STATE OF THE STATE: OKLAHOMA’S BABY-FRIENDLY LANDSCAPE IN 2017

Becky Mannel, BS, IBCLC, FILCA
Clinical Instructor and Director
Oklahoma Breastfeeding Resource Center
DISCLOSURE

- **I DO NOT** have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.
Oklahoma became the 47th state in the United States on November 16, 1907.

Before Oklahoma became a state it was known as Indian Territory.
Indian Removal Act beginning in 1830, ending in 1839

Over 60,000 Indians were forcibly relocated to Indian Territory.

Some 11,000 died.
16,000 Cherokees marched 1,000 miles
4,000 did not survive
From 1879 until 1918, over 10,000 Native American children from 140 tribes attended Carlisle. Only 158 graduated.
1907 – 1.4 million
1930 – 2.4 million
1950 – 2.2 million
1970 – 2.6 million
1990 – 3.1 million
2015 – 3.9 million

Population projected to surpass 4 million by 2020!
2016 ANNUAL REPORT RANKINGS

America’s Health Rankings® Annual Report is the longest-running annual assessment of the nation’s health on a state-by-state basis.
THE HEALTHIEST STATES

1. HAWAII
2. MASSACHUSETTS
3. CONNECTICUT
4. MINNESOTA
5. VERMONT
<table>
<thead>
<tr>
<th>2016 CDC (Born 2013)</th>
<th>US</th>
<th>OK</th>
<th>Rank (out of 52)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ever breastfed</td>
<td>81</td>
<td>75</td>
<td>41st</td>
</tr>
<tr>
<td>Any Bfdg at 6 mths</td>
<td>52</td>
<td>38</td>
<td>45th</td>
</tr>
<tr>
<td>Bfdg at 12 months</td>
<td>31</td>
<td>22</td>
<td>44th</td>
</tr>
<tr>
<td>EBF at 3 mths</td>
<td>44</td>
<td>35</td>
<td>46th</td>
</tr>
<tr>
<td>EBF at 6 mths</td>
<td>22</td>
<td>16</td>
<td>47th</td>
</tr>
</tbody>
</table>
Babies Born in 2013
CDC Breastfeeding Data 2016

US VS OKLAHOMA RATES
Oklahoma Breastfeeding Rates (2006-2013)
CDC Data

BASED ON BABIES BORN IN THOSE YEARS
WIC IS MAKING A DIFFERENCE!

50 BFPCs in 38 counties!

NEW! 3 sites in Oklahoma County!
Breastfeeding initiation among infants born in 2009-2013

DISPARITIES IN BREASTFEEDING IN THE US

Data Source: National Immunization Survey
Improve Hospital Support for Breastfeeding

Administer mPINC (national survey of Maternity Practices in Infant Nutrition & Care) and provide customized reports to all hospitals.

Recognize partners (who work tirelessly on behalf of all mothers and babies) who train, support, and assist hospitals.

Assist hospitals (to collaboratively improve maternity practices in infant nutrition and care) and increase the number of Baby-Friendly hospitals.
### Percentage of Babies Born in Baby-Friendly Hospitals by US Region

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mountain Plains</td>
<td>9%</td>
</tr>
<tr>
<td>Mid Atlantic</td>
<td>12%</td>
</tr>
<tr>
<td>Southeast</td>
<td>15%</td>
</tr>
<tr>
<td>Southwest</td>
<td>16%</td>
</tr>
<tr>
<td>Midwest</td>
<td>18%</td>
</tr>
<tr>
<td>Northeast</td>
<td>22%</td>
</tr>
<tr>
<td>West</td>
<td>29%</td>
</tr>
</tbody>
</table>
2016 ANNUAL REPORT RANKINGS

America’s Health Rankings® Annual Report is the longest-running annual assessment of the nation’s health on a state-by-state basis.
BABY-FRIENDLY UPDATES

• Number of Baby-Friendly hospitals in US: 414

• Percent of babies born in a Baby-Friendly hospital: 20%

1121 Participating
Number of Baby-Friendly hospitals in Oklahoma: 6

Percent of Oklahoma babies born in a Baby-Friendly hospital: 14%

2 more assessments scheduled!
Designated hospitals:
Claremore Indian Hospital
Integris Baptist Medical Center
Cherokee Nation W.W. Hastings Hospital
Comanche County Memorial Hospital
Integris Health Edmond
St Anthony Hospital

Assessment Scheduled:
Chickasaw Nation Medical Center
Hillcrest Medical Center
The Chickasaw Nation Medical Center

A place where Native American traditional wisdom meets evidence-based practices.


Ten Steps to Successful Breastfeeding

Every facility providing maternity services and care for newborn infants should:

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in the skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. Help mothers initiate breastfeeding within one hour of birth.
5. Show mothers how to breastfeed and how to maintain lactation even if they are separated from their infants.
6. Give infants no food or drink other than breastmilk, unless medically indicated.
7. Practice rooming-in -- mothers and infants to remain together 24 hours a day.
8. Encourage breastfeeding on demand.
9. Give no pacifiers or artificial nipples to breastfeeding infants.
10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

The Ten Steps to Successful Breastfeeding form the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality improvement project created by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF).

Baby-Friendly hospitals and birth centers also uphold the International Code of Marketing of Breast Milk Substitutes by offering parents support, education, and educational materials that promote the use of human milk rather than other infant food or drinks, and by refusing to accept or distribute free or subsidized supplies of breastmilk substitutes, nipples, and other feeding devices.
BBFOK Hospitals 2017

- Pending: 6
- Discovery: 3
- Development: 4
- Dissemination: 2
- Designation: 2
- Baby-Friendly: 6

Hospital Phases FY 2017
Hospitals Enrolled in BBFOK:
Duncan Regional Hospital
Integris Baptist Regional Health Center
Integris Bass Baptist Health Center
Integris Canadian Valley Hospital
Integris Southwest Medical Center
OU Medical Center/The Children’s Hospital
St Anthony Hospital Shawnee
Saint Francis Hospital
Stillwater Medical Center
MATERNITY PRACTICES IN INFANT NUTRITION AND CARE

Quality Practice Measures

Benchmark Report

Fantastic Medical Center
123 Street Road
City, ST 12345

2011 Survey

Centers for Disease Control
OKLAHOMA’S MPINC SCORES

US Average = 79
LABOR & DELIVERY CARE

US Average = 85

FEEDING OF BREASTFED INFANT

US Average = 86
BREASTFEEDING ASSISTANCE

US Average = 89

MOTHER/INFANT CONTACT

US Average = 83
STAFF TRAINING

US Average = 64
STRUCTURAL & ORGANIZATIONAL ASPECTS

US Average = 77

FACILITY DISCHARGE CARE

US Average = 68
OKLAHOMA HOSPITALS WITH IDEAL RESPONSES

**Complete** Hospital Policies:
Hospital breastfeeding policy includes all 10 model policy elements. (in Structural & Organizational Aspects of Care Delivery)

- 2007: 7%
- 2009: 8%
- 2011: 9%
- 2013: 11%
- 2015: 31%

**Appropriate** Feeding Practices:
Supplemental feedings to breastfeeding infants are rare. (in Feeding of Breastfed Infants)

- 2007: 13%
- 2009: 8%
- 2011: 8%
- 2013: 33%
- 2015: 33%

**Adequate** Discharge Protocols:
Hospital provides appropriate discharge planning (referrals & other multi-modal support). (in Hospital Discharge Care)

- 2007: 6%
- 2009: 14%
- 2011: 22%
- 2013: 24%
- 2015: 23%
Among breastfeeding women whose infants were given formula in the hospital:

“How did you get the formula for your baby the first time your baby was given formula in the hospital?”

28.1% - I asked for the formula

23.2% - Formula was in my room without me asking for it

28.0% - Staff brought me formula without me asking for it

20.8% - Staff fed my baby formula without me asking for it

Texas WIC Infant Feeding Practices Survey 2013
Baby and Toddler Food and Drinks: Nutrition and Marketing

Total advertising spending in 2015: $77 Million

- Baby and toddler food, including snacks: $30 million
- Infant formula: $10 million
- Toddler milk and nutritional supplements: $37 million

Three companies were responsible for 99% of ad spending:

- Nestlé
- Gerber
- Abbott

Nutritious baby and toddler foods:
- 100% of meals and pureed fruits and veggies

Almost 6 out of 10 advertising dollars were spent on:
- Sugar-sweetened toddler drinks
- Nutritionally poor baby and toddler snacks

Change in advertising spending from 2011 to 2015:
- Infant formula: Down 68%
- Toddler drinks: Up 22%
- Baby & toddler food: Up 22%

FIND OUT MORE: Baby Food FACTS from the UConn Rudd Center for Food Policy & Obesity examines the products and messages and marketing of food and drinks for children younger than age 3. For the full report, UConnRuddCenter.org/BabyFoodFACTS
BECOMING BABY-FRIENDLY IN OKLAHOMA

- Monthly webinars
- Technical assistance as needed – in person, email and phone
- Website resources, staff and physician training
  - NEW 15 Hour Online Training, $30/person for BBFOK hospitals
- **Mock surveys prior to assessment**
- Funding
  - $500 enrollment stipend
  - Up to $3000 for completion of each of the BFUSA phases
    - Development
    - Dissemination
    - Designation
BFUSA 4D PATHWAY

- Discovery
  - Register, send CEO letter, no fee

- Development – develop plans:
  - Policy
  - Staff/MD education
  - Patient education
  - Data collection
  - **Send 1\textsuperscript{st} fee**

- Dissemination
  - Complete plans, do audits
  - **Send 2\textsuperscript{nd} fee**

- Designation
  - Mock survey
  - Phone assessment
  - **Send 3\textsuperscript{rd} and final fee and schedule BFUSA assessment**
BBFOK: HOW TO GET STARTED

- Gain hospital leadership support – we can help you!
- Notify us that you’re ready to start
  - Send CEO letters, register for Discovery phase
- Participate in BBFOK activities
- Submit data monthly
- Let us know what you need – we are here to help!
BBFOK PARTICIPATION AND 2015 MPINC SCORES

- Oklahoma Average Score = 78
- Hospitals in BBFOK Average Score = 84
- US Average Score = 79
- Oklahoma Baby-Friendly Hospitals Average Score = 94
- Hospitals NOT in BBFOK Average Score = 72