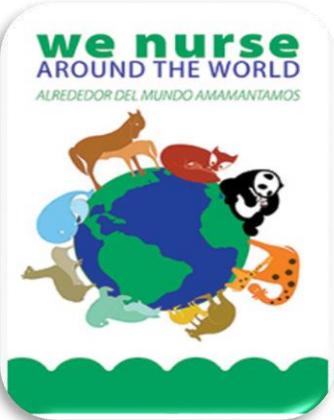
Books, Babies, & BYOB
Bring your own breastmilk

Join us monthly on Zoom
Email to sign up
wicbfservices@fresnoeoc.org
or find our event page on Facebook
@FresnoEOCWIC

Let us help you with your breastfeeding goals!
Virtual breastfeeding support is available - peer counseling, lactation consultants, breast pumps, and resources. Call your local WIC office for support.

Fresno EOC WIC
Julie Casillas, RD, IBCLC
(559) 263-1162
wicbfservices@fresnoeoc.org

California WIC is an equal opportunity provider.



Partners for Healthy Children



Kern County RBL

Katherine Campos, M.A., C.L.E.C
kcampos@capk.org

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Cultivating Breastfeeding in Kern County: Coalition

- Current Chairperson of the Kern County Breastfeeding Coalition
- Coalition mainly holds meetings at the moment
- Coalition members share what their respective agencies are doing/offering
- Hospitals share information with each other!

Cultivating Breastfeeding in Kern County: CPSP

- Give breastfeeding education and support training to Comprehensive Perinatal Health Workers (CPHWs)
- Help my local Perinatal Services Coordinator move CPSP roundtables to Zoom.
- Create a comprehensive breastfeeding training curricula for the CPSP roundtables that I am able to present at.

Cultivating Breastfeeding in Kern County: Maternal Mental Health and WIC

- Screen/identify participants that may benefit from mental health services or may exhibit signs of Perinatal Mood & Anxiety Disorders.
- Create a referral list to mental health services in Kern.
- Create protocols for WIC staff to follow regarding screening and referrals.

Merced County RBL

Karen Lopez-Conde

klopez@mercedcaa.org

Partners for Healthy Children



Cultivating Breastfeeding in Merced County: Promotion

- Used billboards and local advertising to promote breastfeeding services in Merced County
- Conducted outreach with local parents by attending health fairs, doctors' offices and local family events.



Partners for Healthy Children



Cultivating Breastfeeding in Merced County: Mom and Baby Station



Partners for Healthy Children



Cultivating Breastfeeding in Merced County: Breastfeeding Education

- Conduct breastfeeding education to local community HCP and community partners.
- Educate local residents and families of Merced County



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Cultivating Breastfeeding in Merced County: Merced Breastfeeding Café

Two locations:

Merced- Mercy Medical Outpatient Center (Established December 2018)

Los Banos - WIC Program Classroom (Established May 2019)



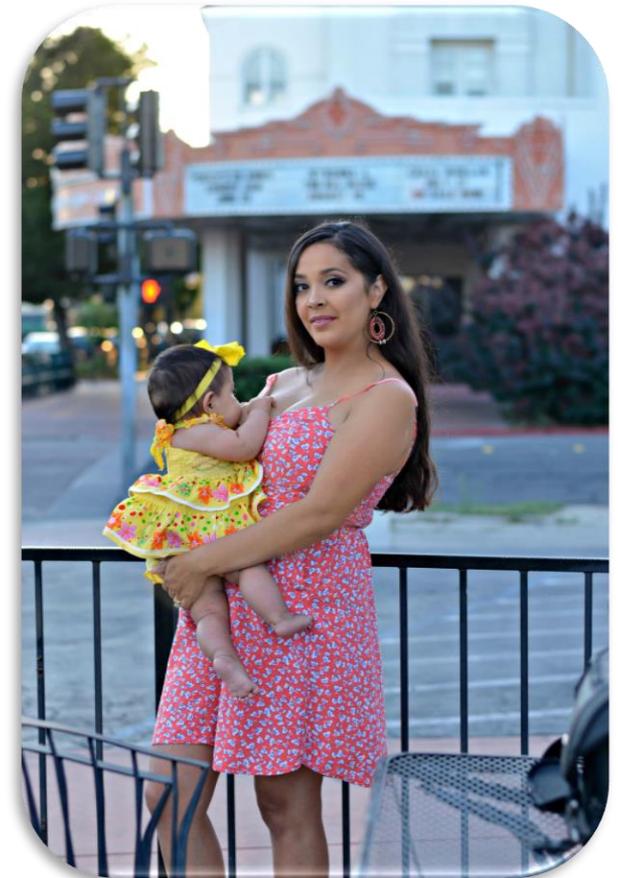
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Thank you!

Questions?

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Partners for Healthy Children



Kings and Tulare Counties RBL

Dylan Shelley

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Cultivating Breastfeeding in Kings & Tulare Counties:

- Began my journey with Kings/Tulare County WIC as the RBL
- Goals and Objectives for Fiscal Year are Complete
- Looking forward to Promoting WIC's breastfeeding services in my region
- Narrowing breastfeeding support gaps in my community



Q&A Session