HOW DOES BREASTFEEDING RELATE TO NUTRITION AND PHYSICAL ACTIVITY?

Lynn Hellenga MSRD
Nutrition Coordinator
Montana Nutrition and Physical Activity Program
Enriching Human Well-Being
Objectives

Learning
- List two ways breastfeeding is thought to decrease obesity in childhood
- List at least three Montana communities working on Breastfeeding support

Outcome-Process
- Contact one Breastfeeding Coalition, task force in Montana by the end of June, 2011
Breastfeeding Definitions

- Rates
- Exclusive
- Duration
Scientific Evidence

- Breastfeeding maternal & infant health outcomes
  - Data Sources
  - Review methods
  - Results
Child
- Reduced risk of infection
  - Skin
  - Ear
  - Stomach
  - Respiratory tract
- Diarrheal illnesses
- Sudden Infant Death Syndrome (SID’s)
- Necrotizing Enterocolitis (NEC)
Child long term
  - Obesity
  - Type 1 & 2 diabetes
  - Asthma
  - Childhood leukemia
DHHS Agency for Healthcare Research and Quality 2007

- Mother
  - Reduced risk of breast cancer
  - Ovarian cancer
  - Type 2 diabetes
  - Postpartum depression
Learning

- List two ways breastfeeding is thought to decrease obesity in childhood
Montana Nutrition and Physical Activity State Plan to Prevent Obesity and Other Chronic Diseases
Behaviors:

- Physical activity
- Fruit and vegetable consumption
- Breastfeeding initiation, duration, and exclusivity
- Sugar-sweetened beverages consumption
- Time spent viewing television
- Intake of energy-dense foods

Settings:

- Early Child Care and Education
- Schools
- Worksites
- Food Access/Outlets
- Built Environment
- Social/Cultural Environment
- Health Care
Obesity Prevention

www.letsmove.gov
Does breastfeeding reduce the risk of pediatric overweight?

The beneficial effects of breastfeeding children are well documented and include a lower risk for ear\textsuperscript{1-3} and respiratory infections. Research Review: Breastfeeding and Pediatric Overweight
Worksites
Healthcare

The Ten Steps to Successful Breastfeeding for Hospitals
Performance Measurement Initiatives

Joint Commission National Quality Core Measures - Perinatal Care Core Measure Set

Last Updated 7/2010

Background

UPDATE July 2010. In late 2007, The Joint Commission's Board of Commissioners recommended retiring and replacing the Pregnancy and Related Conditions (PR) measure set with an expanded set of evidenced-based measures. A technical advisory panel (TAP) comprising experts in the perinatal care field was convened in February 2009 to select the replacement set of measures from among those endorsed for national use by the National Quality Forum. This expanded measure set, now referred to as Perinatal Care (PC) comprises the following measures:

- Elective delivery
- Cesarean section
- Antenatal steroids
- Health care-associated bloodstream infections in newborns
- Exclusive breast milk feeding

Refinement of measure specifications has been completed. The PC measure set is now available for selection for hospitals beginning with April 1, 2010 discharges. If you have any questions about this measure set, please submit your question online.

Where to find the PC Core Measure Set

The PC Measures can be found in the Specifications Manual for Joint Commission National Quality Core
## JCAHO Standards on Prenatal Care

<table>
<thead>
<tr>
<th>Set Measure ID</th>
<th>Measure Set Name</th>
<th>Improvement Noted As</th>
</tr>
</thead>
<tbody>
<tr>
<td>PC-01</td>
<td>Elective Delivery</td>
<td>Decrease in rate</td>
</tr>
<tr>
<td>PC-02</td>
<td>Caesarean Section</td>
<td>Decrease in rate</td>
</tr>
<tr>
<td>PC-03</td>
<td>Antenatal Steroids</td>
<td>Increase in rate</td>
</tr>
<tr>
<td>PC-04</td>
<td>Health Care-Associated Bloodstream Infections in Newborns</td>
<td>Decrease in rate</td>
</tr>
<tr>
<td>PC-05</td>
<td>Exclusive Breast Milk Feeding</td>
<td>Increase in rate</td>
</tr>
</tbody>
</table>
Breastfeeding Report Card

- http://www.cdc.gov/breastfeeding/data/reportcard2.htm
mPINC Report

http://www.cdc.gov/breastfeeding/pdf/mPINC/Montana.pdf
Montana Vital Statistical Data

Success to Date in Montana

- 2006 Montana State Breastfeeding Coalition (MSBC) initiated
- 2006 MT-breastfeeding listserv initiated
- 2006 MSBC sub-committee of Eat Right Montana
- 2007 MSBC Website
  - http://mtbreastfeedingcoalition.weebly.com/
- 2008 United States Breastfeeding committee (USBC) participation
- 2009 MSBC a member of USBC
- 2011 Surgeon General Call to Action
Local Coalition Activity

- Missoula
  
  http://www.missoulabreastfeedingcoalition.com/

- Billings  Southwestern Montana  contact Diane Powers
  dpowers@billingsclinic.org

- Gallatin Valley
  
  http://www.gallatinbreastfeedingcoalition.org/

- Bitterroot Valley

- Helena
  
  http://helenabreastfeedingcoalition.webs.com/
Local Coalition Activity

- Livingston Task force (new)
- Lewistown (new)
- Pondera Regional Coalition (new)
- Havre-Milk River
- Anaconda
- LLL Chapters
Call to Action to Support Breastfeeding

www.surgeongeneral.gov/topics/breastfeeding/calltoactiontossupportbreastfeeding.pdf
Breastfeeding support more so than promotion

Recommendations for environment/policy instead of for individuals

Long term horizon

Opportunities for positive change

Wide variety of entry points to implementing change
Breastfeeding from the Public Health Perspective: Major elements of the socio-ecologic model

- Mothers and their families
- Communities
- Health Care
- Employment
- Research
- Public Health Infrastructure
Health Care

- Improve maternity care systems.
  - Baby-Friendly Hospital initiative
  - mPINC data
  - Discharge data
- Eliminate gaps in continuity of care.
- Improve clinician knowledge and skills.
- Establish and measure care quality standards.
- Develop effective lactation care teams.
- Provide safe banked donor milk for fragile infants.
Keep Your Eye on the Prize
Healthy Kids, Healthy Families
Healthy Montana
Together Everyone Achieves More

www.montananapa.org
Discussion Next Steps in Montana

- Awareness and knowledge
- Data/ surveillance
- Worksite needs
- Healthcare needs
- Childcare needs
- Community needs
- Training needs
- College/University training needs
- Other
Objectives

- **Learning**
  - List two ways breastfeeding is thought to decrease obesity in childhood
  - List at least three Montana communities working on Breastfeeding support

- **Outcome-Process**
  - Contact one Breastfeeding Coalition, task force in Montana by the end of June, 2011
Thank You!!

Lynn Hellenga MS RD
lhellenga@montana.edu
406 994 5710
Cell 406 581 0054
Home 406 587 9271