



Breastfeeding and Baby-Friendly in the News

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NH Ten Steps Collaborative Workshop #2

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Objectives

- Describe a recent news story related to breastfeeding and/or the Baby-Friendly Hospital Initiative and discuss implications for healthcare providers and/or mother-infant dyads

“We have done a pretty good job of promoting
breastfeeding.

Now we need to work on protecting and
supporting breastfeeding.”

Laurence Grummer-Strawn, PhD, MPA, MA
Chief, Nutrition Branch,
Division of Nutrition, Physical Activity, and Obesity, CDC
at the Academy of

Breastfeeding Medicine Annual Conference

November 2011

Shift of Breastfeeding into Public Health Arena

- **Healthy People Guidelines with breastfeeding benchmarks:**
In 1984, Surgeon General C. Everett Koop convened the 1st Surgeon General's Workshop on Breastfeeding, which drew together professional and lay experts to outline key actions needed to improve BF rates.
- **Surgeon General's Call to Action-** launched from Public Health Community-
January 2011
 - Since the release of the Call to Action 512 hospitals have begun the BFHI process
- **Obesity Prevention Programs across the country-** Let's Move, Let's Go in New England, Vermont, New York, and many others - breastfeeding as way to reduce obesity



Political Will

- Health efforts focus on prevention of chronic disease with highest burdens for cost: diabetes, overweight and obesity
- Affordable Care Act (ACA) has significant breastfeeding language *protecting* a woman's RIGHT to breastfeed
 - ACA amends the Fair Labor Standards Act of 1938 by having employers provide reasonable break time and a place, other than a restroom, that is private and clean for a mother to express milk.
- ACA provides *support*, supplies and counseling: “Pregnant and postpartum women now have access to comprehensive lactation support and counseling from trained providers, as well as breastfeeding equipment.”



National Initiative for Children's Healthcare Quality (NICHQ)

- NICHQ/CDC Best Fed Beginnings- facilitating BFHI designation for 90 hospitals in regions in the US with poor breastfeeding rates
- Affecting 275,000 deliveries: Emory, Penn, UMDNJ, Stonybrook, UVA, VCU



Baby Friendly Stats

- Currently 145 hospitals BFHI designated in the US
 - 22 already designated in 2012
 - 675 hospitals working toward designation
- ~6% of US births occur in BFHI designated hospitals
 - ~27% of NH births are in BFHI hospitals

Social Will: Ethical Business Practices in Health Care

- Corporate Compliance Programs in Health Care are commonplace
- Pharmaceutical Marketing and Business Practices: Physicians and Drug Companies called to task for unethical practices- trips, event tickets, and other freebies
- Formula companies have a lengthy history of unethical business practices that continue





Code

- Developed 10 years ago
- Served to promote ethical relationships, free from any perception of impropriety
- Included pens, mugs, drug lunches, entertainment, trips

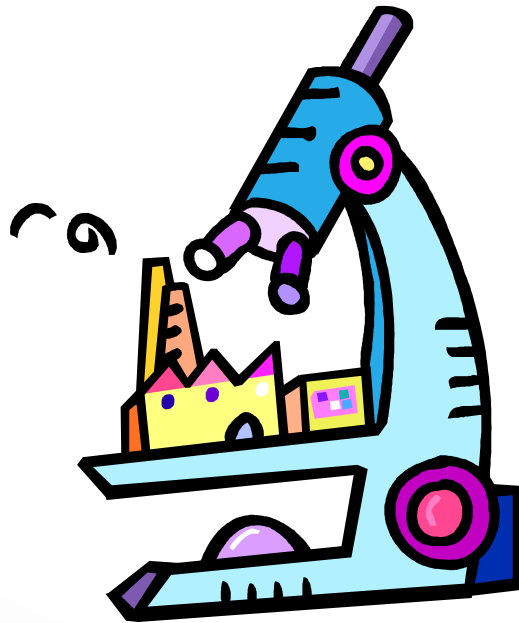
Formula Companies

- Bristol-Myers-Squibb
 - Owns Mead Johnson- maker of Enfamil
- Abbott
 - Owns Ross- maker of Similac
- Wyeth
 - Makes Parents' Choice (Walmart brand)

Formula Marketing

FINALLY under increasing scrutiny

20+ years after Code of Marketing



NYC LATCH ON



NEW YORK CITY DEPARTMENT of HEALTH and MENTAL HYGIENE

- Started Sept. 2012
- Health Commissioner: asking city maternity hospitals to voluntarily sign on to support a mother's choice to breastfeed and limit the promotion of infant formula in their facilities
- Formula from gift bags and promotional materials banned in 2007
- 12 private New York City hospitals have already made the commitment and all 11 public hospitals run by the New York City Health and Hospitals Corporation have signed on

The Mayor Speaks out and the Media Goes Crazy

New York Post:

- “Mayor Bloomberg pushing NYC hospitals to *hide* baby formula so more new moms will breast-feed”
- “The nanny state is going after moms.”
- “With each bottle a mother requests and receives, she’ll also get a *talking-to.*”

Did we forget that band aids are locked up in hospitals??

Comments on blogs

- Interesting comments with a lot of misinformation plus name-calling
- “breastapo” “nipple nazis” any more?
- Lost in the dialogue afterwards is any of the sound medical information

The case of the breastfeeding professor

September 14, 2012 By Allison Gilbert: Adrienne Pine nursed her sick daughter during a lecture at work at American University. The campus newspaper quickly heard about it and a student reporter from the Eagle asked the professor for a comment. Backlash was against the paper and supportive of Pine. Ms. Pine stated that she did not think the story was newsworthy....

Conversation in school paper was about “back-up babysitting.”

http://articles.cnn.com/2012-09-14/living/living_breastfeeding-professor_1_backup-child-care-student-newspaper-sick-baby

“Alanis Morissette Tops Weird Habits of Celebrity Moms”

- Morissette first “raised eyebrows over the summer when she announced that she would breastfeed Ever, now 20 months, until he was ready to stop.”
- She went on to say she will breastfeed him “until he is finished.”
- She is at the top of the list over

Tori Spelling, Jessica Simpson,
Alicia Silverstone



Image: celebbuzz.com



What did you all hear about this?

- From patients?
- From colleagues?
- Your own *family*?
- Did this cover help or hurt
process of normalizing BF?

Other References

- Baby Friendly Stats: Interview with Trish MacEnroe of Baby Friendly USA. Posted on [August 28, 2012](http://lactationmatters.org/2012/08/28/interview-with-trish-mac-enroe-of-baby-friendly-usa/) by [lactationmatters](http://lactationmatters.org/2012/08/28/interview-with-trish-mac-enroe-of-baby-friendly-usa/) :<http://lactationmatters.org/2012/08/28/interview-with-trish-mac-enroe-of-baby-friendly-usa/>
- Statement from Surgeon General Dr. Regina M. Benjamin on World Breastfeeding Week, August 1-7, 2011<http://www.hhs.gov/news/press/2011pres/08/20110801e.html>
8/1/2011
- Phrma Code: <http://www.phrma.org/about/principles-guidelines/code-interactions-healthcare-professionals>
- FYI: Vermont Department of Health.” Vermont Hospitals Work to Support Exclusive Breastfeeding.” http://healthvermont.gov/news/2012/080112_breastfeeding_hospitals.aspx