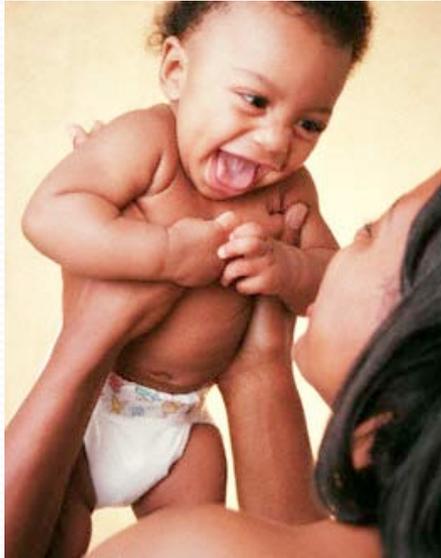


# Maryland's Commitment to Breastfeeding

Begin with an end in mind...





## **Breastfeeding is a public health priority:**

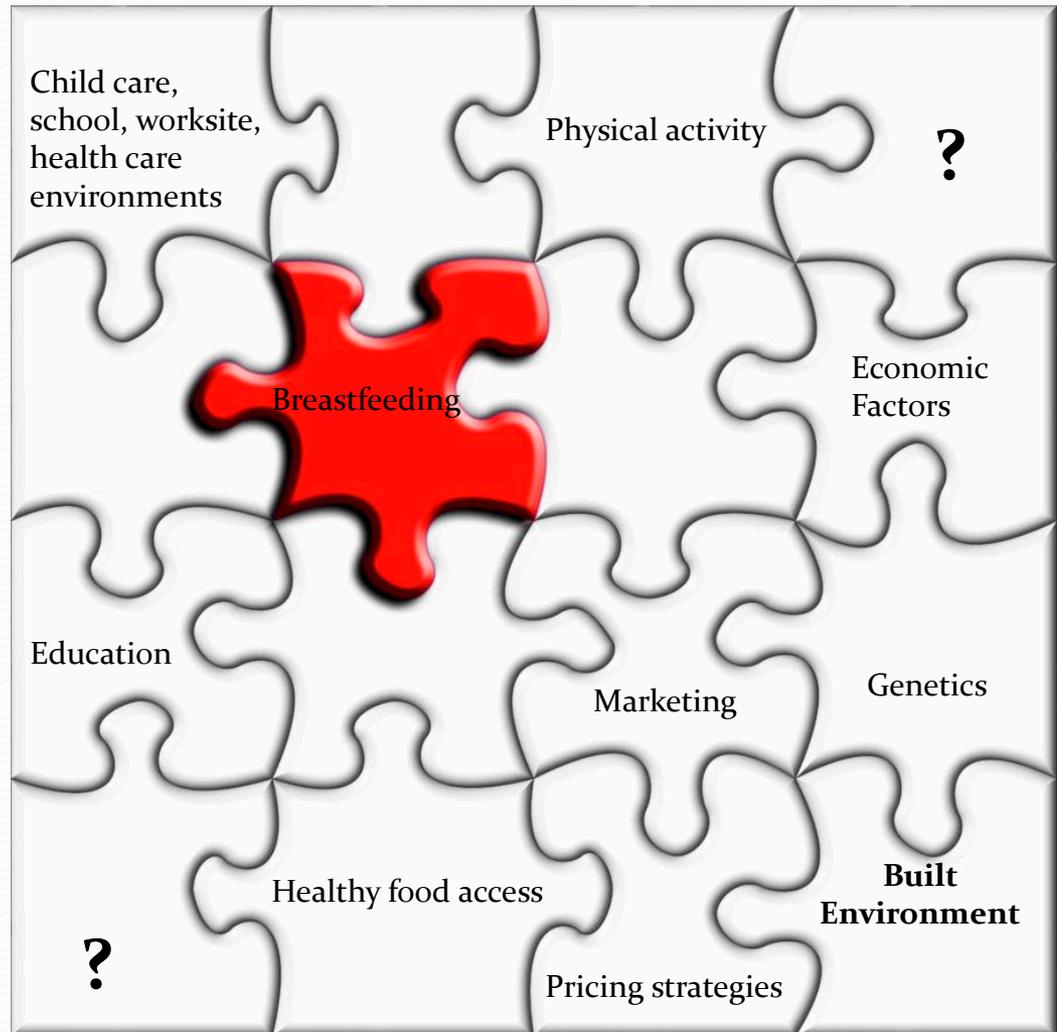
“Given the documented short and long-term medical and neurodevelopmental advantages of breastfeeding, infant nutrition should be considered a public health issue and not only a lifestyle choice.” – American Academy of Pediatrics, 2012

“For nearly all babies, breastfeeding is the best source of infant nutrition and Immunologic protection...” (Regina Benjamin, U.S. Surgeon General)

**Obesity is associated with many factors...some known, some unknown**

**Breastfeeding helps protect against childhood obesity.**

**A baby's risk of becoming an overweight child goes down with each month of breastfeeding.**



# Childhood obesity is an epidemic.

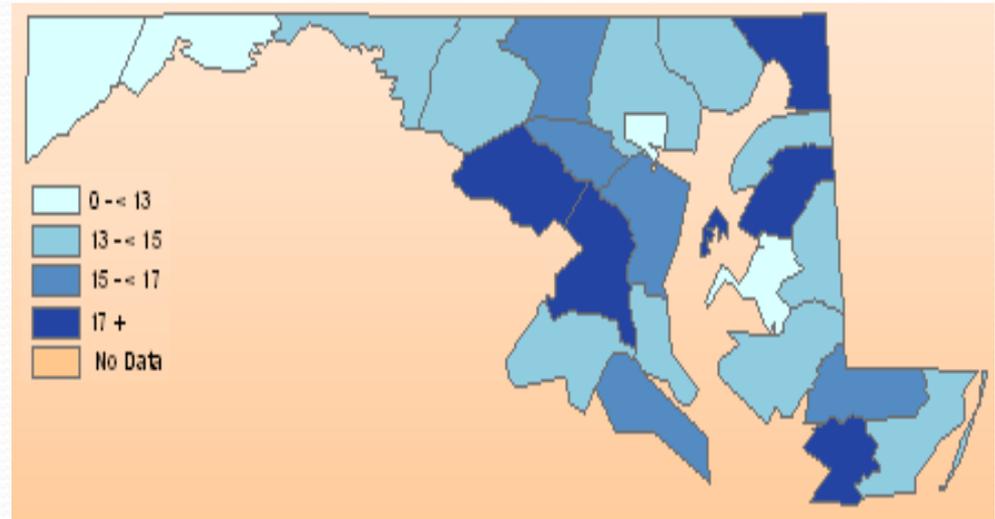
In the US, **1 preschooler in 5** is at least overweight, and **half** of these are obese.



# Obesity and overweight in Maryland, 2010

- 32% of low-income children ages 2-4 are overweight or obese
- 28% of high school youth report being overweight or obese
- 66% of Maryland adults report being overweight or obese

Prevalence of Obesity\* among Children aged 2-4 Years, by County, 2010



\*  $\geq$  95th percentile BMI for age, CDC Growth Charts, 2000.  
5% of children are expected to fall above the 95th percentile.

# How might breastfeeding protect against overweight?

- Breastfeeding mothers may choose a healthier lifestyle, including diet and exercise.
- Endocrine response in formula-fed infants may result in higher insulin levels leading to increased deposition of fat tissue.
- Infants fed at the breast control the amount of milk they consume – learn to better recognize hunger and satiety cues
- More research is needed....



# A snapshot of breastfeeding in Maryland



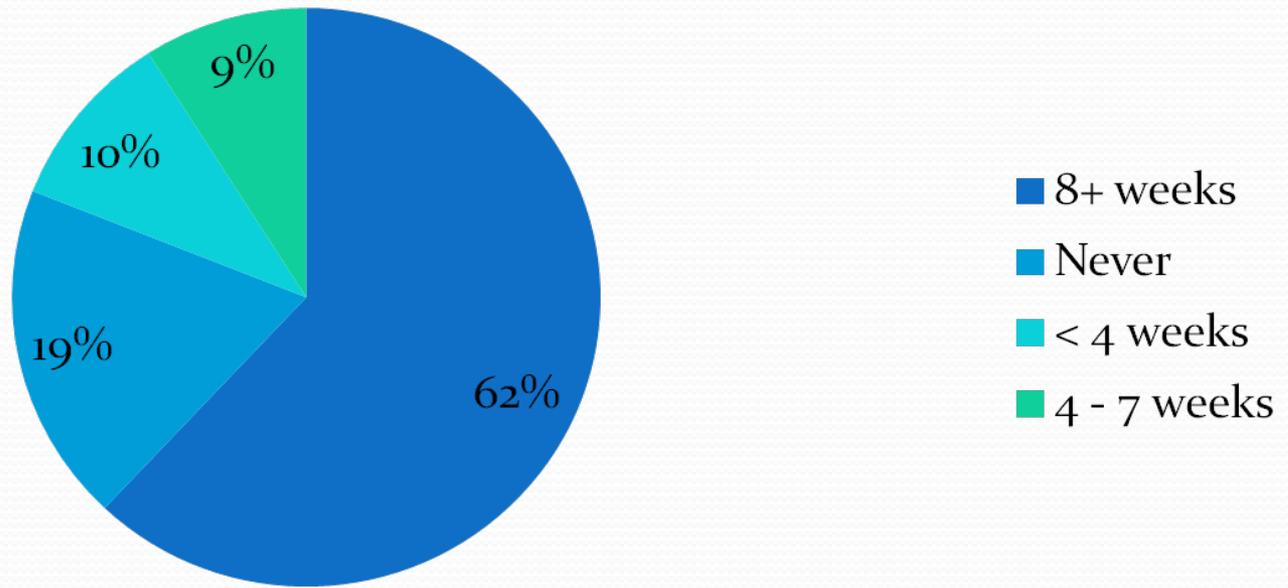
# Maryland's Breastfeeding Report Card, 2011

Categories of Infant Feeding	Healthy People 2020 Breastfeeding Objectives	2011 CDC Breastfeeding Report Card Maryland Rates
Ever Breastfed	81.9%	78.5%
Breastfed at 6 months	60.6%	45.2%
Breastfed at 1 year	34.1%	27.0%
Exclusively breastfed at 3 months	46.2%	32.0%
Exclusively breastfed at 6 months	25.5%	13.1%
<u>Reduced</u> percent of breastfed newborns receiving formula supplementation in first two days of life (goal)	14.2%	30.9%

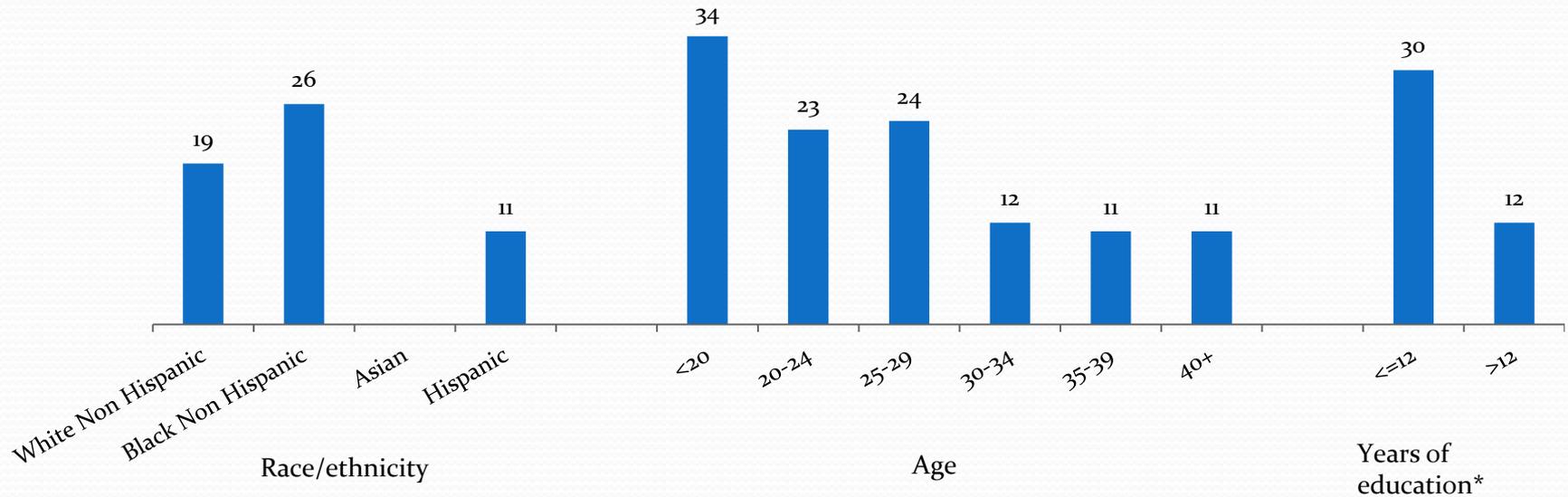
<http://www.cdc.gov/breastfeeding/pdf/2011breastfeedingreportcard.pdf>  
<http://www.usbreastfeeding.org>

# Maryland PRAMS Report: 2010 Births

## Distribution of Mothers by Length of Time Infant Was Breastfed



## Characteristics of the 19% of Mothers Who Reported Never Breastfeeding, Maryland, 2010



\*Includes only mothers ages 20 and above.

Note: Percentages are not reported if the number of respondents was less than five.

Data Source: Maryland PRAMS

## The Surgeon General's Call to Action to Support Breastfeeding

2011



U.S. Department of Health and Human Services

- Mothers and families
- Communities
- Health care providers and facilities
- Employers
- Public health leadership
- Researchers

# Maryland's First Steps



# 2010 Legislation

- Maryland License to Breastfeed
- Maryland was the first state to allow tax exemption for supplies that may be used by nursing mothers.

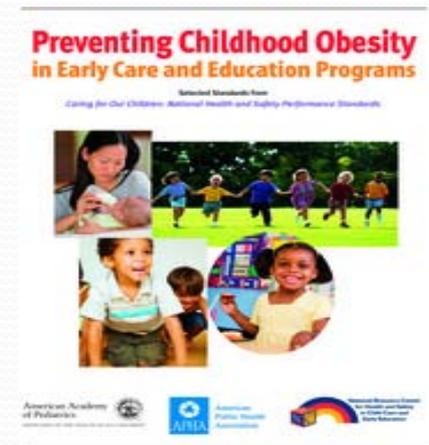
# Programming: WIC Breastfeeding Support

- Established breastfeeding coordinators at the state and local levels
- Loving Support Peer Counseling Program established in 2004
- Employs 20 International Board Certified Lactation Consultants.
- WIC breastfeeding incidence rates in Maryland:
  - April 1995 – 32.6%
  - April 2004 – 51.5%
  - April 2012 – 63.9%



# Collaboration with Maryland State Department of Education for breastfeeding support in child care settings

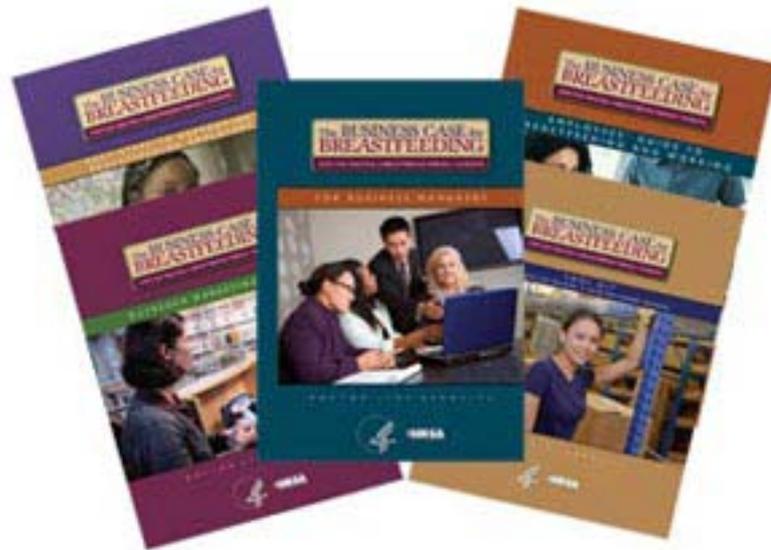
- Implement infant feeding standards
  - Allow infant to stop feeding on cue
  - Hold infants while bottle feeding
  - Introduce age appropriate solid foods
  - Serve breast milk to at least 12 months
- Professional Development and Training
  - Preparing, feeding, storing human milk
- Ensure on-site accommodations
  - Designated place for breastfeeding



- Source: "Preventing Childhood Obesity in Early Care and Education Programs"
- [http://nrckids.org/CFOC3/PDFVersion/preventing\\_obesity.pdf](http://nrckids.org/CFOC3/PDFVersion/preventing_obesity.pdf)

# Promoting breastfeeding resources to employers

- Healthiest Maryland Businesses Website
- Worksite wellness training events and forums



**Health Reform/Healthy Business Forum**  
An Event for Small to Mid-Sized Employers in Frederick, Carroll & Washington Counties

**How will Health Reform affect my business?**



**How can I improve my company's profitability & productivity?**

**Date**  
Friday, June 29, 2012

**Time**  
8:00 am to 11:30 am

**Location**  
Hood College  
Whitaker Campus Center  
(The Commons Room)

**Cost**  
FREE

**Registration:**  
Seating is limited. Please no more than 2 per company.

Click link to register:  
[www.sjvymotors.com/WorksiteWellnessRegistration/](http://www.sjvymotors.com/WorksiteWellnessRegistration/)

**Join Us!** Learn evidence-based strategies and practical information to promote wellness within the workplace.

**Who Should Attend?** Human Resource Personnel, Business Owners, Executives, Organizational Leaders, Wellness Champions

**Topics**

- Health Reform: What does it really mean to you?
- Why Worksite Health Promotion? What are some challenges and benefits?
- Best Practices: Hear from local employers who are leading successful worksite wellness initiatives.
- Ask questions, share challenges and hear solutions!





Supporting Partners: Frederick Memorial Healthcare System, Marbus Health, Local Health Departments and Chambers of Commerce from Carroll, Frederick and Washington Counties

# Maryland State Workplace Wellness Campaign

**Goal:** Develop a supportive environment for breastfeeding.

**Action:** The state will establish a model support for breastfeeding policy and track the number of state worksites that adopt it.



Nearly all births in the United States occur in hospital settings...



# **More breastfeeding support in Maryland birthing facilities is needed**

“Improvement is needed in maternity care practices and policies in Maryland.”

“Many opportunities exist to protect, promote, and support breastfeeding mothers and infants in Maryland.”

Maternity Practices in Infant Nutrition and Care In **Maryland** —2009 mPINC Survey



Maryland  
Hospital Breastfeeding  
Policy Recommendations

# Development of a Model Breastfeeding Policy: A Collaborative Process

**August 2011:** DHMH workgroup formed and reviewed hospital policies in Maryland and other states

**December 2011:** Stakeholder's meeting held

**January 2012:** Draft recommendations created

**February 2012:** Draft recommendations posted on the DHMH website for public comment

- Over 130 comments were received and evaluated
- Subsequent draft policy created

**Next steps:** Second draft of breastfeeding policy recommendations will be posted again for comment and review.

# Thank you.

