



Lessons Learned from a CNO

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Objectives

Participants will be able to

1. identify factors that influence breastfeeding in the US
2. offer talking points to advocate for breastfeeding among administrators and others who influence policy



The Issue

- Suboptimal Breastfeeding
- 1.4 million child deaths worldwide





The solution

- Breastfeeding promotes child health
 - Reducing the incidence of disease
 - Promotes growth and development
 - Reduces the risk of future chronic illness
- WHO & UNICEF recommendations



Current State

- Most women plan to breastfeed
- US breastfeeding rates
 - 79% ever breastfed
 - 18.8% exclusivity rate by 6 months
- Oklahoma breastfeeding rates
 - 71% ever breastfed
 - 15.5% exclusivity rate by 6 months

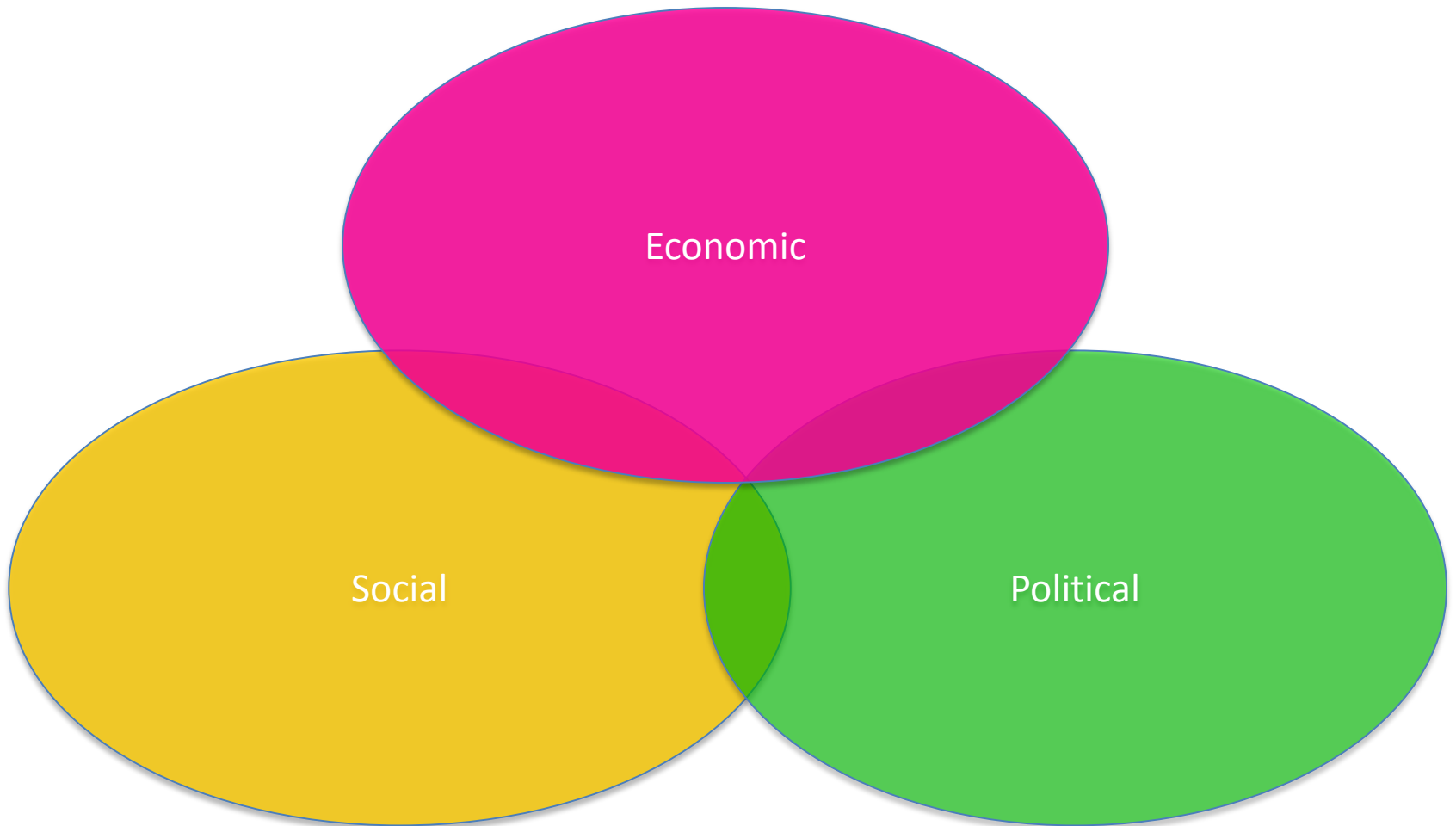


Unraveling Normal





Influencing Factors



Economic Factors

- Manufacturing of breast milk substitutes in 1840s
- Transformation of American into capitalistic and democratic society
- Mass production 1945-1975
- Baby food companies became billion dollar industries





Political Factors

- International Code for Marketing Breastfeeding Products – 1981
 - US only country that voted no
- Innocenti Declaration – 1990
 - US did not adopt





Social Determinants in Health Care

- Income
- Education
- Occupation
- Economic class
- Gender
- Race
- Ethnicity

Power

- Social status and economic position influence power



Advocacy and Social Justice

- Advocacy
 - Raise awareness of an issue
 - Issues stratified by the individual, institution, community, and global levels





Action Steps

- Safety factors to protect mothers and ensuring rights of supporting breastfeeding
- Social political factors to influence policy by building alliances in community
- Ethical factors and human rights
- Financial factors and costs of advocacy



Maximizing Positive Impact

- Articulating point of view
- Identifying policy makers
- Collaborating with key interest groups
- Developing strategy to align interests and support
- Policy development and implementation that support Baby Friendly and the Innocenti Declaration adoption



Advocacy Talking Points

- World Health Organization and UNICEF (2015)
 - Joint Statement
- Oklahoma House Bill 2102, 2358
- Affordable Care Act (2010)
- The Surgeon General Call to Action
- Healthy People 2020



Leadership Lessons

- Breastfeeding is a national priority
- Breastfeeding is the normal
- Breast milk is the perfect food for infants
- Breast milk provides whole life benefits
- Laws that protect breastfeeding mothers are not fully enforced
- Marketing breast milk substitutes is associated with the decline of breastfeeding world wide
- Economic, social, and political factors influence the breastfeeding rate.
- Advocacy is needed at all levels
- Baby Friendly Hospital Initiative



The end



http://www.cdc.gov/media/haveyouheard/images/2013/2013_08_05_travel_breastfeeding.jpg

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