

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

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



OK

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.

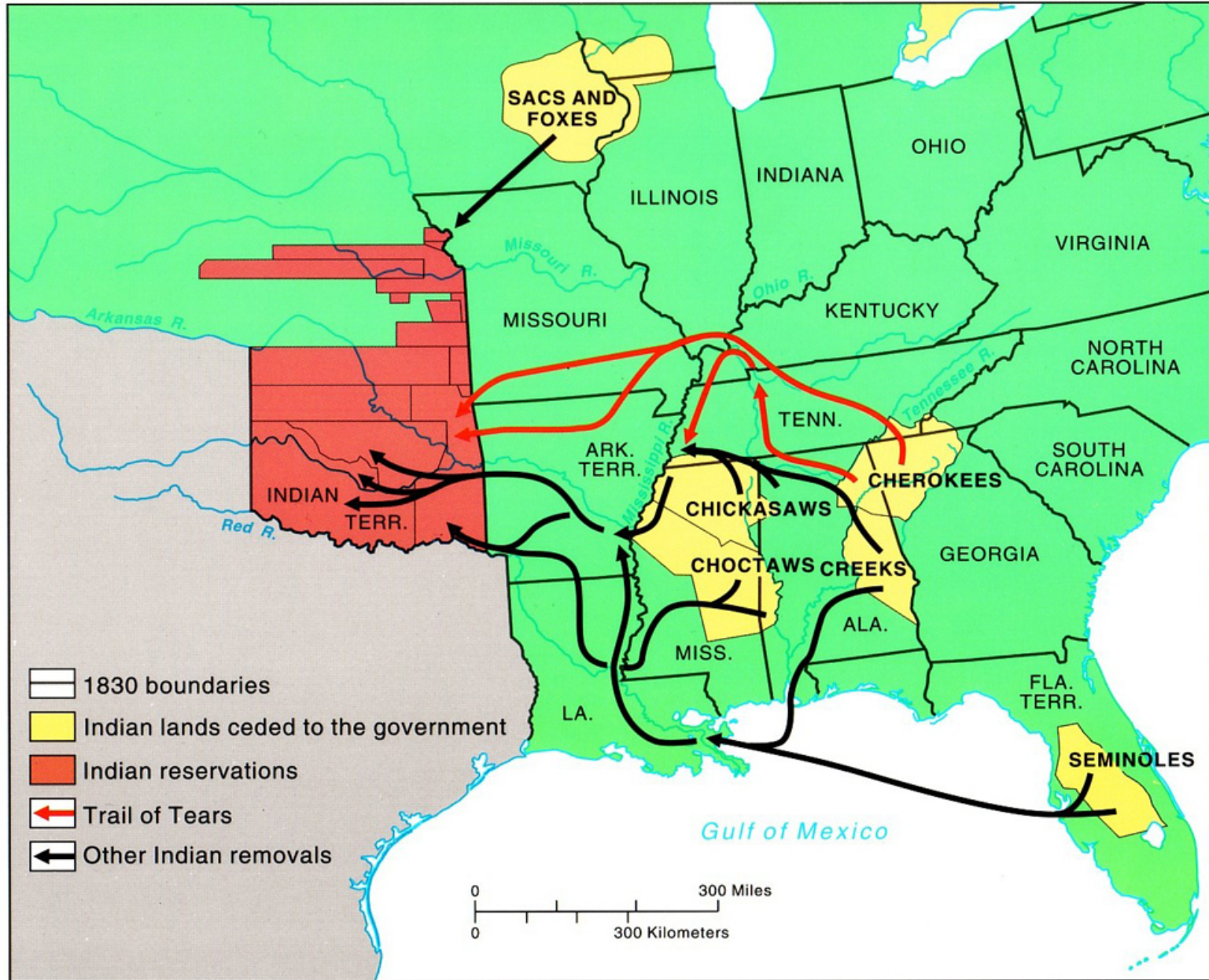


STATEHOOD

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



CARLISLE INDIAN INDUSTRIAL SCHOOL

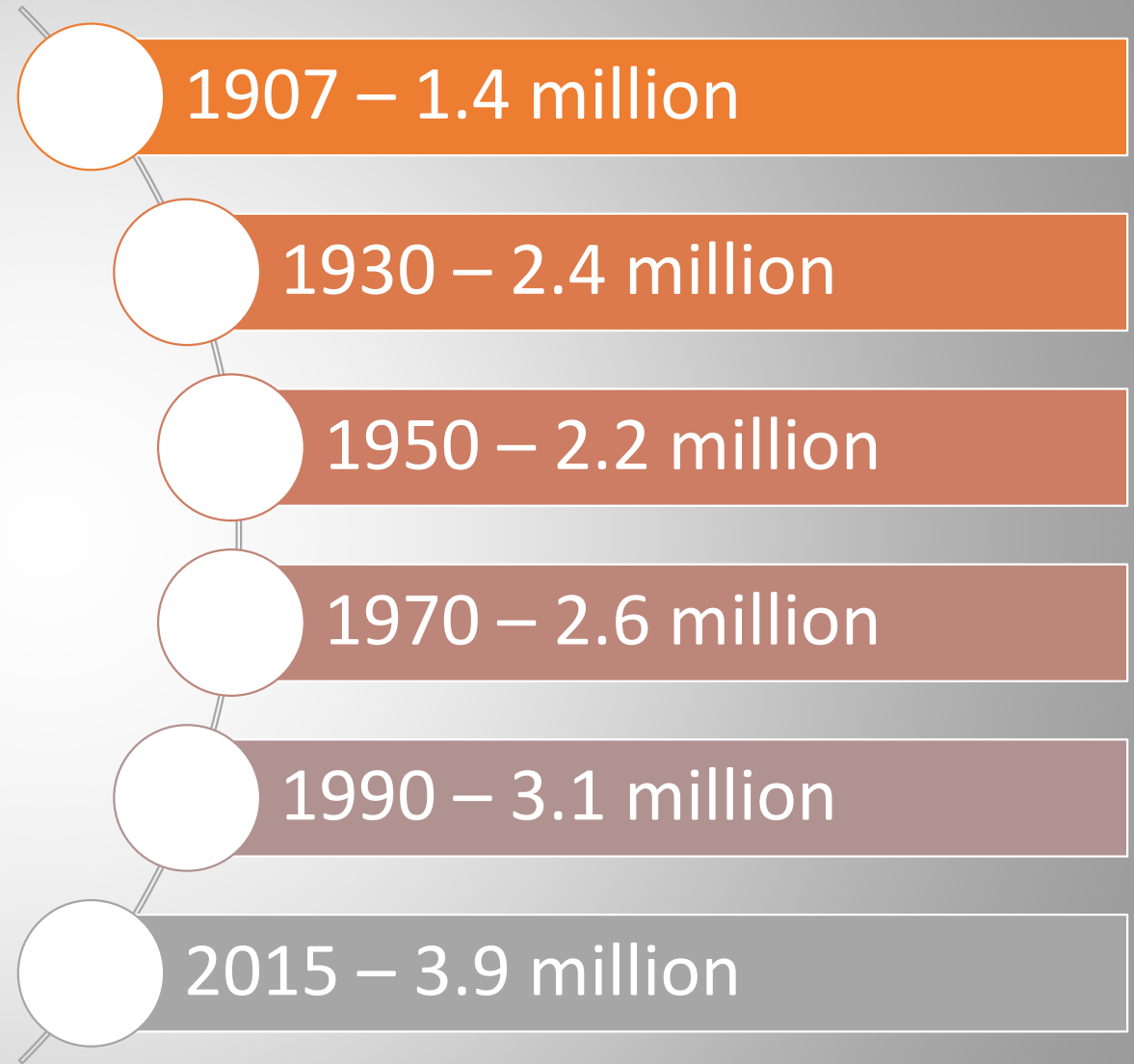


Public Domain, <https://commons.wikimedia.org/w/index.php?curid=4797733>

From 1879 until 1918, over 10,000 Native American children from 140 tribes attended Carlisle. **Only 158 graduated.**

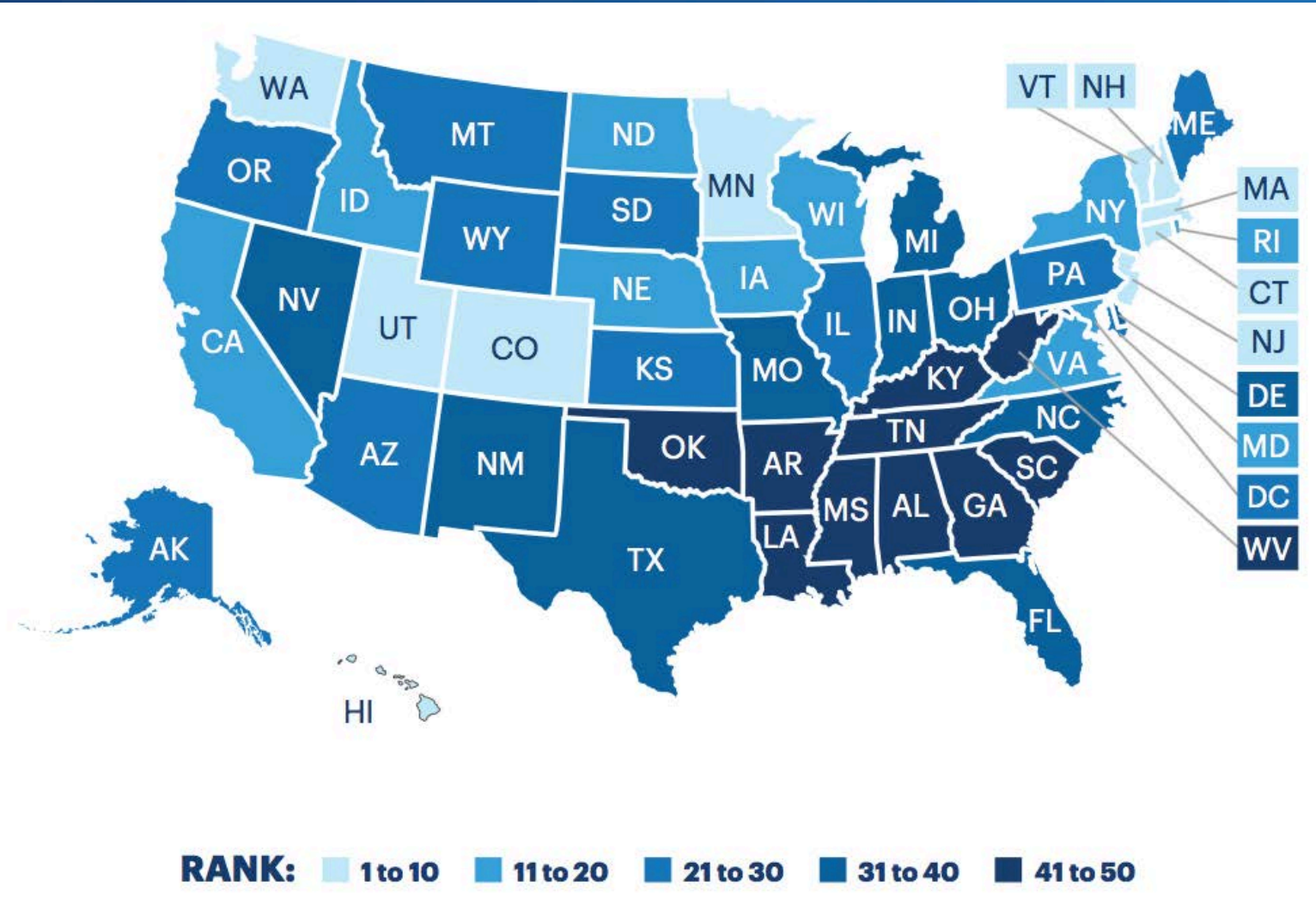


*Population projected
to surpass 4 million by
2020!*



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

.....



HAWAII



MASSACHUSETTS



CONNECTICUT



MINNESOTA



VERMONT

THE STATES WITH THE BIGGEST CHALLENGES

.....



MISSISSIPPI



LOUISIANA



ARKANSAS



ALABAMA



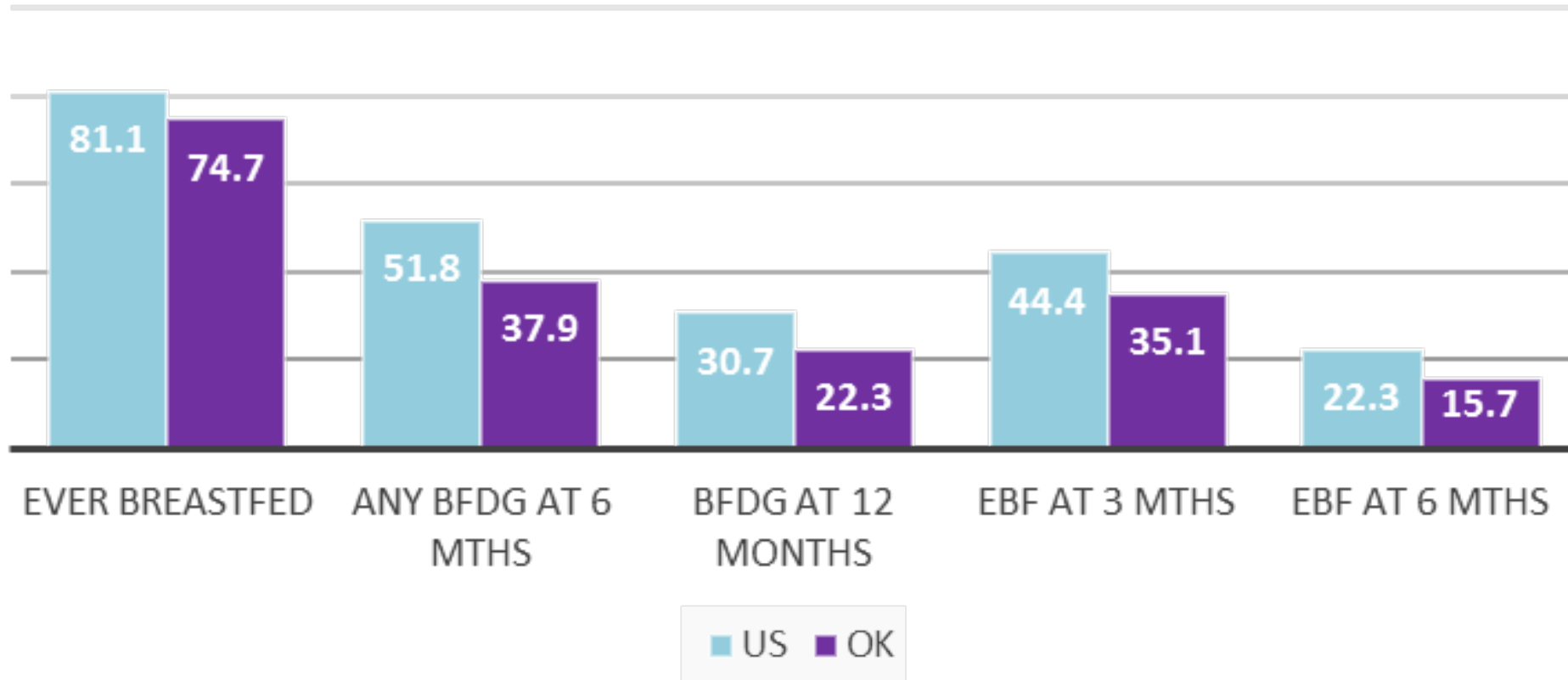
OKLAHOMA

OKLAHOMA BREASTFEEDING RATES/RANKINGS

2016 CDC (Born 2013)	US	OK	Rank (out of 52)
Ever breastfed	81	75	41st
Any Bfdg at 6 mths	52	38	45th
Bfdg at 12 months	31	22	44th
EBF at 3 mths	44	35	46th
EBF at 6 mths	22	16	47th

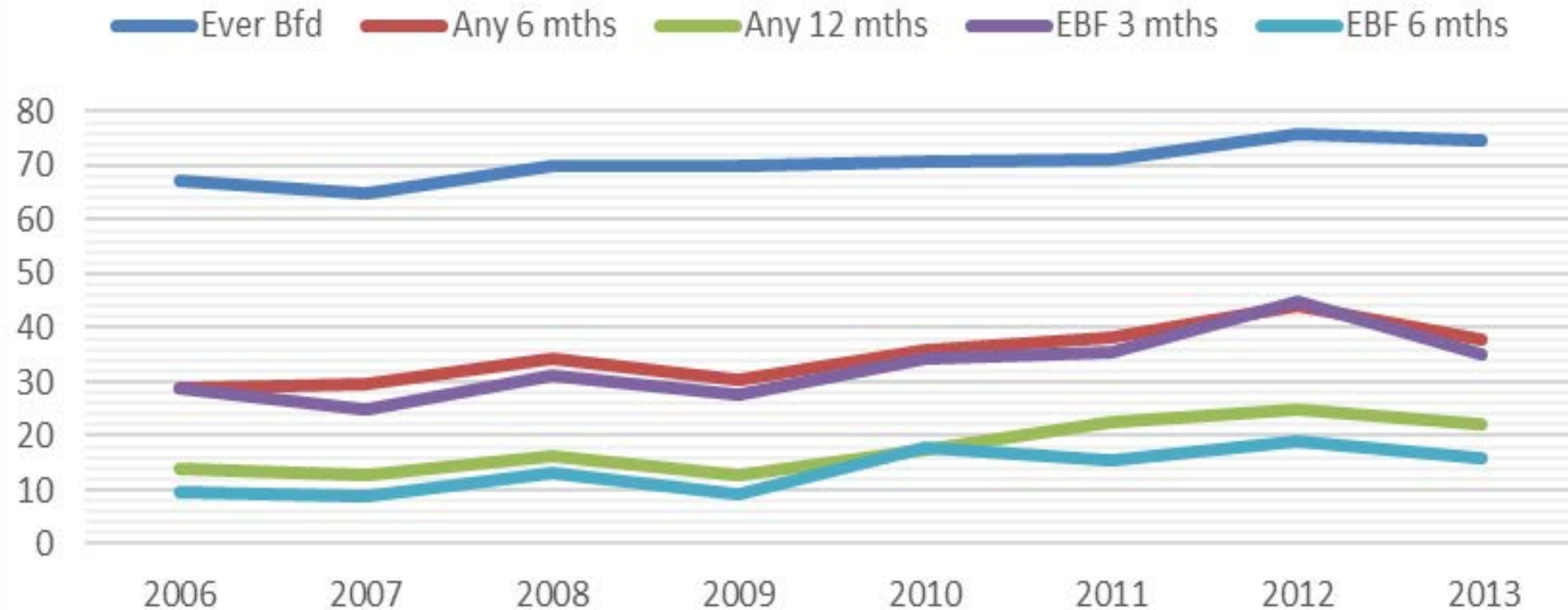
Babies Born in 2013

CDC Breastfeeding Data 2016



US VS OKLAHOMA RATES

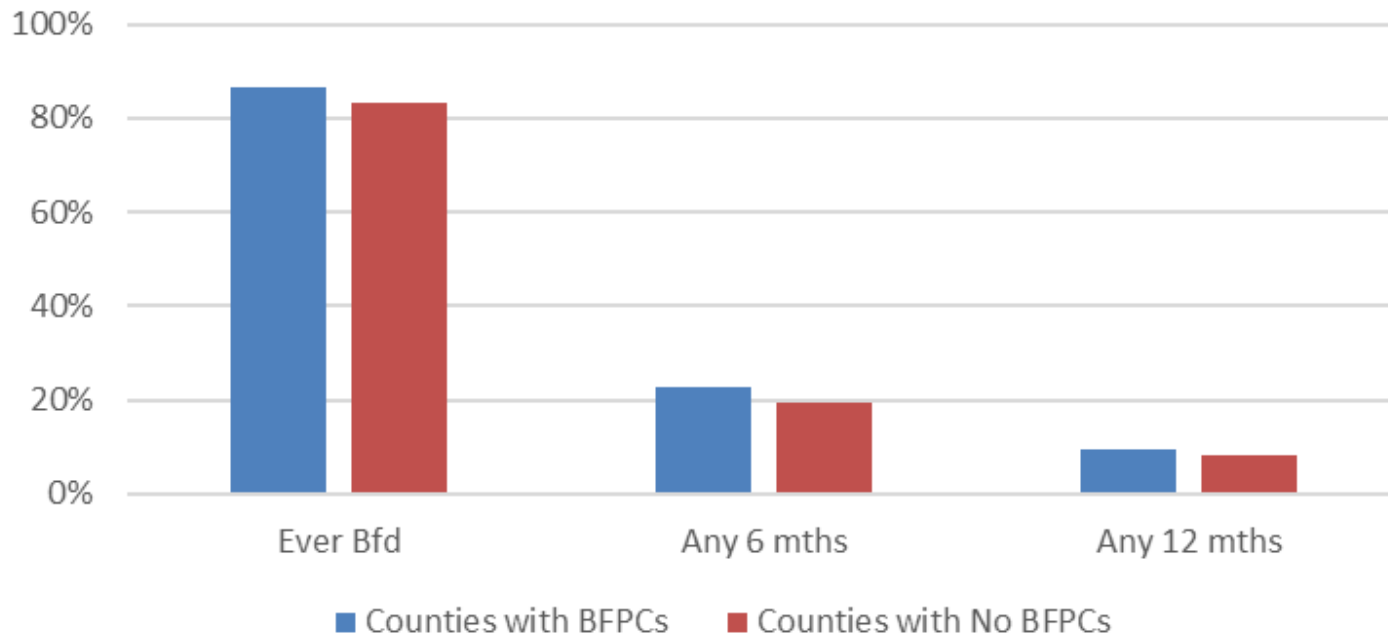
Oklahoma Breastfeeding Rates (2006-2013) CDC Data



BASED ON BABIES BORN IN THOSE YEARS

WIC IS MAKING A DIFFERENCE!

2016 WIC Data
Breastfeeding Peer Counselors (BFPCs)



50 BFPCs in 38 counties!

ASK ABOUT
BREASTFEEDING
PEER
COUNSELING
TODAY!

WIC Peer
Counselors...

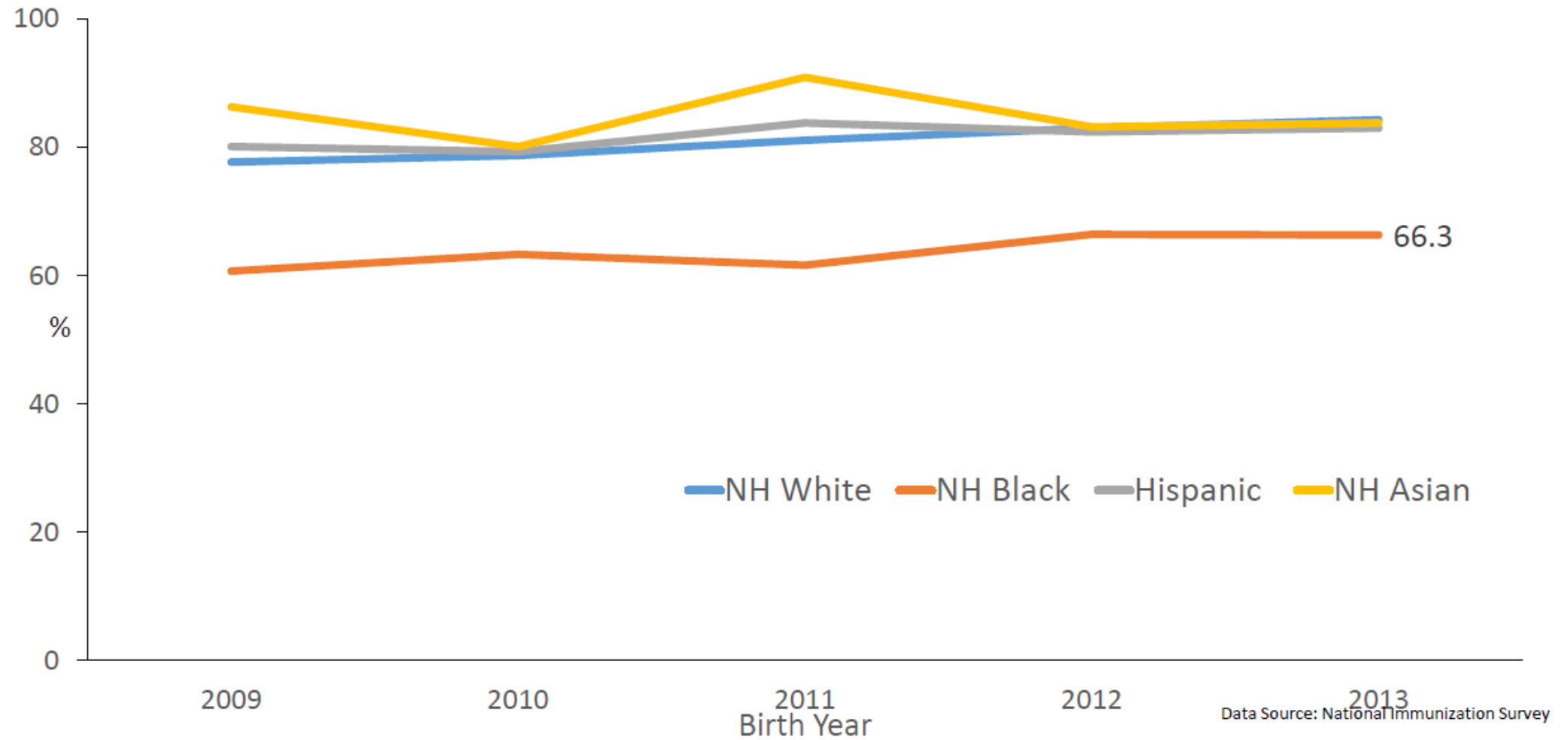
Making a difference one mother
and baby at a time.



The Oklahoma State Department of Health (OSDH) is an equal opportunity employer. The publication was published by the OSDH as authored by Amy Ginn, PhD. Cover image: 2016 copies were printed by University of Oklahoma Printing Services in November 2016 at a cost of \$200.00. USDA is an equal opportunity provider and employer.

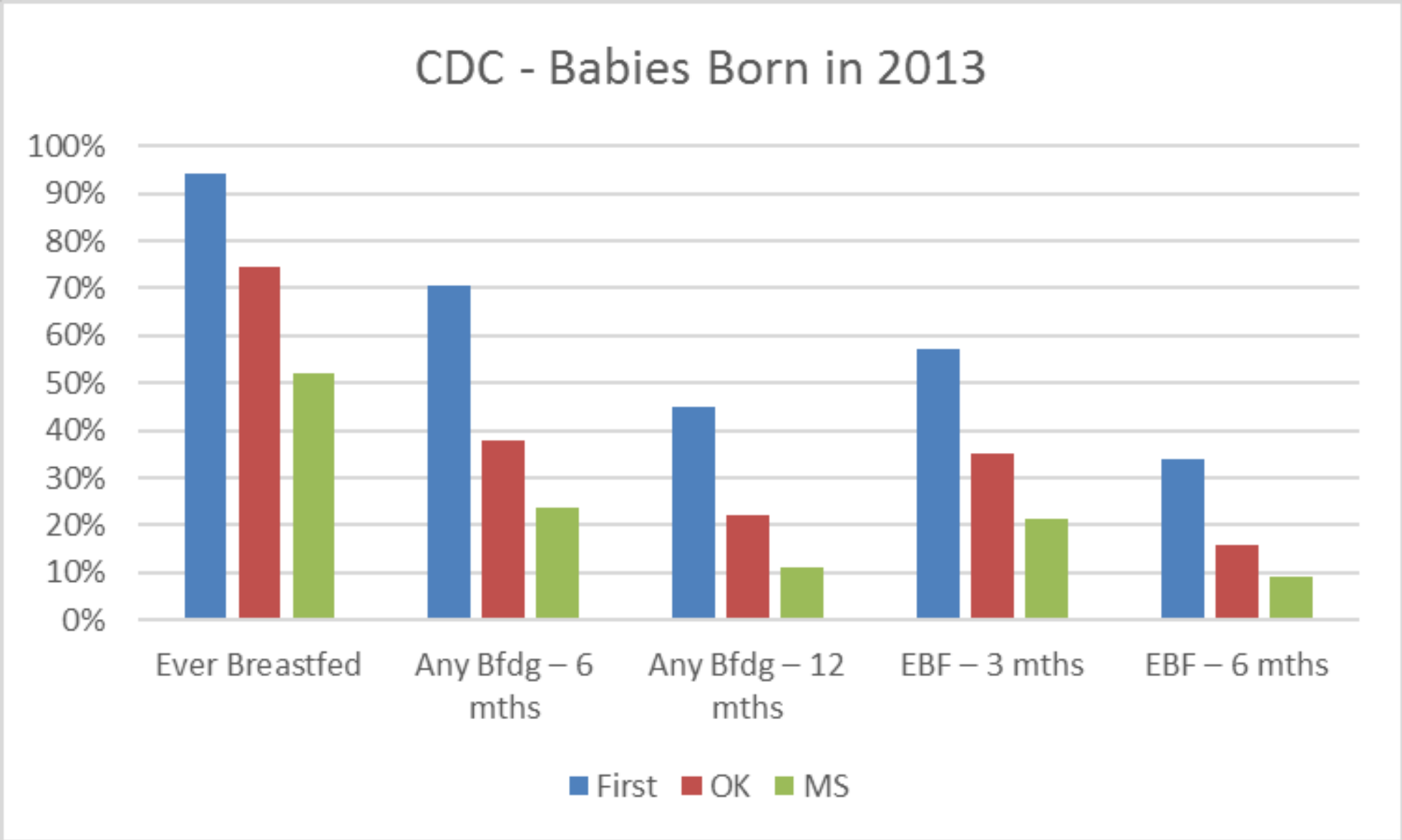
NEW! 3 sites
in Oklahoma
County!

Breastfeeding initiation among infants born in 2009-2013



DISPARITIES IN BREASTFEEDING IN THE US

OKLAHOMA BREASTFEEDING RATES COMPARED TO BEST AND WORST STATES



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**

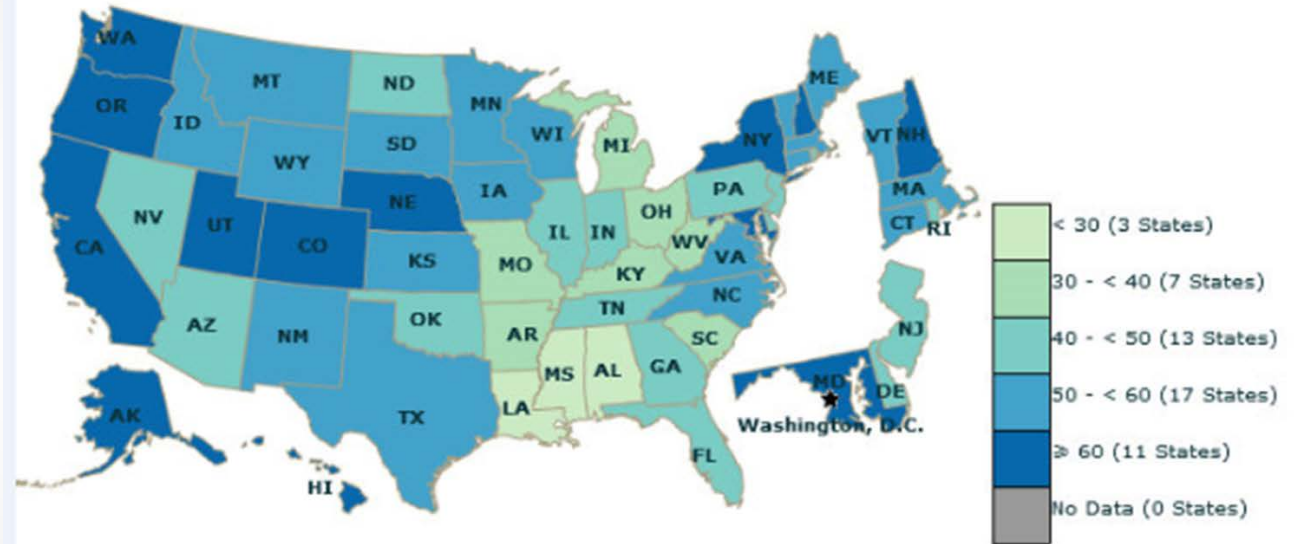
(to collaboratively improve maternity practices in infant nutrition and care) and increase the number
of *Baby-Friendly* hospitals



PERCENTAGE OF BABIES BORN IN BABY-FRIENDLY HOSPITALS BY US REGION

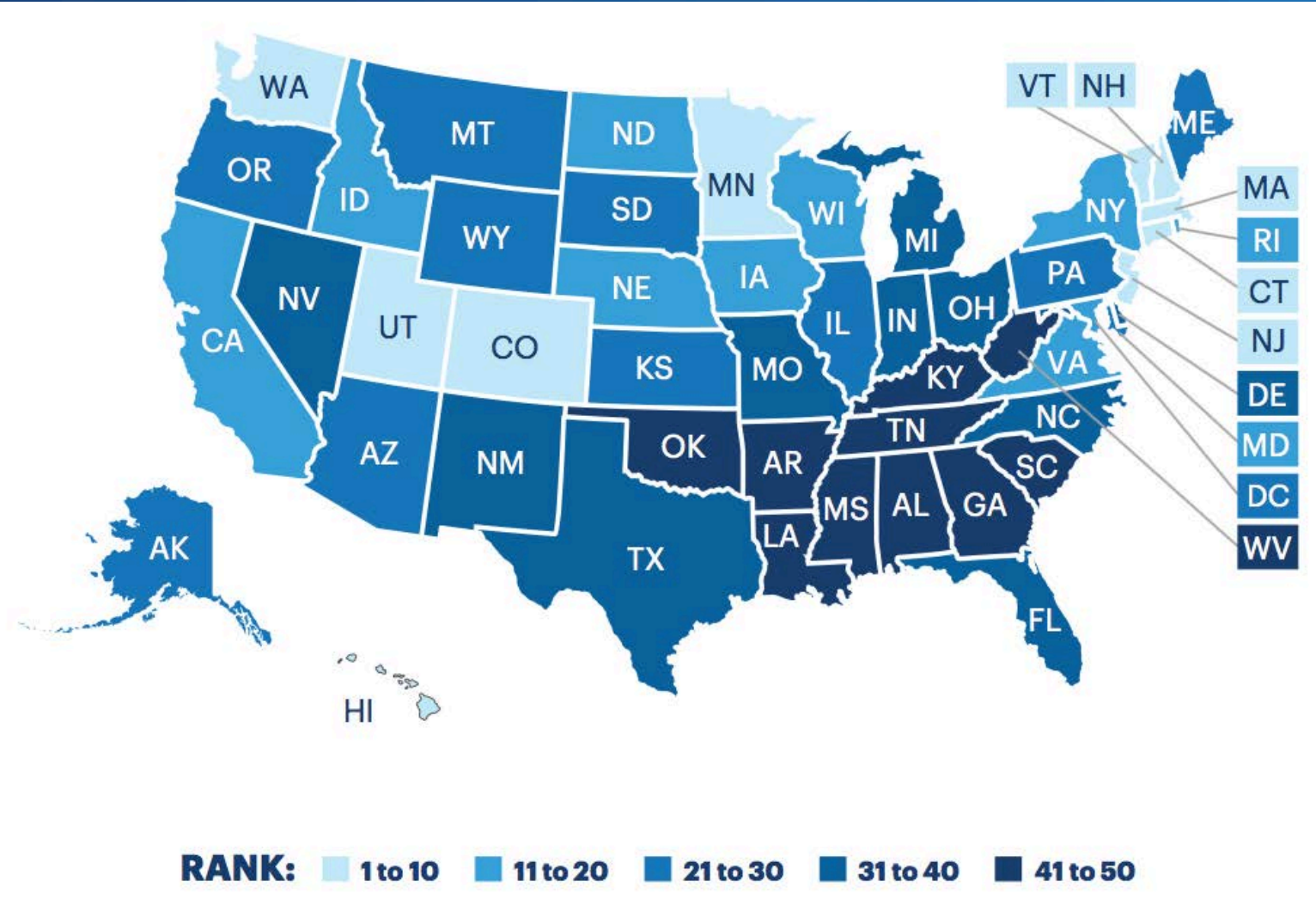
Mountain Plains	9%
Mid Atlantic	12%
Southeast	15%
Southwest	16%
Midwest	18%
Northeast	22%
West	29%

2012: Percent of infants who were breastfed at 6 months †‡§



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

Baby-Friendly USA
The gold standard of care



BECOMING BABY-FRIENDLY IN OKLAHOMA (BBFOK)

- Number of Baby-Friendly hospitals in Oklahoma:

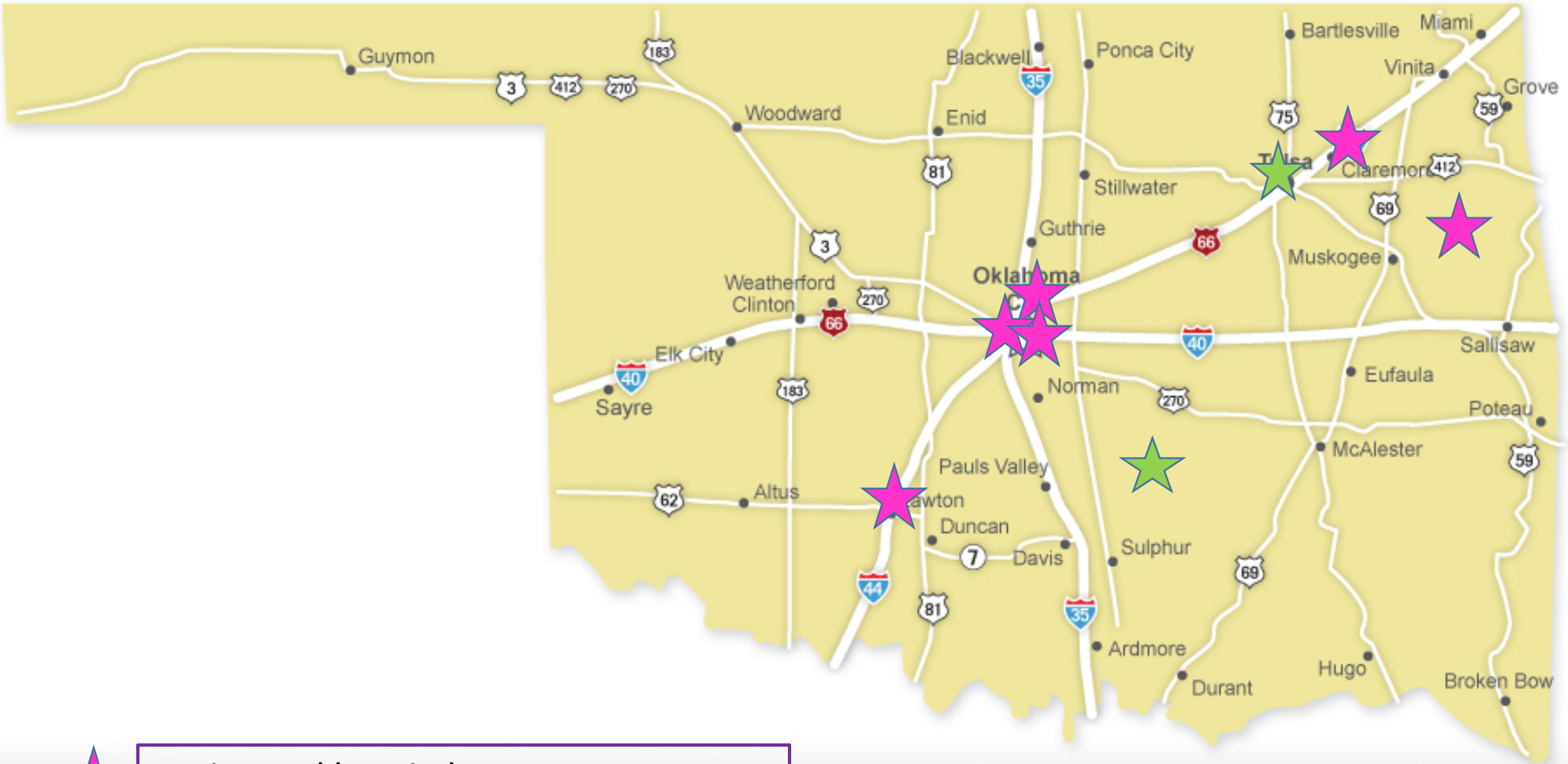
6

- 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.

This facility upholds the World Health Organization/UNICEF "Ten Steps to Successful Breastfeeding" published in a joint statement entitled: "Protecting, Promoting and Supporting Breastfeeding: The Special Role of Maternity Services"

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.

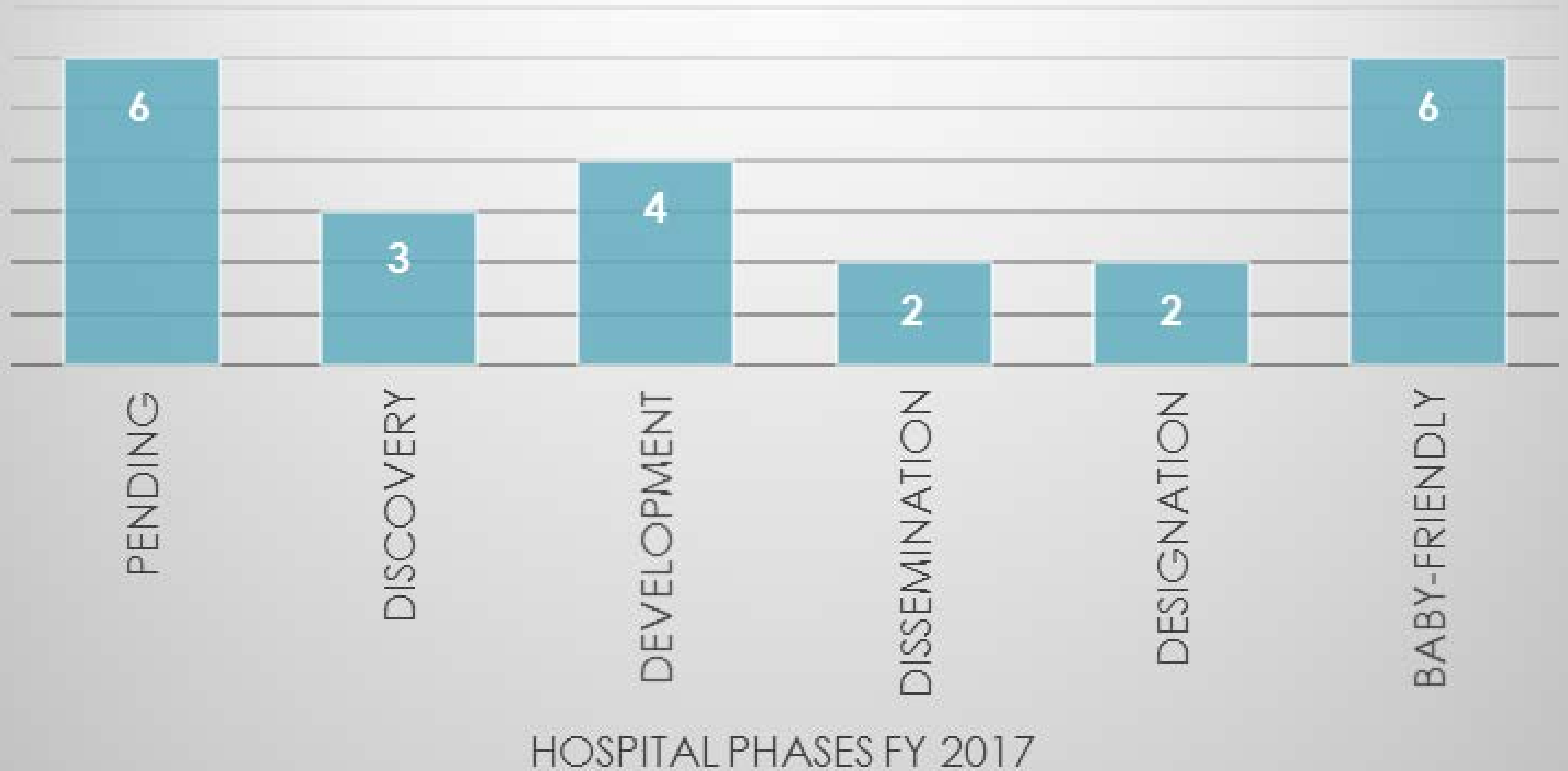


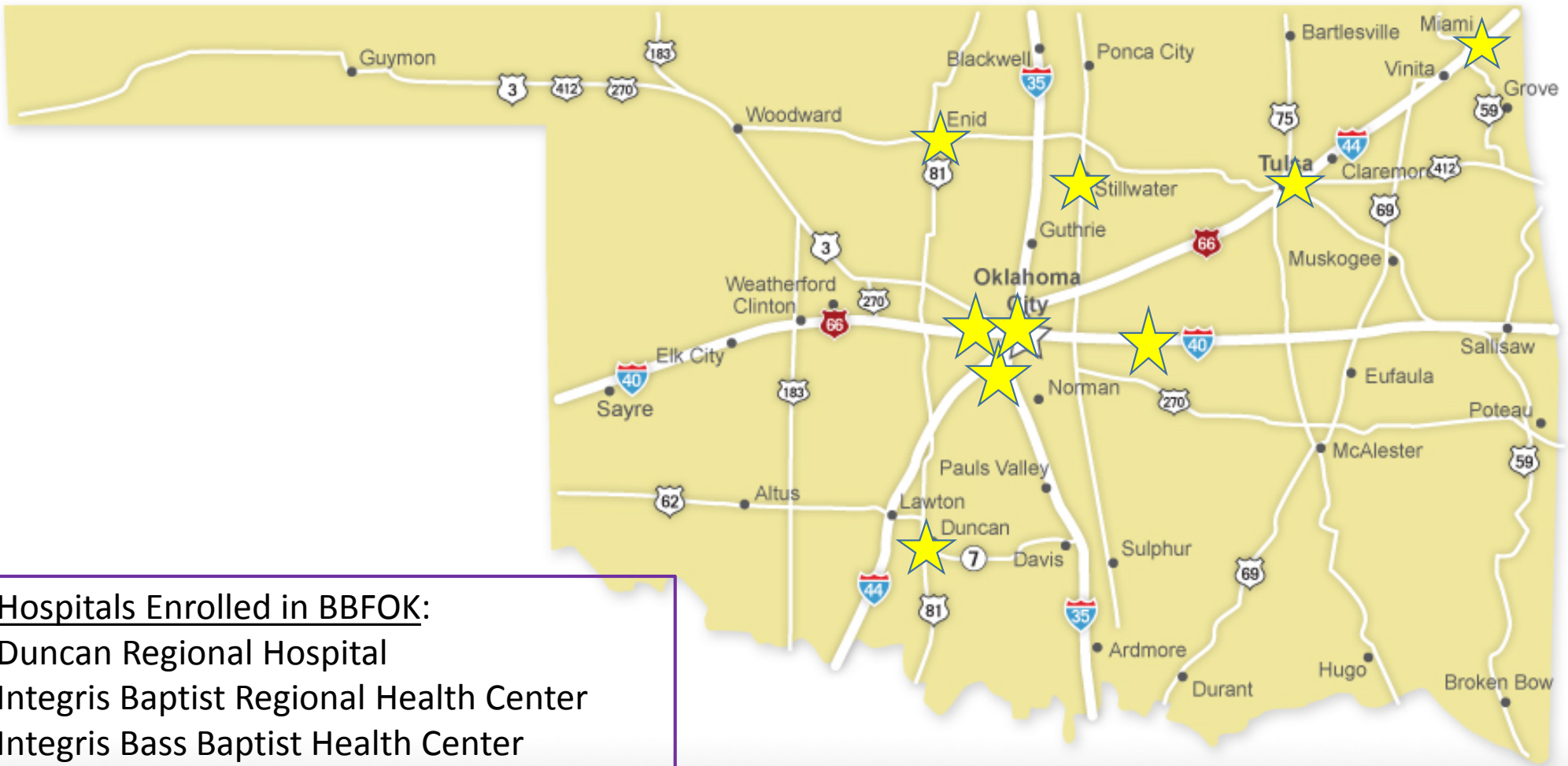
The Ten Steps to Successful Breastfeeding form the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality improvement project created by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF).

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.

the
Chickasaw
Nation
Department of Health

BBFOK Hospitals 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

Quality Practice Measures

Benchmark Report



2011 Survey

Fantastic Medical Center

123 Street Road
City, ST 12345

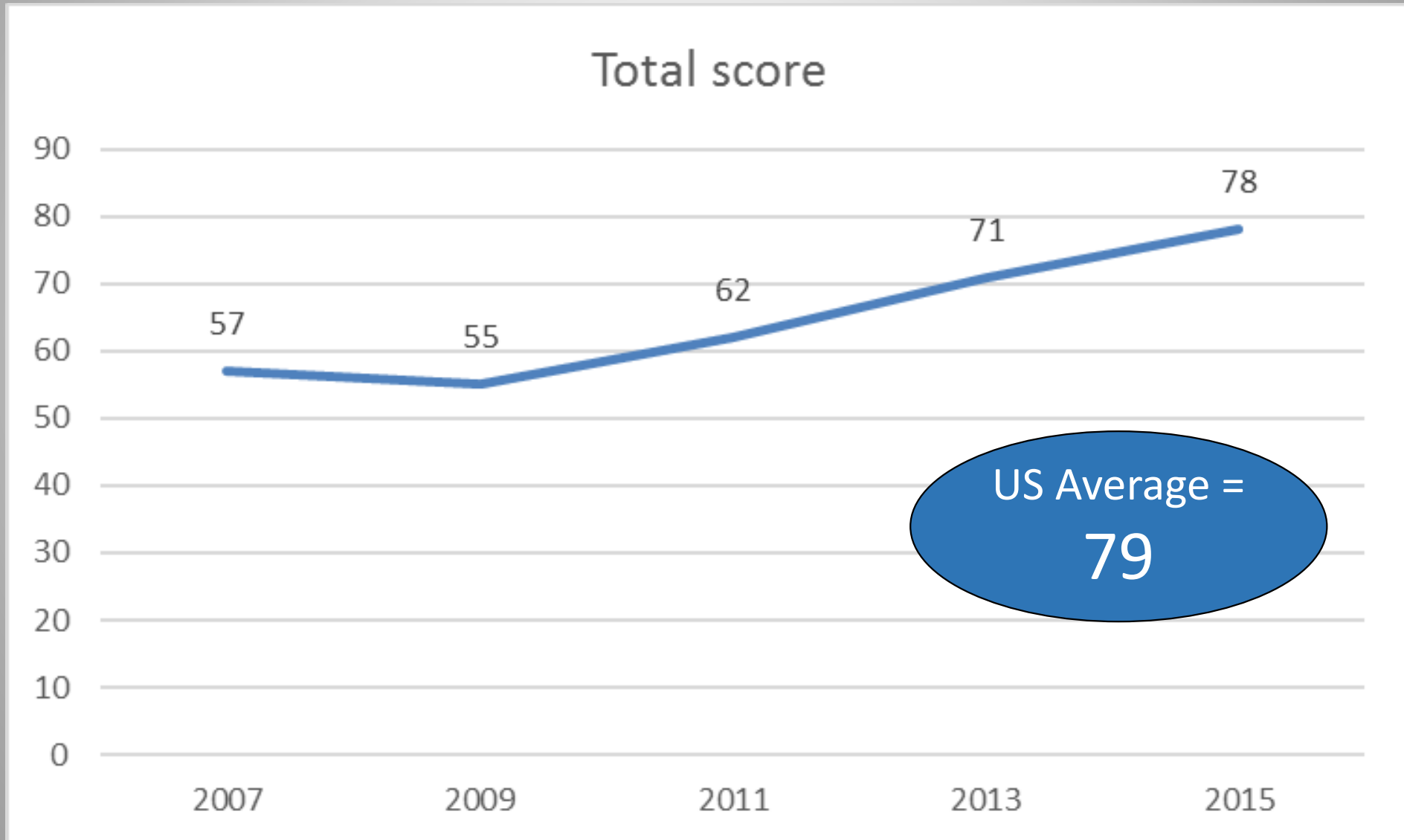
Facility ID: Testg



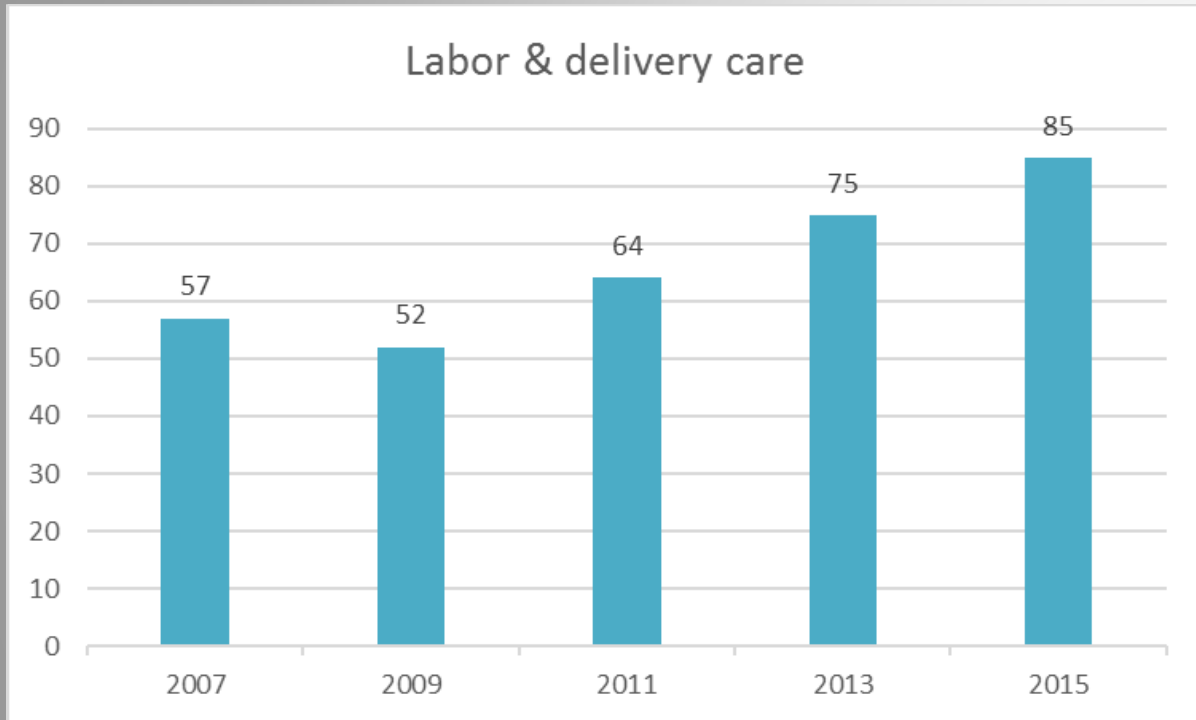
MATERNITY PRACTICES IN INFANT NUTRITION AND CARE



OKLAHOMA'S MPINC SCORES



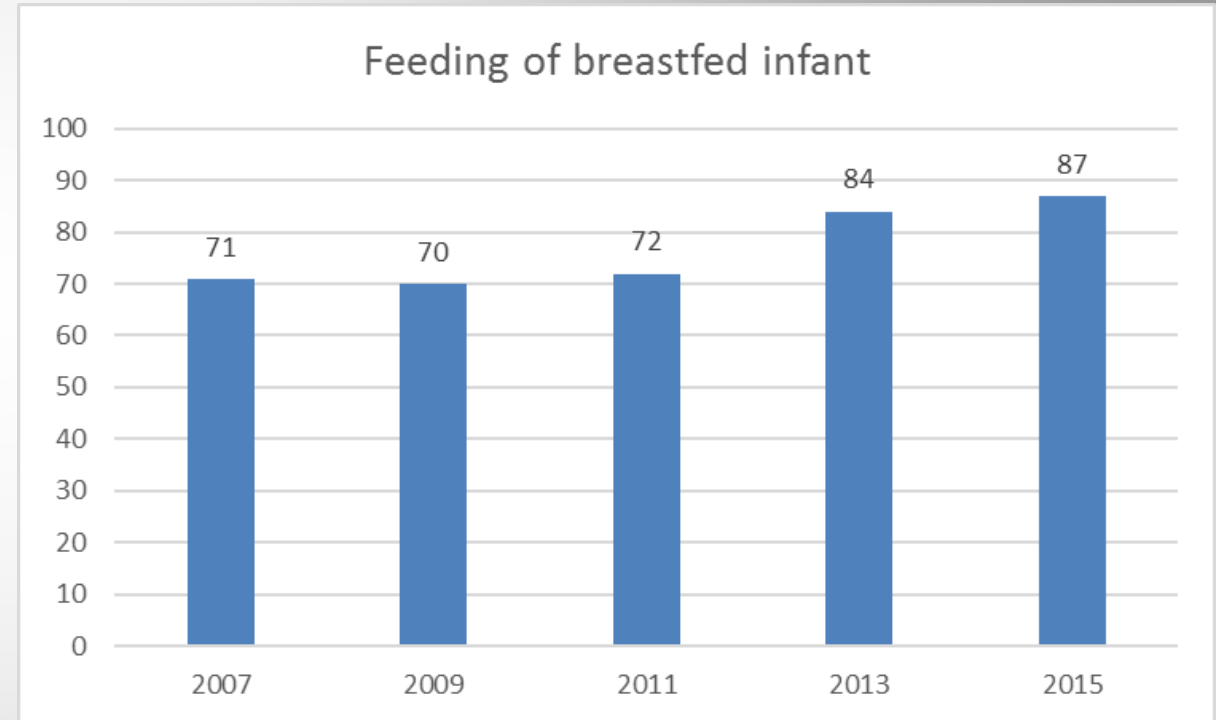
LABOR & DELIVERY CARE



US Average =

85

FEEDING OF BREASTFED INFANT



US Average =

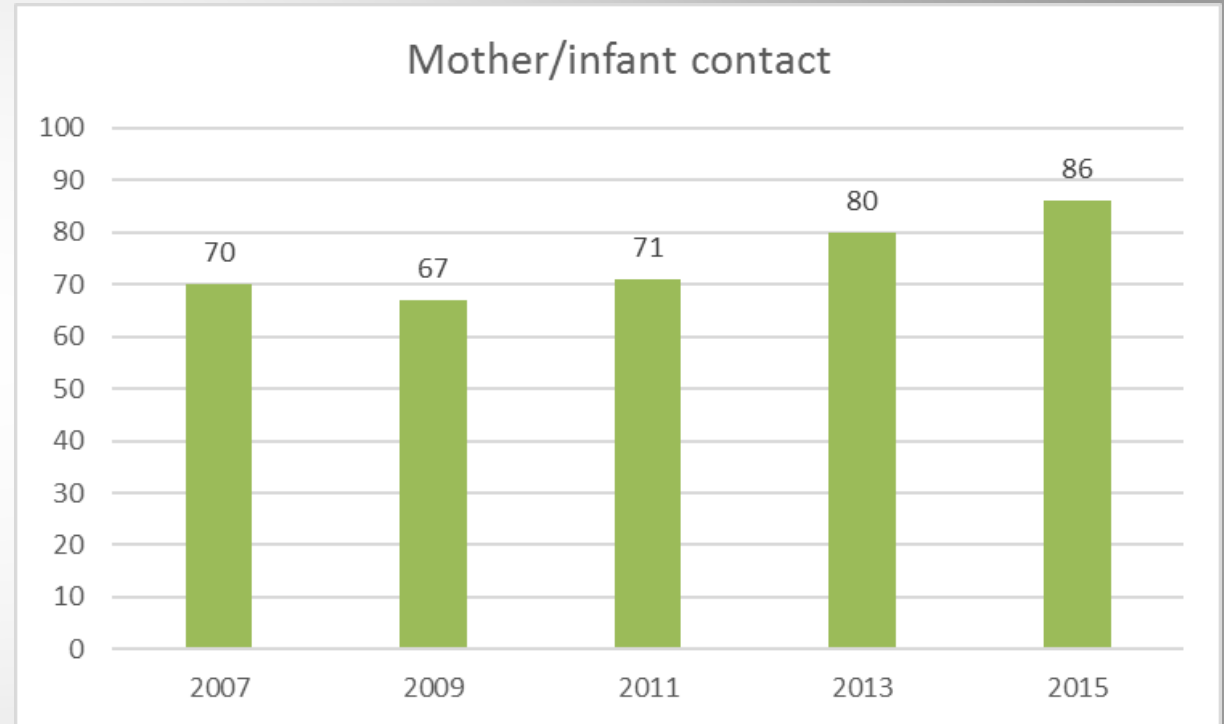
86

BREASTFEEDING ASSISTANCE



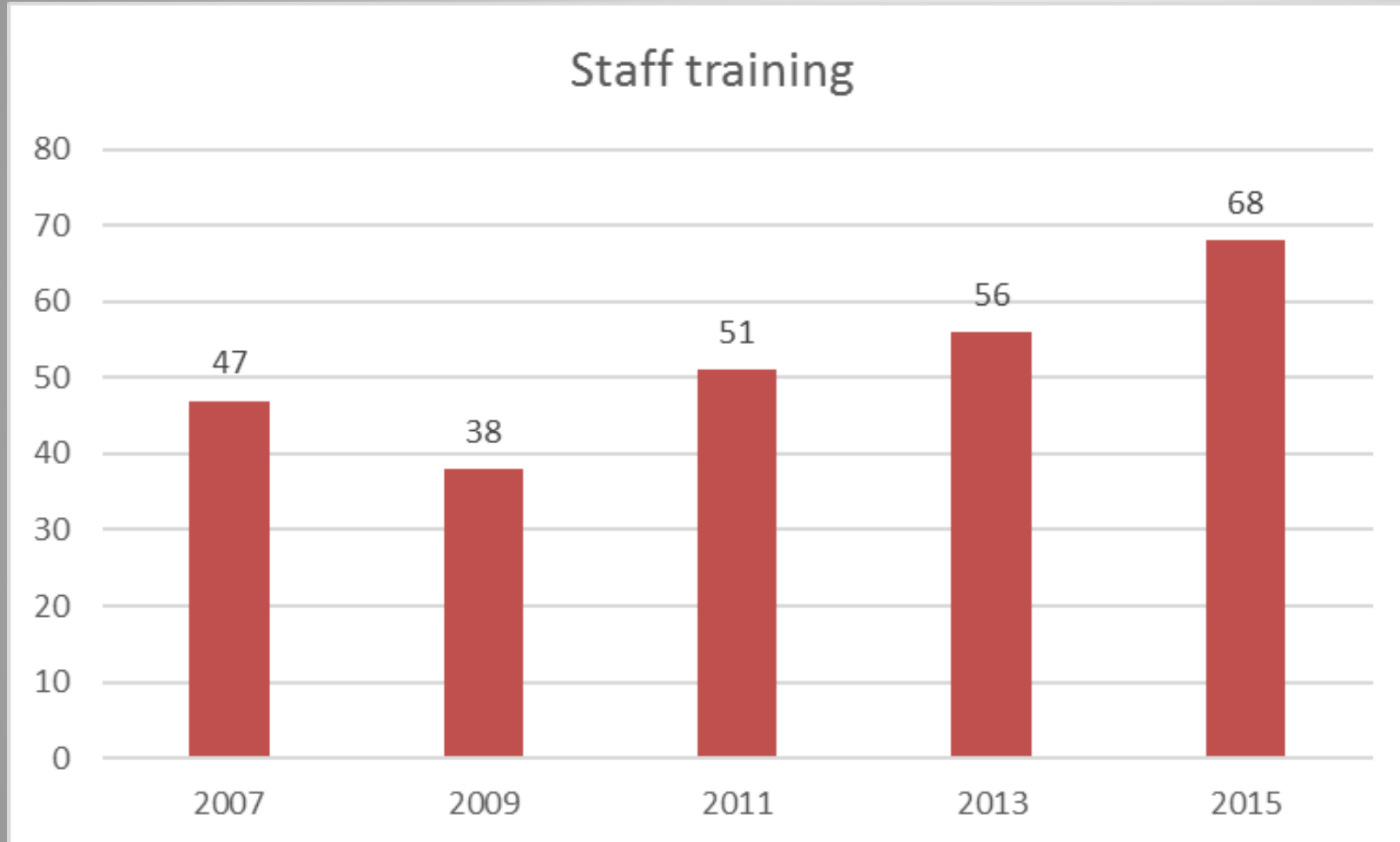
US Average =
89

MOTHER/INFANT CONTACT



US Average =
83

STAFF TRAINING



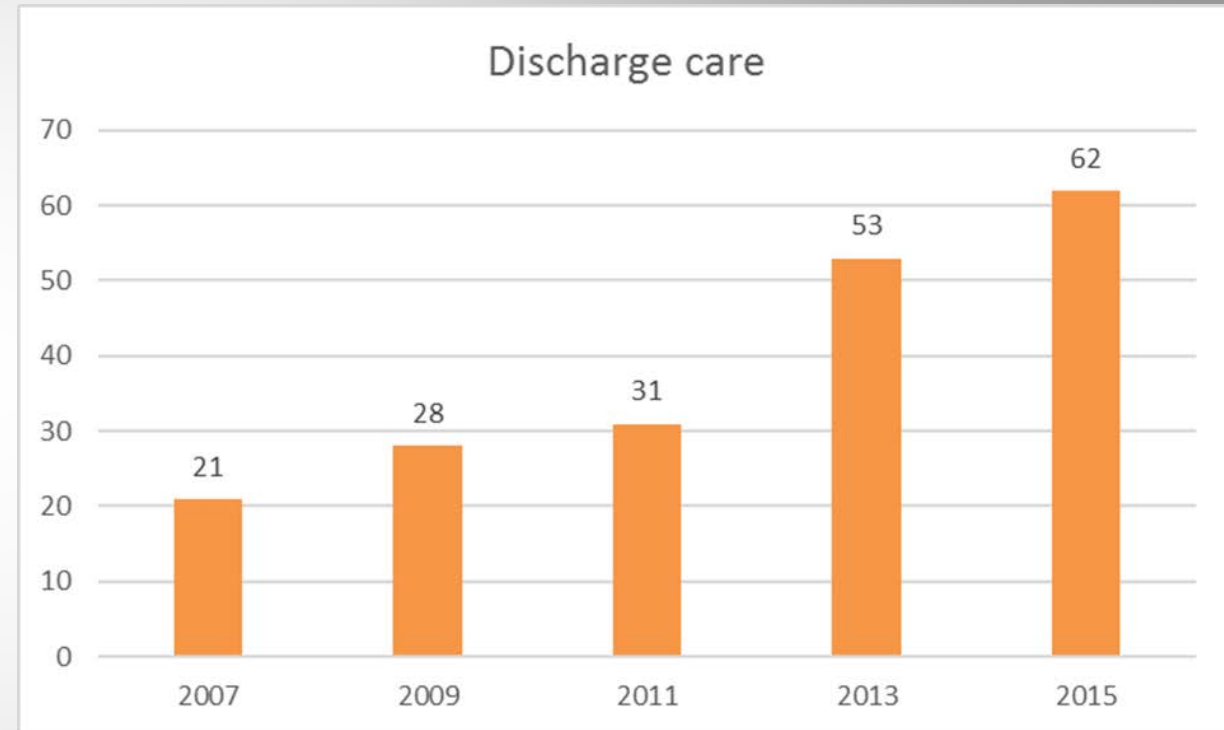
US Average =
64

STRUCTURAL & ORGANIZATIONAL ASPECTS



US Average =
77

FACILITY DISCHARGE CARE



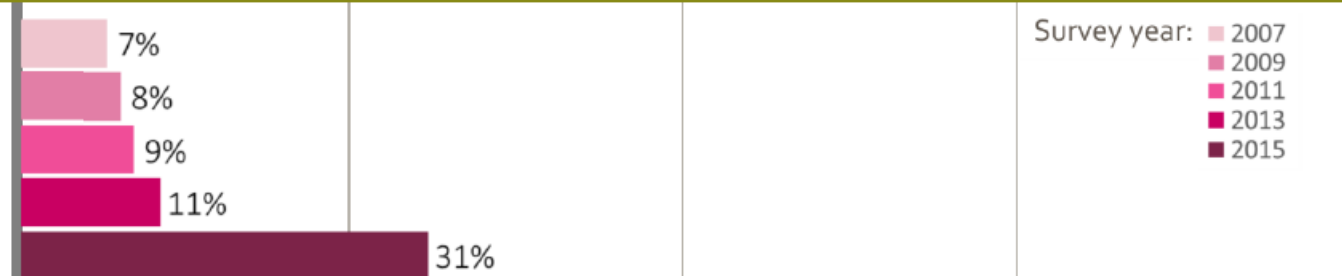
US Average =
68

OKLAHOMA HOSPITALS WITH IDEAL RESPONSES

Percentage of Oklahoma hospitals with ideal responses
(2007–2015 surveys)

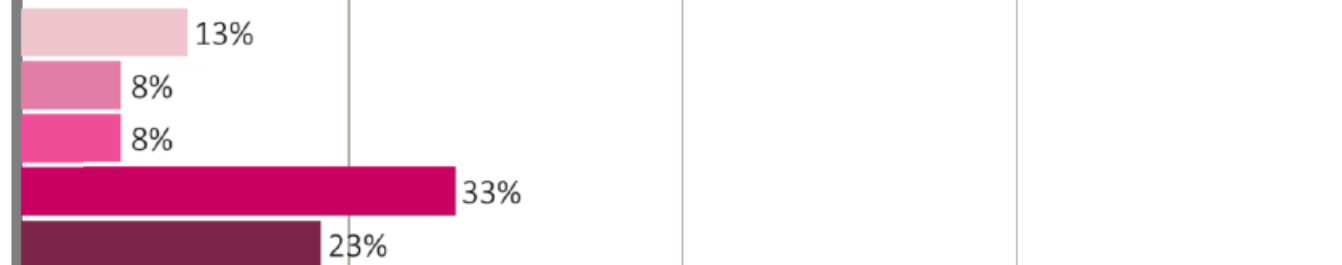
Complete Hospital Policies:

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



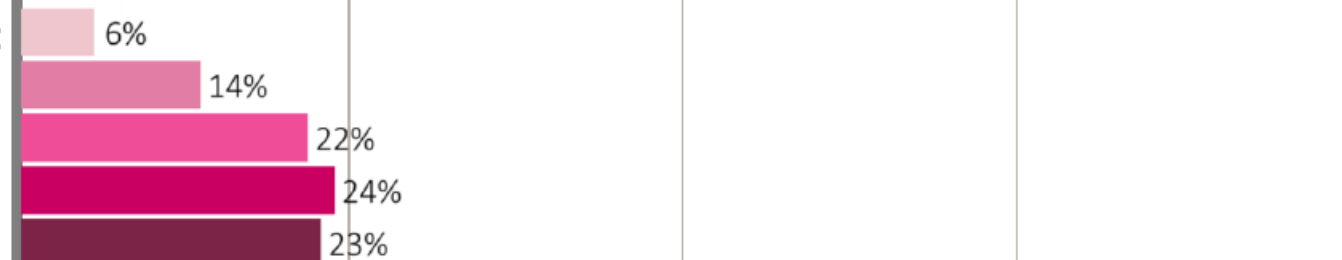
Appropriate Feeding Practices:

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



Adequate Discharge Protocols:

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



0%

50%

100%

IN THE HOSPITAL, WHERE DID MOMS GET THE FORMULA THEIR BABIES WERE GIVEN??

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

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



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

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

Baby and Toddler Food and Drinks: Nutrition and Marketing

Total advertising spending in 2015: **\$77 Million**



Three companies were responsible for 99% of ad spending



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



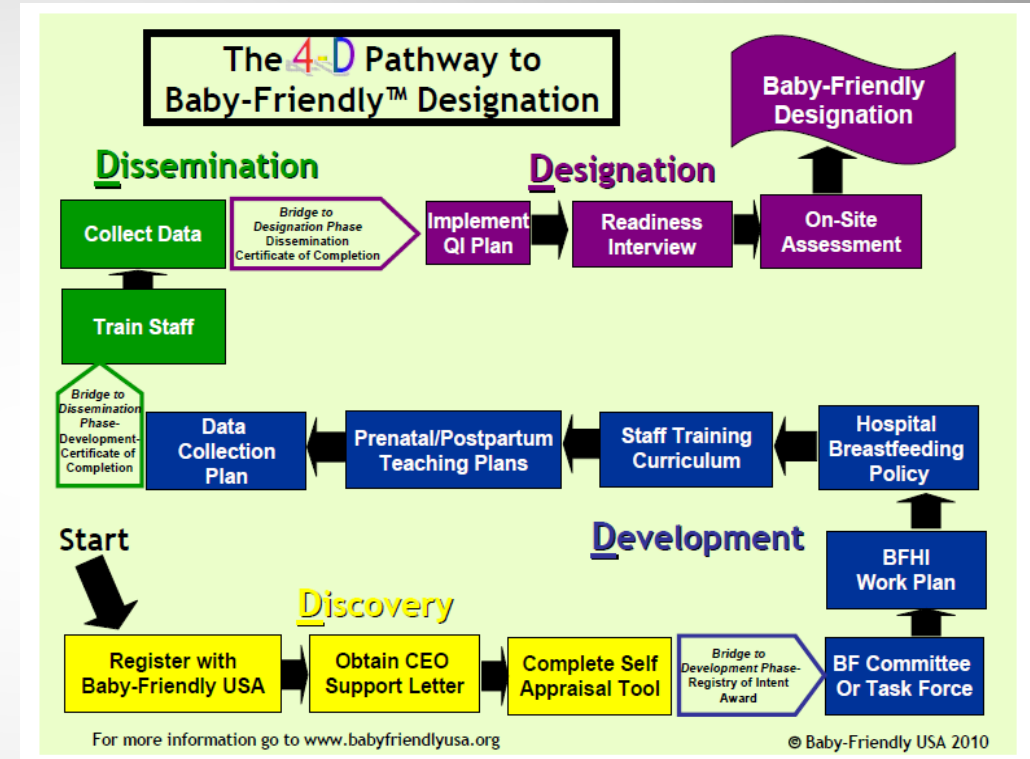
BECOMING BABY-FRIENDLY IN OKLAHOMA

- 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



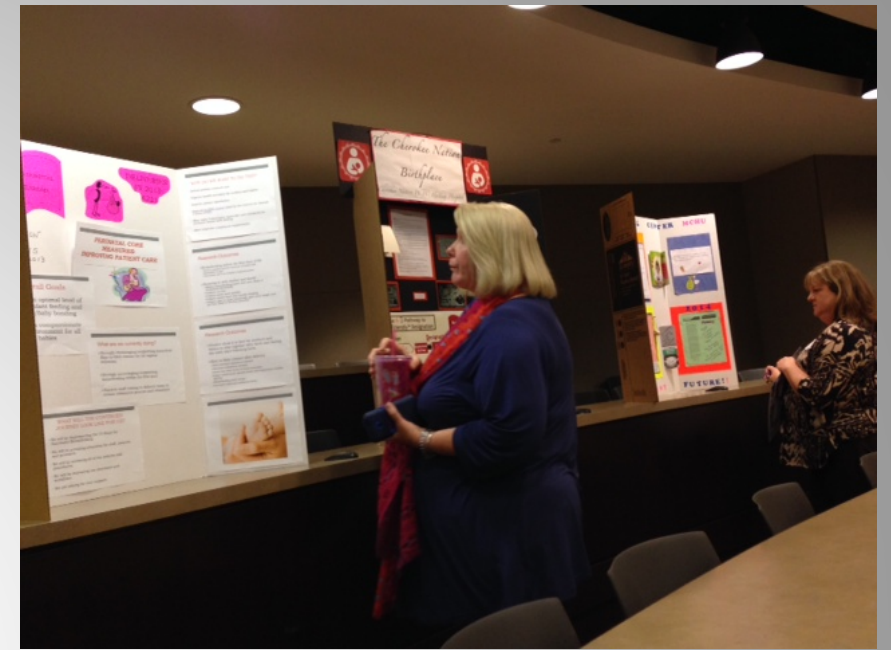
BFUSA 4D PATHWAY

- Discovery
 - Register, send CEO letter, no fee
- Development – develop plans:
 - Policy
 - Staff/MD education
 - Patient education
 - Data collection
- **Send 1st fee**
- Dissemination
 - Complete plans, do audits
- **Send 2nd fee**
- Designation
 - Mock survey
 - Phone assessment
- **Send 3rd 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 Baby-Friendly
Hospitals Average Score = 94**

**Hospitals in BBFOK
Average Score = 84**

US Average Score = 79

**Oklahoma Average
Score = 78**

**Hospitals NOT in BBFOK
Average Score = 72**

