



Systematic & Organizational Barriers to Breastfeeding

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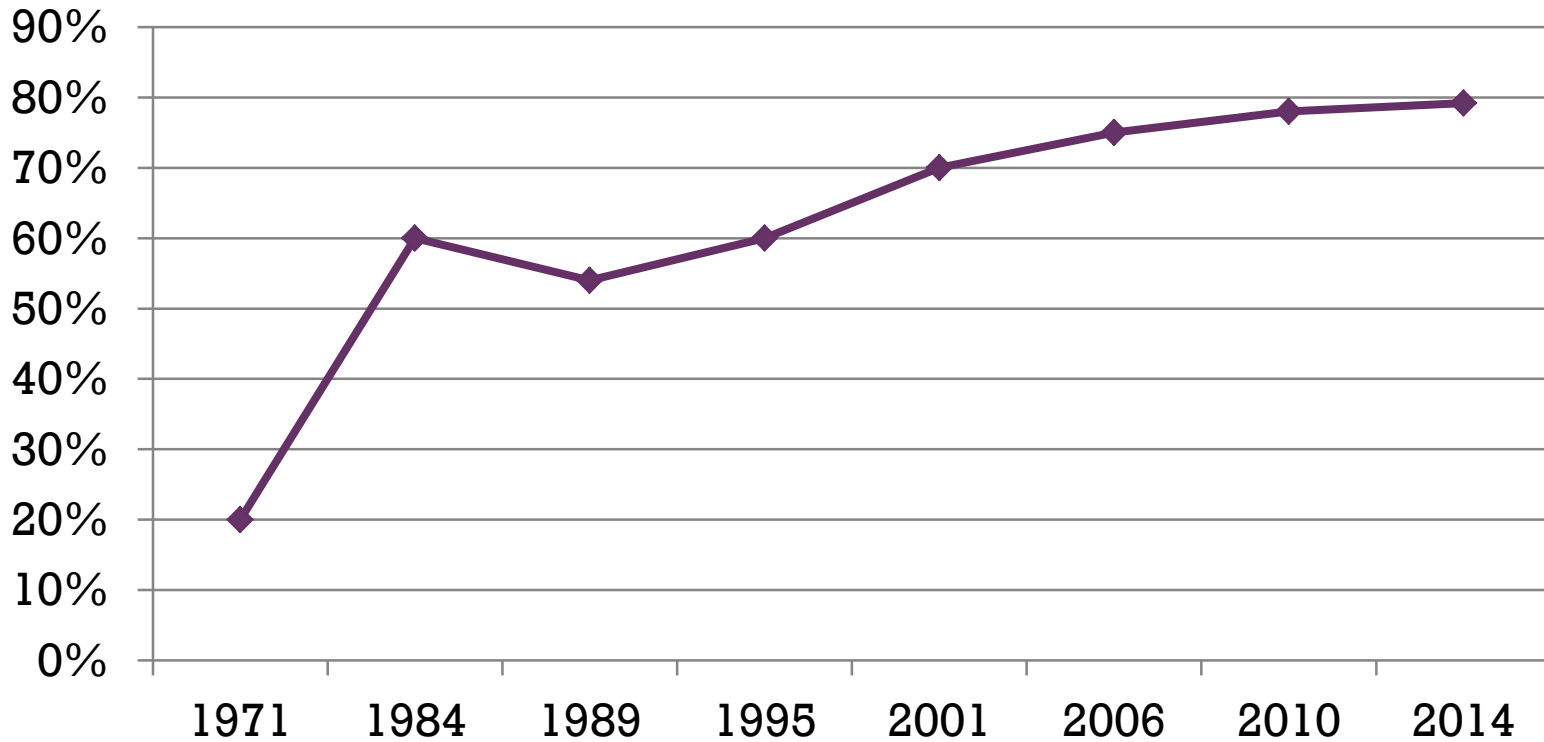
Reducing Racial and Ethnic Disparities in
Breastfeeding, Oklahoma February 2015

+ Breastfeeding Trends

The only place to go from here is UP!



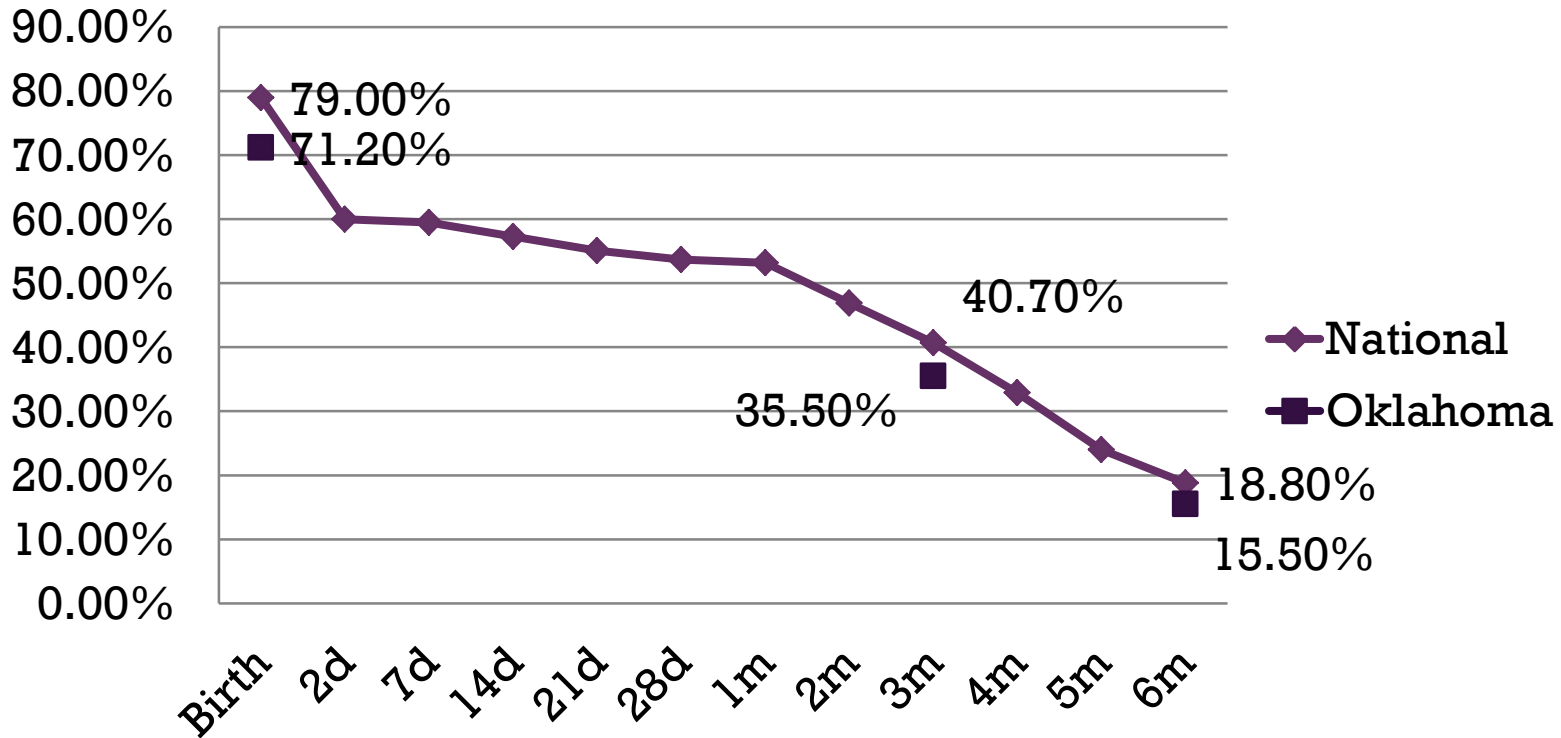
US Ever BF



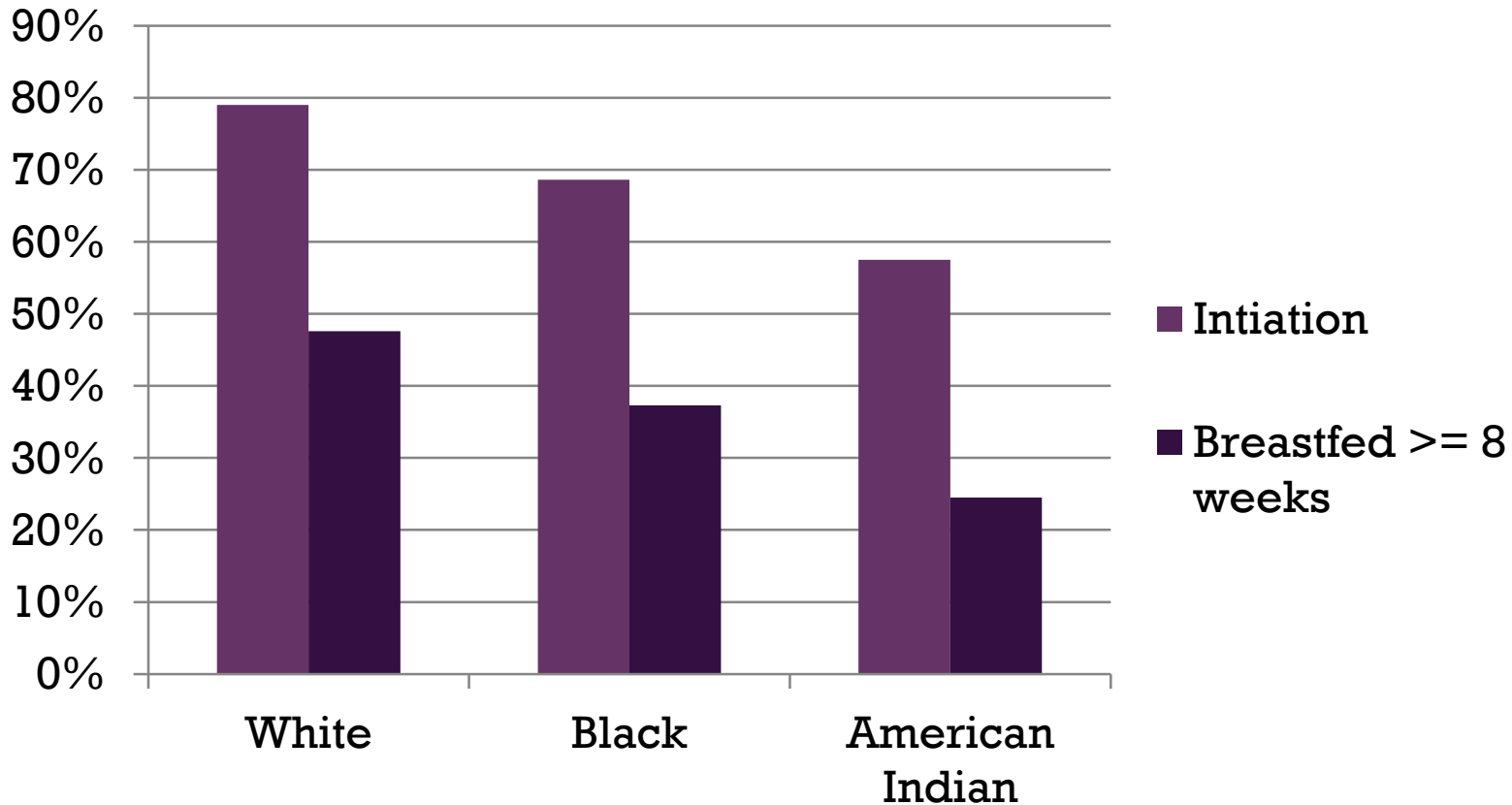
+ Exclusivity Rates



Chart Title



+ Breastfeeding Initiation and Duration of 8 weeks or More by Maternal Race





Leading Cause of Death among Native Americans



Infants

1. Birth Defects
2. SIDS
3. Born too small
4. Born too early
5. Unintentional Injuries

Adults

1. Cancer
2. Heart Disease
3. Unintentional Injuries
4. Diabetes
5. Chronic Liver Disease
6. Chronic Lower Respiratory Disease
7. Stroke
8. Suicide
9. Nephritis
10. Influenza Pneumonia

+ Barriers to Breastfeeding



- Return to work/childcare
- Lack of education
- Poor family and social support
- Embarrassment
- Lactation problems
- Not seen as the “cultural norm”

+ Definitions



- Systemic: of or relating to a system, especially as opposed to a particular part
- Organizational: of or relating to an organization
- Barriers:
 1. A fence or other obstacle that prevents movement or access.
 2. A circumstance or obstacle that prevents communication or that keeps people or things apart.
- Synonyms: obstacle ~ hurdle ~ hindrance ~ obstruction

+ Systems and Organizations



■ Education

- New Parents
- Lactation Consultants

■ WIC

- Lactation services
- Food packages
- Peer Counselors

■ Support Groups

- La Leche League
- Drop-in Groups

■ IBCLCs

- Diversity
- Access
- Clinical Skills

+ Education

New Parents

- ❖ Limited offerings
- ❖ Can be costly
- ❖ Mother-Father oriented
- ❖ Primarily in English
- ❖ Time of day offered

Lactation Consultants

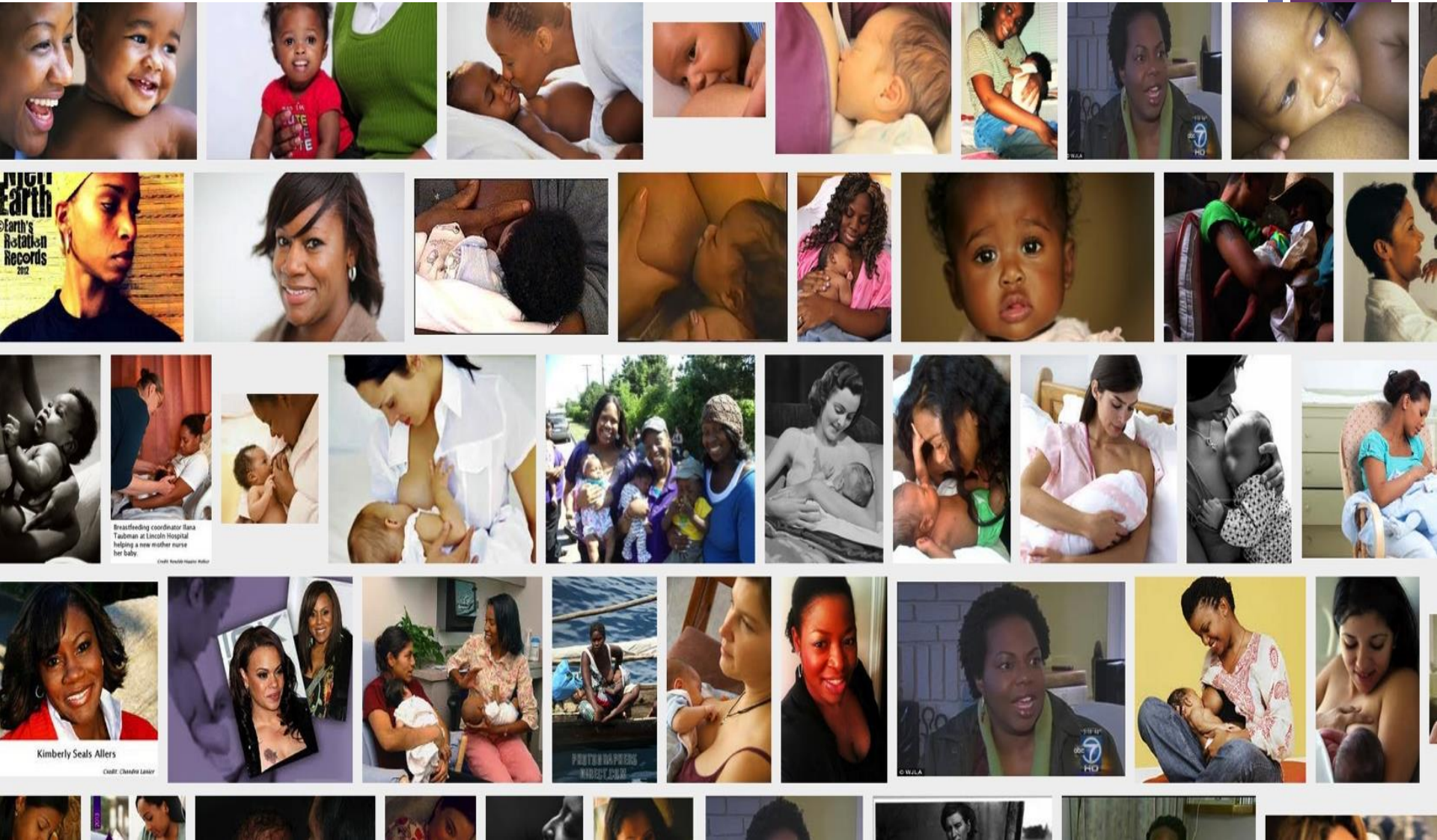
- ❖ White Centered
- ❖ Expensive
- ❖ Distant
- ❖ Lack cultural competence

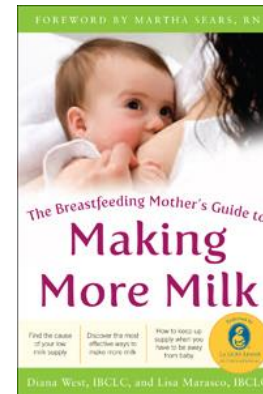
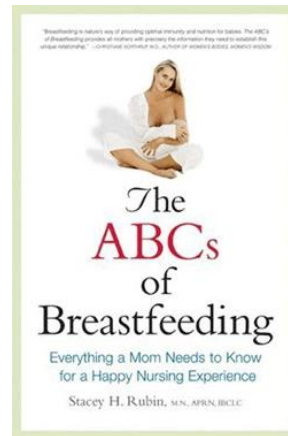
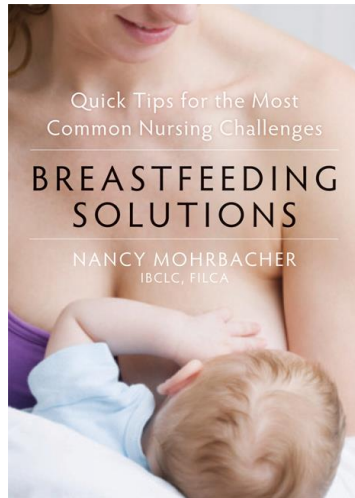
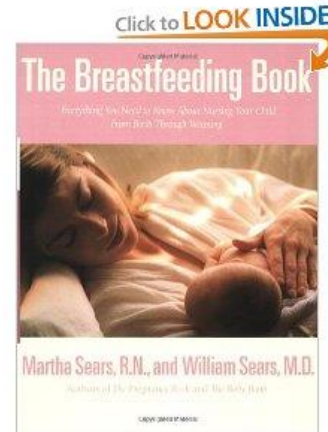
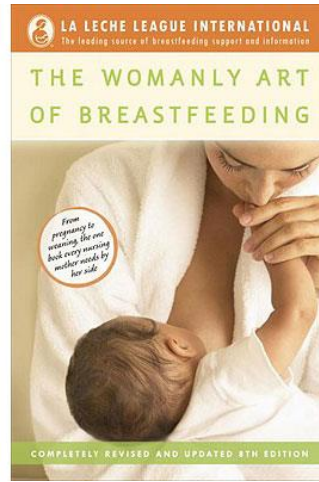
+ Mother + Breastfeeding



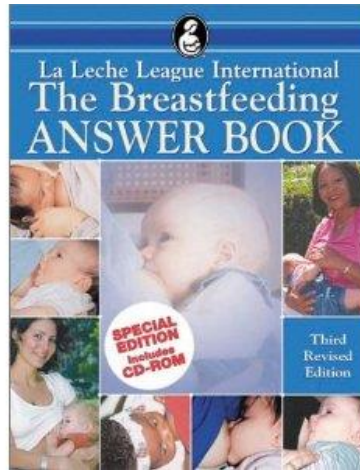
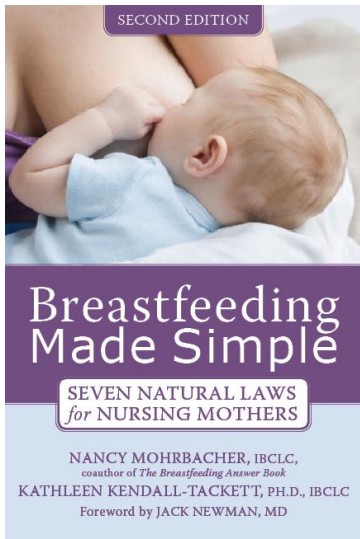
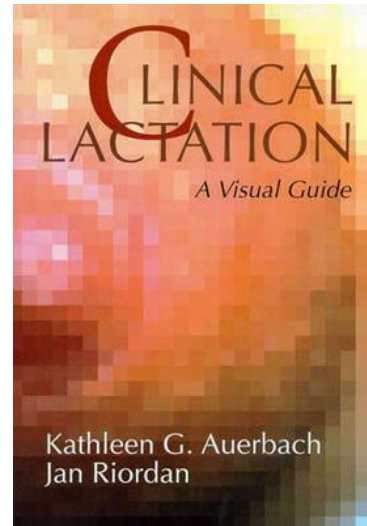
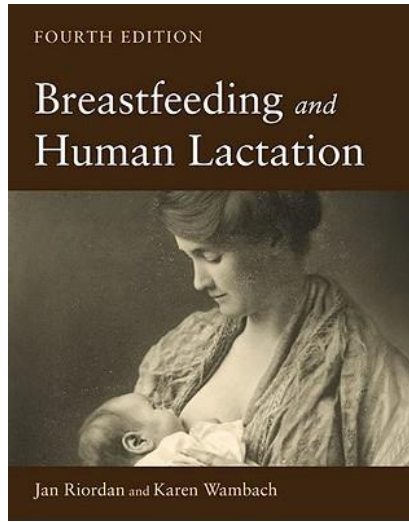
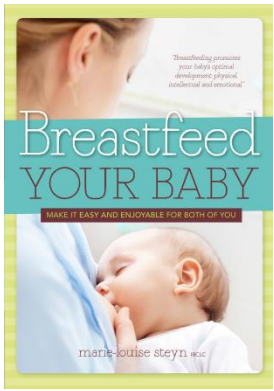


Black + Mother + Breastfeeding

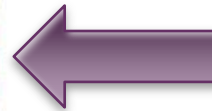




+ Lactation Books



+ Lactation Books





What are we learning
from these teachings?
What are we learning
from these images?

White People:

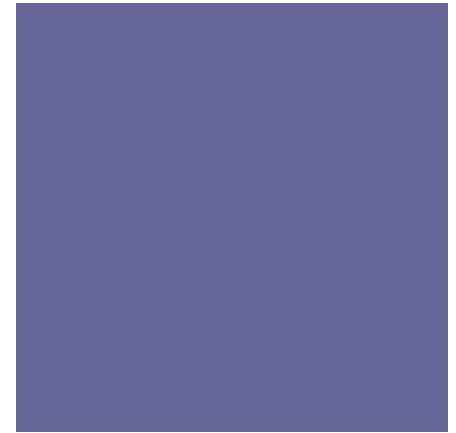
- White women breastfeed and women of color don't.
- The breasts of white women are the standard/norm and all breasts should be compared to them.
- Inadequately serve WOC

People of Color:

- White women breastfeed and we don't.
- To “serve” white women.
- How not to serve their own populations.



Support Groups



**Mother to Mother
Drop-in Groups**



Types of Support Groups Available



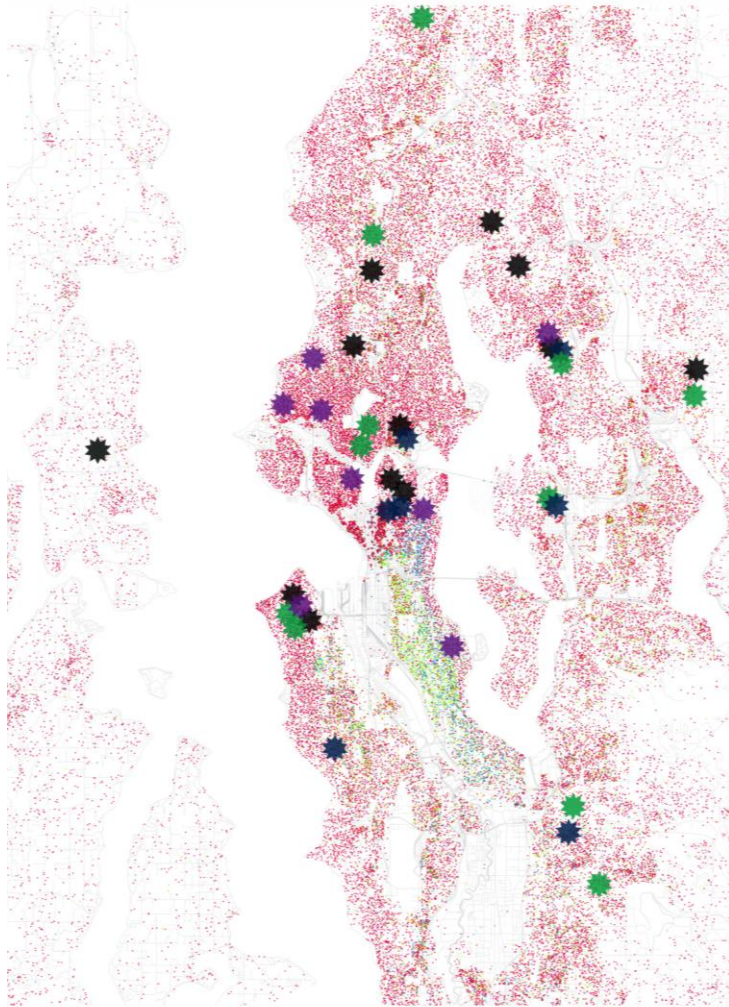
La Leche League

- Mother to mother support group
- Monthly meetings
- Phone support
- Home Visits
- FREE!!!

Drop-in Groups

- Typically lead by an IBCLC
- Weekly
- Not meant to be a 1-1 visit
- Cheap (usually \$10 or less)

King County Breastfeeding Support



League Meeting
 lactice IBCLC
 used lactation services
 ding Drop-in Groups

+ 98118

“The Most Diverse Zip Code in the Country”



WIC

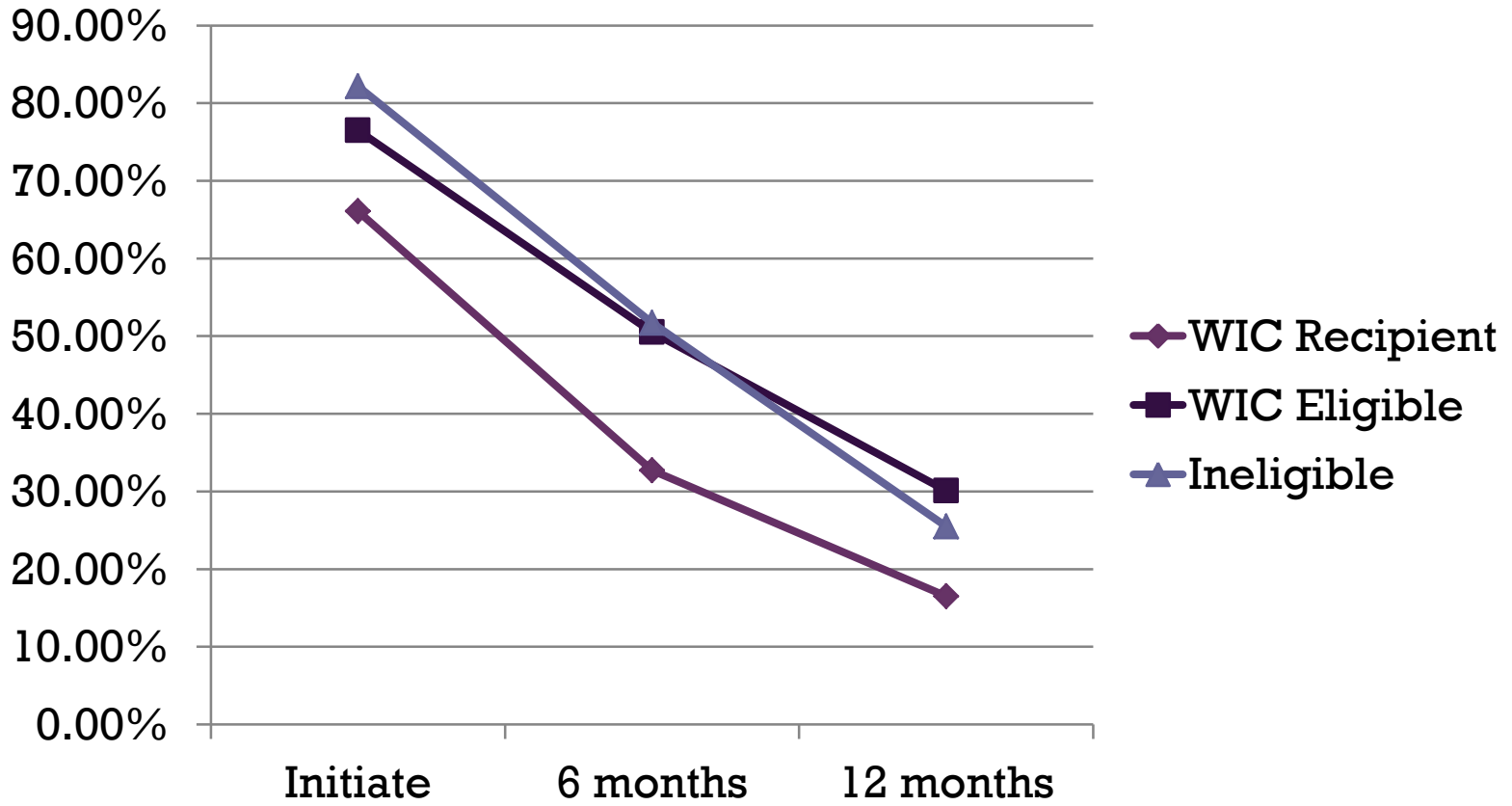


Women, Infants and Children

Disclaimer: I LOVE LOVE LOVE WIC



+ The Elephant in the Room



CDC, National Immunization Survey (NIS)



WIC has come a long way! There is still work to be done...



- Food Packages
- Clinical Training/Skills
- LC visits
- Peer Counselors

+ Food Packages

Fully Breastfed Baby at 6 months



1-2 Year Old



+ “WIC has IBCLCs.”

- WIC largely has RDs and nurses that are also IBCLCs
- Variable clinical training
- The story of two clinical experiences...
- Does not provide equitable services



+ Typical Visit with and IBCLC

Private Practice

- 1.5-2.5 hours
- Full, holistic assessment of both mom and baby
- Make recommendations
- Detailed Infant feeding plan with recommendations as appropriate
- Notes to PCP

WIC

- No more than 1 hour (typically much less)
- Must complete other items for the day
- Random appointments
- Document visit
- PCP communication is not standard practice

+ Clinical Training



- Remember, Camie  's WIC

Talking about, counseling about and teaching about breastfeeding are not clinical skills.

- ❖ This is mostly an IBCLC issue however we could make hiring experienced IBCLCs with strong clinical skills to serve as a proctor to WIC staff a priority.
- ❖ Clinical supervision with hands on training is a must.

+ Model



- Peer Counselors... but
 - Reasonable case load
 - Practice their skills
 - Learn
 - Livable wage/benefits
 - Reasonable hours



+

So what can we do?

THANK YOU!



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