



Healthy Start  
Virtual Grantees' Meeting

# Supporting Breastfeeding During the COVID-19 Pandemic

Cathy Carothers, IBCLC, FILCA,  
Every Mother, Inc.

June 24, 2020



HEALTHY  
start  
TA & SUPPORT CENTER

NICHQ  
National Institute for  
Children's Health Quality

# Agenda



Housekeeping	Tess Pritchard, NICHQ
Introductions	Juliann DeStefano, MCHB, DHSPS
Supporting Breastfeeding During the COVID-19 Pandemic	Cathy Carothers, Every Mother, Inc.
Closing	Tess Pritchard, NICHQ



# Meeting Logistics

## Please note the following:



- This session is being recorded, and will be archived for future viewing.



- All participants are muted upon entry. We ask that you remain muted to limit background noise.

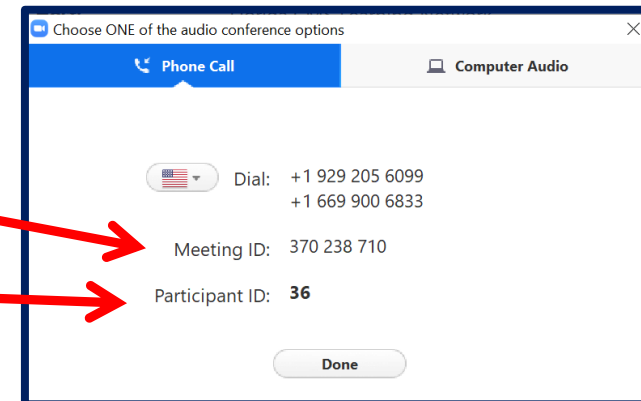
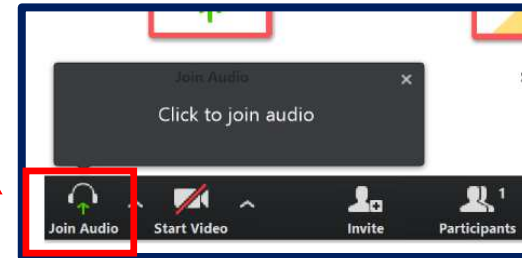


- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.

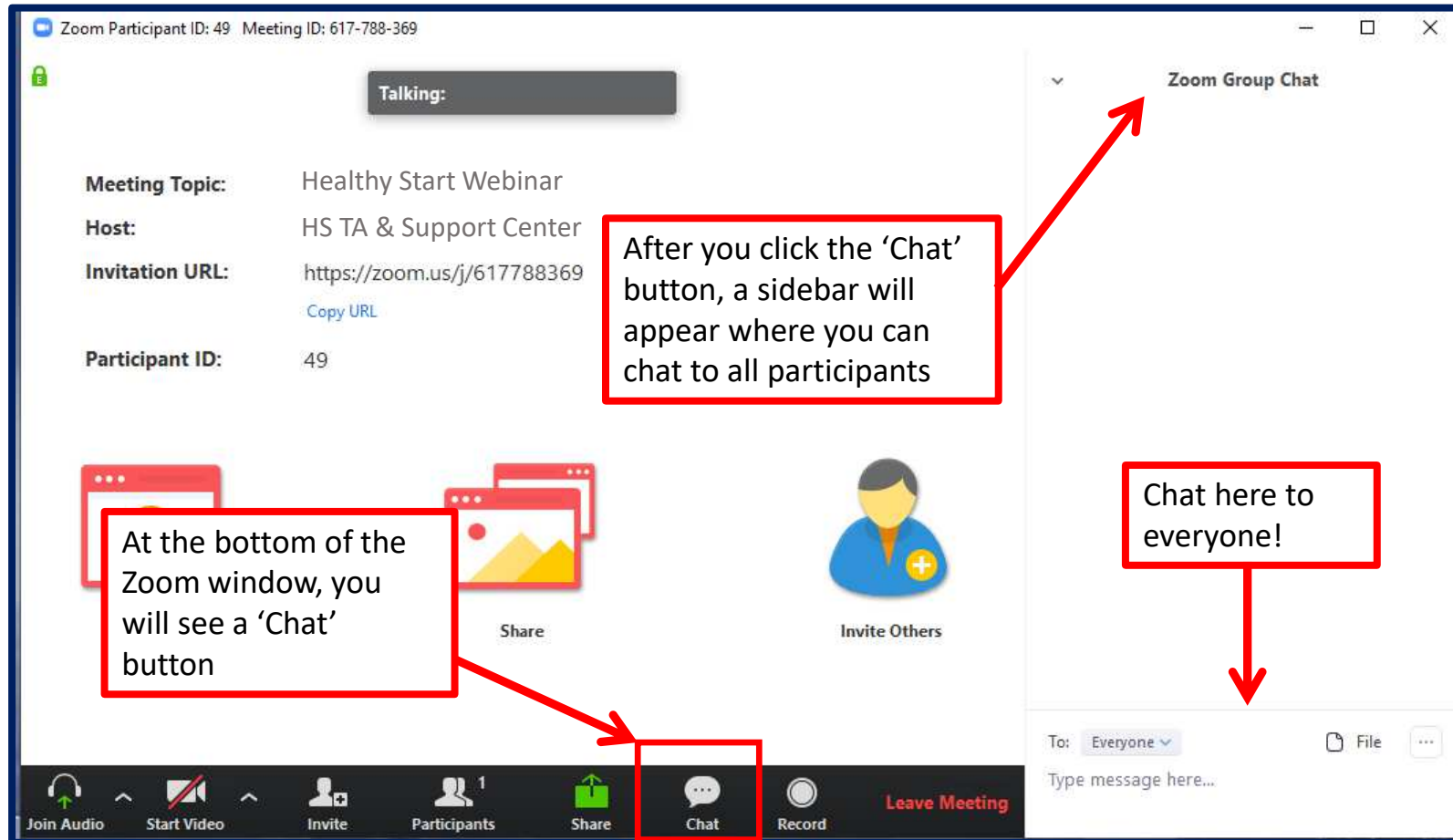
# Connecting to the Audio Conference

- Join Zoom Meeting by **clicking Zoom Meeting link** & launching the Zoom application
- An audio conference box will appear
  - If you do not see the box click the **'Join Audio' button**
- From the audio conference box: Select to **"Phone Call"** or **"Computer Audio"**
- If using the phone:
  - dial the number next to **"Dial"**
  - You will be prompted to enter the **"Meeting ID"**
  - Then you will be prompted to enter the **"Participant ID"**

Join Zoom Meeting:  
<https://zoom.us/j/237206404>



# Ways to Participate: Chat



# Need Help or Have a Question?



- Use the chat box to message a NICHQ staff member
- All staff have this picture as their Zoom thumbnail



# #HealthyStartStrong



- Spread the word about #HealthyStartStrong on social media
- Throughout the meeting, post about what you're learning/enjoying about the meeting
- Include the hashtag #HealthyStartStrong and be sure to tag @NICHQ

## We Are #HealthyStartStrong



Cathy Carothers, IBCLC, FILCA  
Every Mother, Inc.





# Disclosures



## Current contracts with:

- CHAMPS (Communities and Hospitals Advancing Maternity Practices)  
- trainer and Mississippi liaison
- USDA Food and Nutrition Service – project director, *WIC Breastfeeding Curriculum*

# Objectives



At the end of the presentation learners will be able to:

- Name ways human milk helps newborns establish a strong immune system.
- Describe current recommendations for breastfeeding/milk expression during the COVID-19 pandemic.
- Identify ways a pandemic crisis can affect vulnerable populations, and breastfeeding practices that can help lessen the impact.
- Identify ways to engage the baby's father and other family members into breastfeeding.
- Describe the role of Healthy Start staff in supporting new families during the COVID-19 pandemic.

## BREASTFEEDING THROUGH 6 MONTHS

# HEALTHY START PERFORMANCE MEASURE



### Healthy Start Benchmarks:

Increase proportion of Healthy Start child participants whose parent/caregiver reports they were ever breastfed or pumped breast milk to feed their baby to 82%.

Increase proportion of Healthy Start child participants whose parent/caregiver reports they were breastfed or fed breast milk at 6 months to 61%.

### Rationale

Breast milk contains vitamins and nutrients babies need for good health and protection from disease. Research shows that any amount of breastfeeding is beneficial for the baby and that the skin-to-skin contact of breastfeeding has physical and emotional benefits. Prenatal counseling and education of pregnant women can correct misperceptions about breastfeeding and encourage more of them to breast feed.

The American Academy of Pediatrics recommends exclusively breastfeeding for the first six months because breastfeeding is good for both the baby's and the mother's health. Benefits for the baby include decreased diarrheal illness, gastroenteritis, and respiratory tract infections, fewer allergies, and reduced risk of obesity and diabetes. Benefits for the mother include decreased obesity and Type II diabetes, reduced risk of breast cancer, and decreased postpartum depression.

This Resource Sheet provides recommended strategies and a selection of resources and evidence-based practices to aid Healthy Start grantee organizations, partners and their staff in promoting breastfeeding among women during and after pregnancy.



Developed by JSI for the Healthy Start EPIC Center

# Healthy Start Breastfeeding Benchmarks

# Poll #1

# Breastfeeding Matters!



# World Health Organization

“In all socio-economic settings, breastfeeding improves survival and provides lifelong health and development advantages to newborns and infants. Breastfeeding also improves the health of mothers.”



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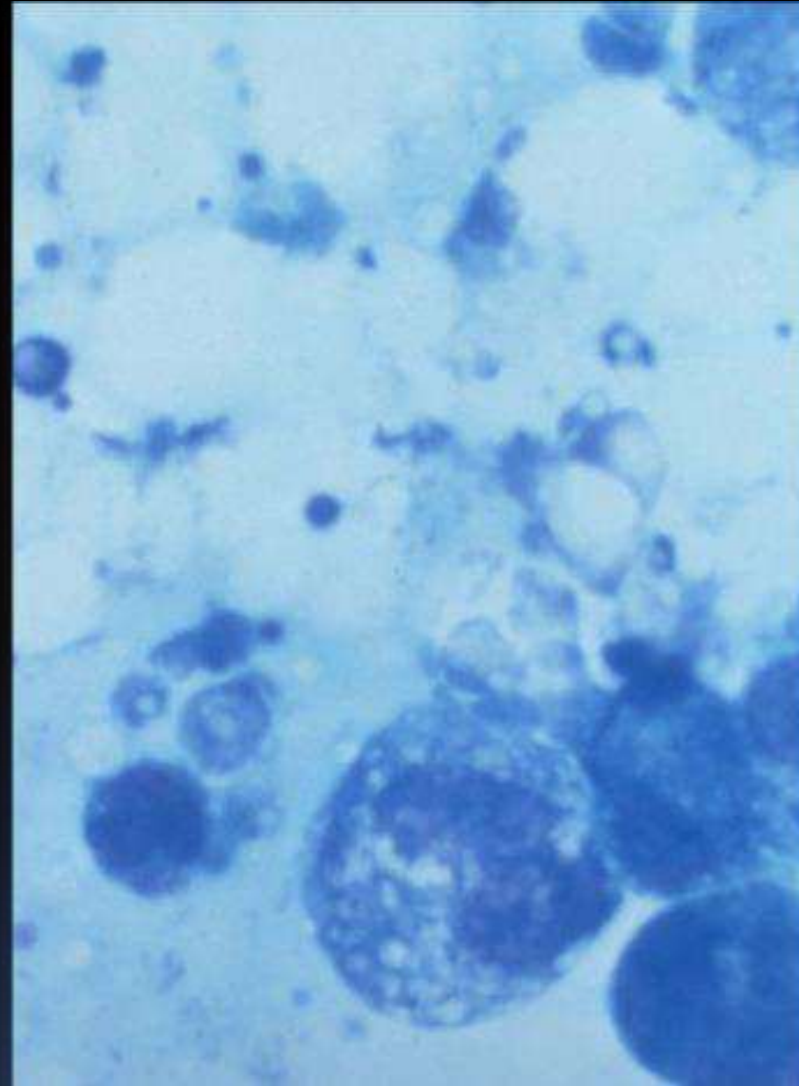


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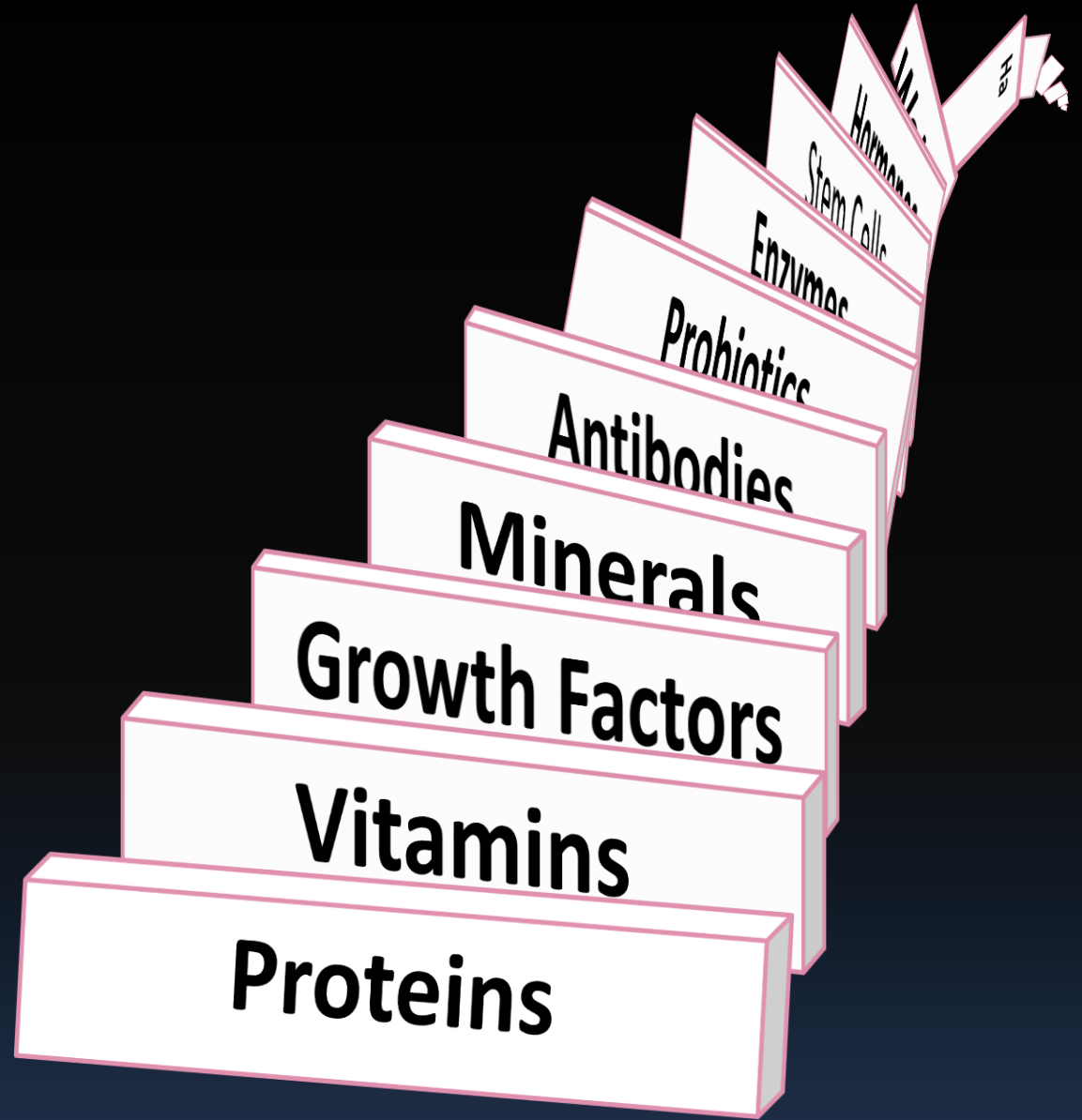




# Formula vs. Human Milk



# The Perfect Food for Newborns



# White Blood Cells



# Infant Microbiome





Voluson  
E8

Routine  
Har-high  
97  
Gn 10  
C6 / M7  
P5 / E3  
SRI II 5

CRL

CRL 6.51cm  
GA 12w6d 71.8%









# When Emergencies Occur



# The Vulnerable at Risk



# Needs in an Emergency





**EMERGENCY KIT  
FOR BREASTFED  
BABY**

**EMERGENCY KIT  
FOR FORMULA  
FED BABY**



# Common Issues

**Vitamin C**

iStock-1215170623

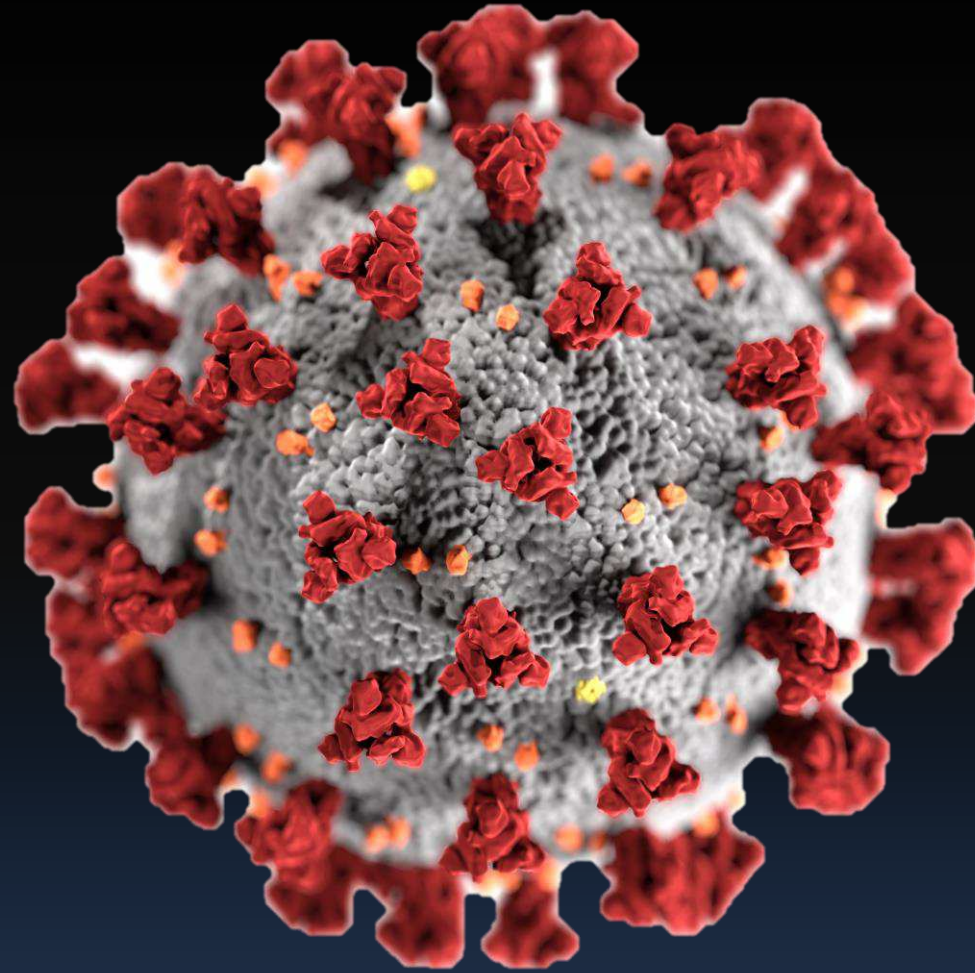
**OUT OF STOCK**

We are temporarily out  
of this item.

We apologize for any inconvenience.

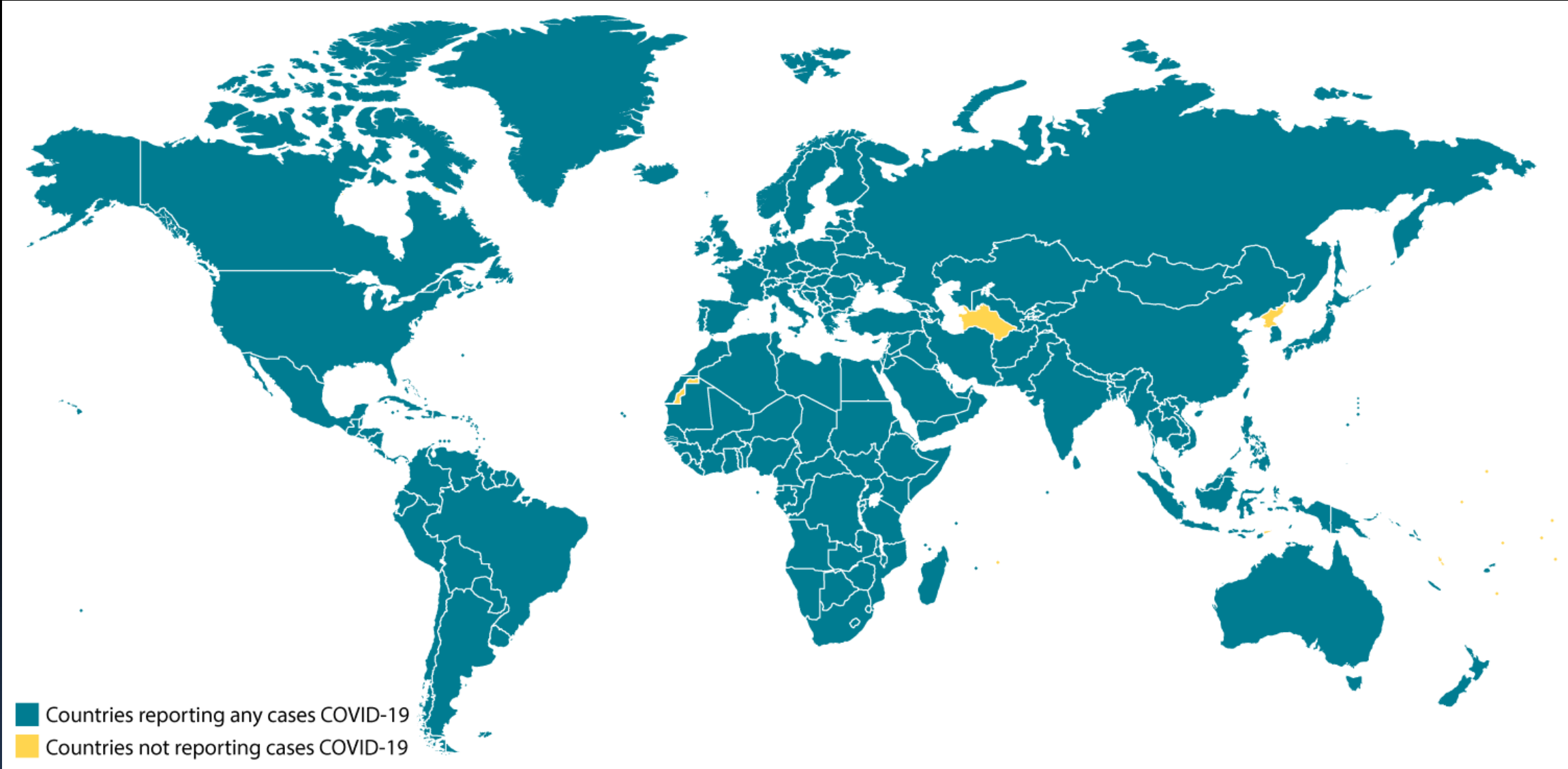
What do YOU think  
increases the risk?

# COVID-19 Pandemic



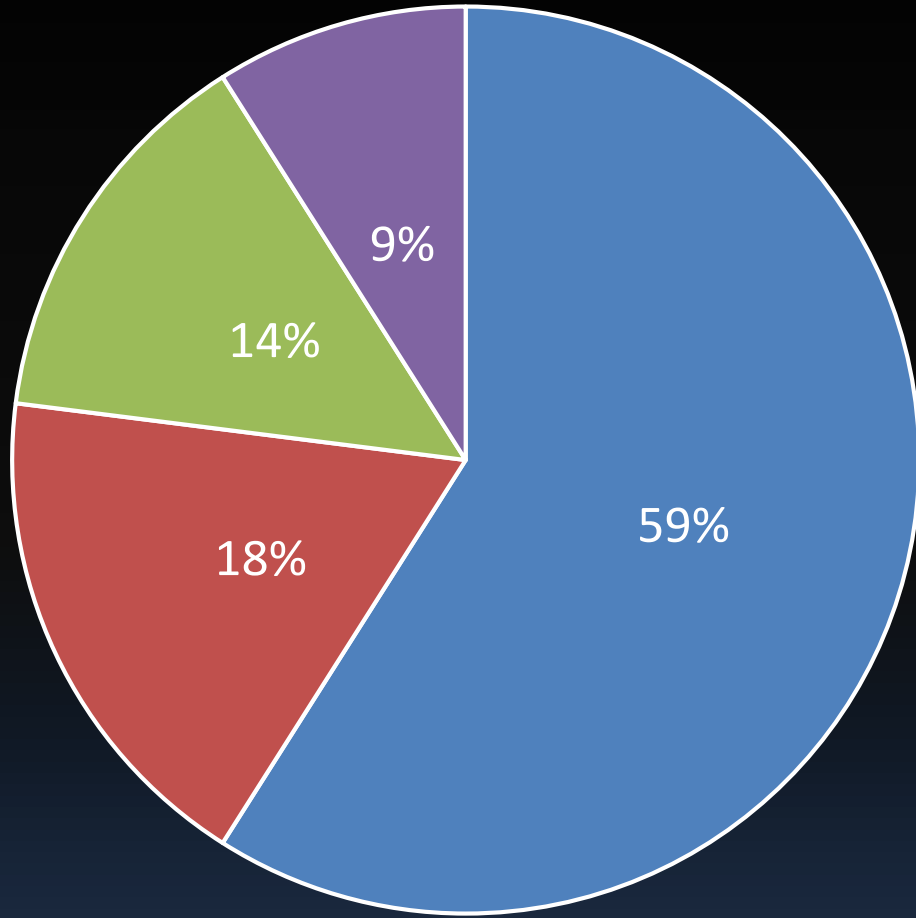


# A Global Crisis



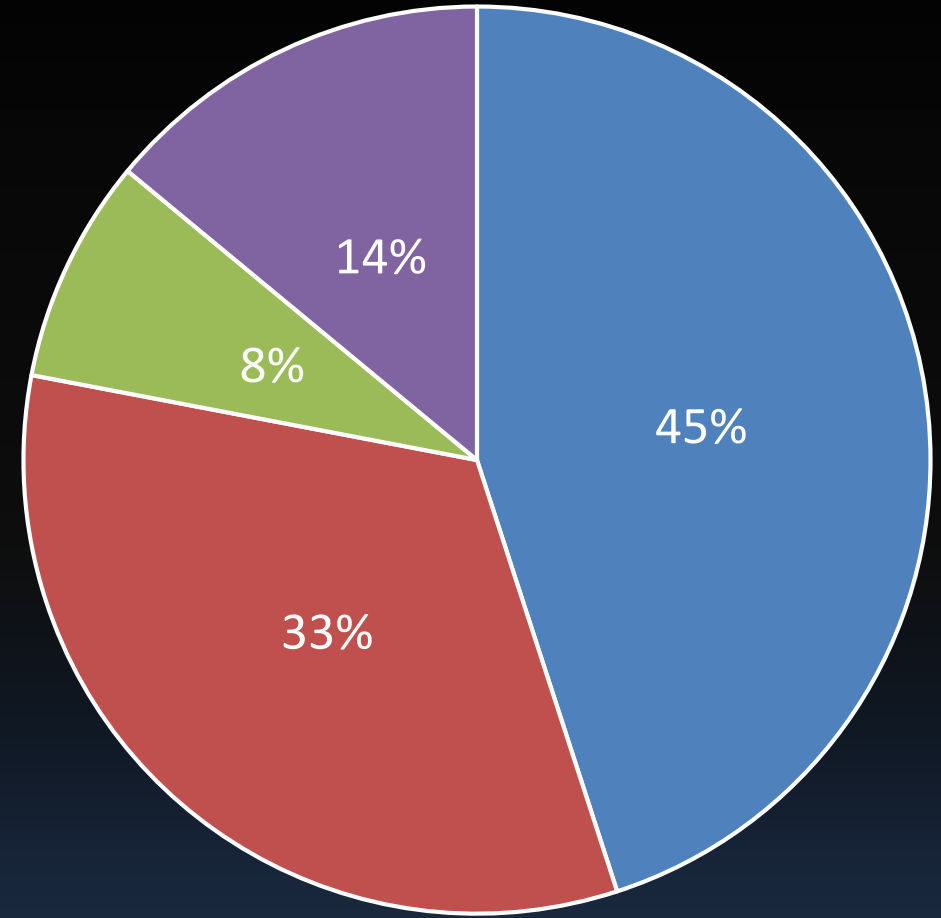
# COVID-19 Disparities

## % of Population



■ Caucasians ■ African American ■ Hispanic ■ Other

## Among COVID Patients

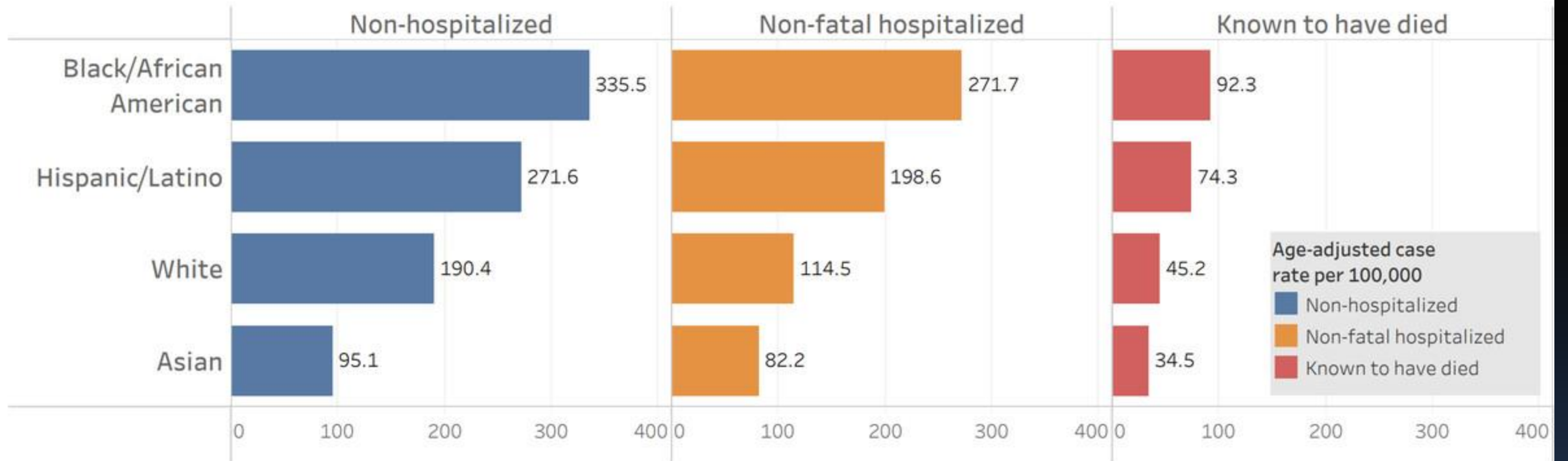


■ Caucasians ■ African American ■ Hispanic ■ Other

# New York Disparities

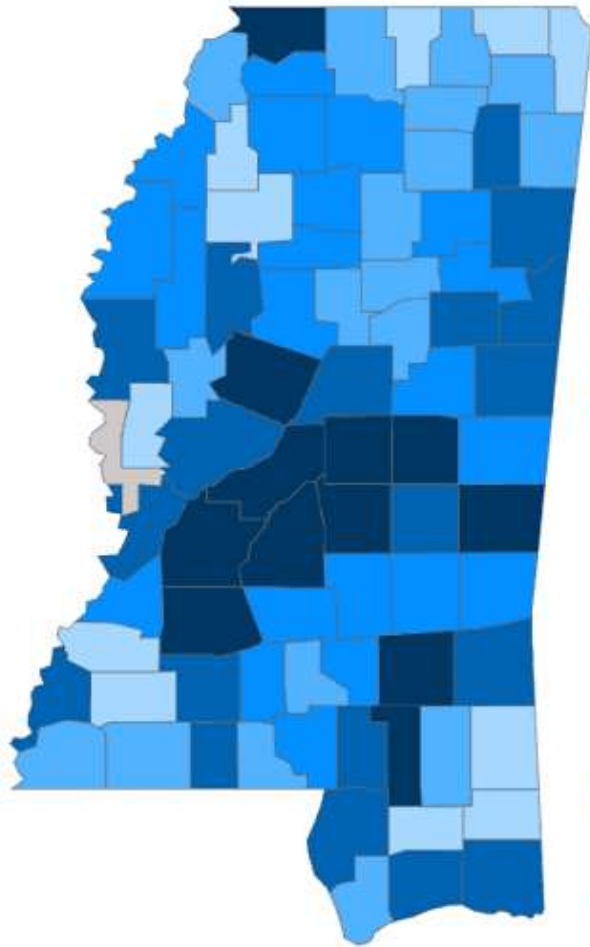


Age-adjusted rates of lab confirmed COVID-19 non hospitalized cases, estimated non-fatal hospitalized cases, and patients known to have died 100,000 by race/ethnicity group as of April 16, 2020



Mississippi COVID-19  
Cases and Deaths by Race with Ethnicity  
as of 6 pm CT, June 9, 2020

Total Cases  
**18,483**



	American Indian or Alaska Native	Asian	Black	White	Other	Unknown
Non Hispanic	279	54	9210	4643	245	30
Hispanic	6	1	36	236	732	21
Unknown Ethnicity	619	6	677	447	411	830

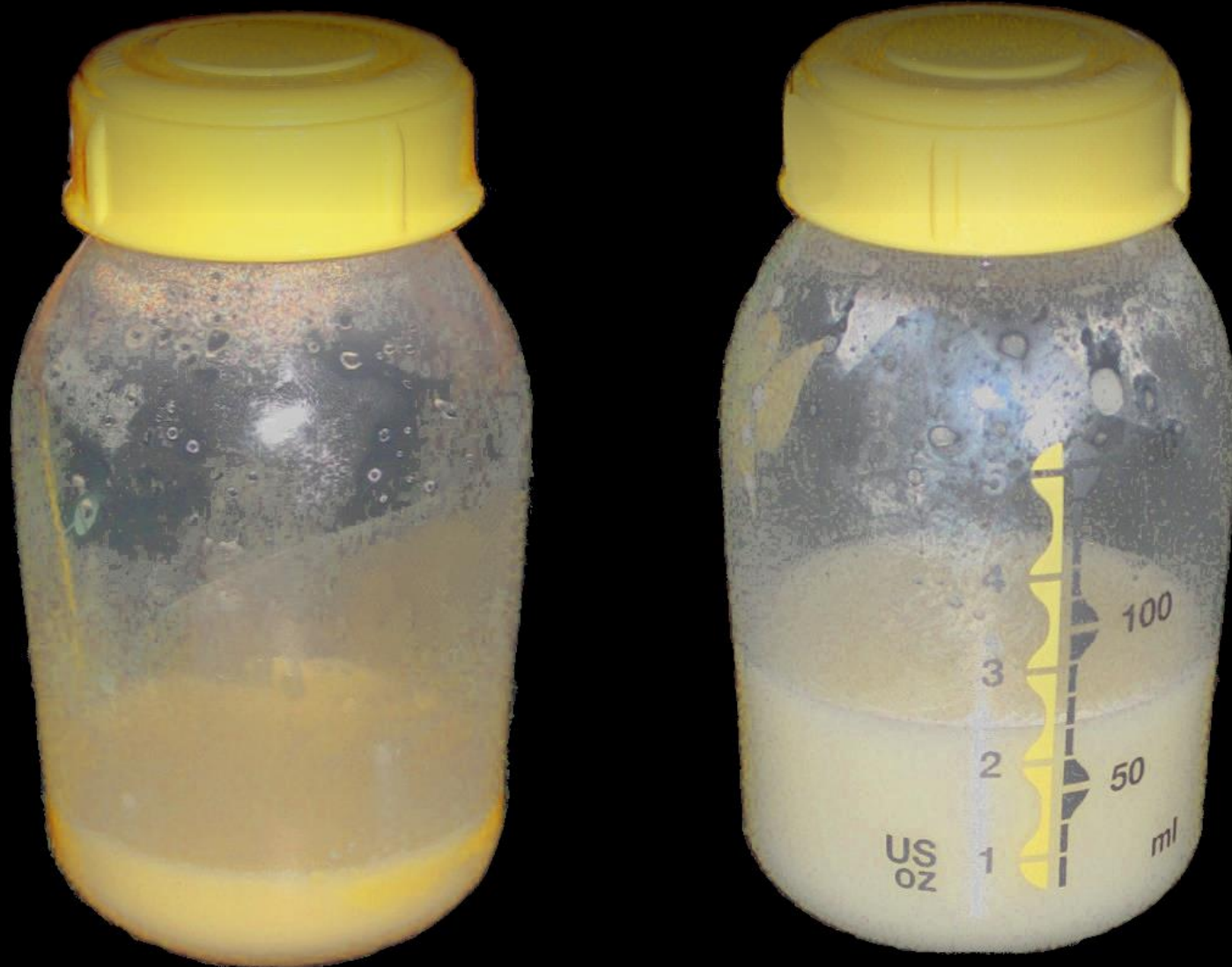
Total Deaths  
**868**

	American Indian or Alaska Native	Asian	Black	White	Other	Unknown
Non Hispanic	29	0	431	347	1	0
Hispanic	1	0	0	6	6	0
Unknown Ethnicity	12	0	13	16	2	4

# Mississippi Disparities

● 1 to 50 ● 51 to 100 ● 101 to 200 ● 201 to 350 ● >350

# No COVID-19 in Breastmilk



# WHO Recommendations

## Breastfeeding and COVID-19

Breastfeed to protect your infants and children from getting sick and for their healthy growth and development.

Breastfeeding is particularly effective against infectious diseases because it **strengthens the immune system** by transferring antibodies from you.



If a woman with **COVID-19** is too unwell to breastfeed, she can be supported to safely provide her baby with breastmilk in other ways, including by:



Expressing  
milk

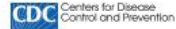


Relactation



Donor human  
milk

# CDC Recommendations



## Coronavirus Disease 2019 (COVID-19)

### If You Are Pregnant, Breastfeeding, or Caring for Young Children

#### Protect yourself and your family from COVID-19



Although there are currently no data showing that COVID-19 affects pregnant people differently than others, we do know that pregnant people are at greater risk of getting sick from other respiratory viruses than people who are not pregnant. Sometimes, this causes adverse outcomes for the mother or child. Therefore, if you are pregnant, be mindful about reducing your risk of getting sick. You can also teach your children everyday steps (such as proper handwashing) to stay healthy:

#### Practice social distancing.

- Avoid people who are sick or who have been exposed to the virus.
- Stay at home or stay at least 6 feet away from people who do not live in your home.

#### Wash your hands often.

- Wash your hands often with soap and water for at least 20 seconds (or help your children wash their hands), especially:
  - After touching other people, including children;
  - After touching surfaces outside your home or items from outside that you have brought into your home;
  - After going to the bathroom or changing diapers;
  - After blowing your nose, coughing, or sneezing;
  - After handling dirty laundry;
  - Before eating or preparing food; and
  - Before breastfeeding or expressing milk.
- Always wash your hands when they are visibly dirty.
- If soap and water are not available, use an alcohol-based hand sanitizer with at least 60% alcohol.
- Avoid touching your eyes, nose, and mouth with unwashed hands.

#### Cover your coughs and sneezes.

- Cover your coughs and sneezes with a tissue, throw the tissue in the trash, and then wash your hands. Or, cough into your elbow and clean your hands.

#### Clean, disinfect, and launder safely.

- Clean and then disinfect frequently touched surfaces and objects (e.g., phones, personal electronic devices, remote controls, tables, countertops, light switches, doorknobs, and cabinet handles).
  - Be sure to follow instructions for safely and effectively using disinfectants, including directions for rinsing off the chemicals after a period of time. In addition, be sure to keep products out of reach of children.

<https://www.cdc.gov/coronavirus/2019-ncov/need-extra-precautions/pregnancy-breastfeeding.html>

# Basic Precautions



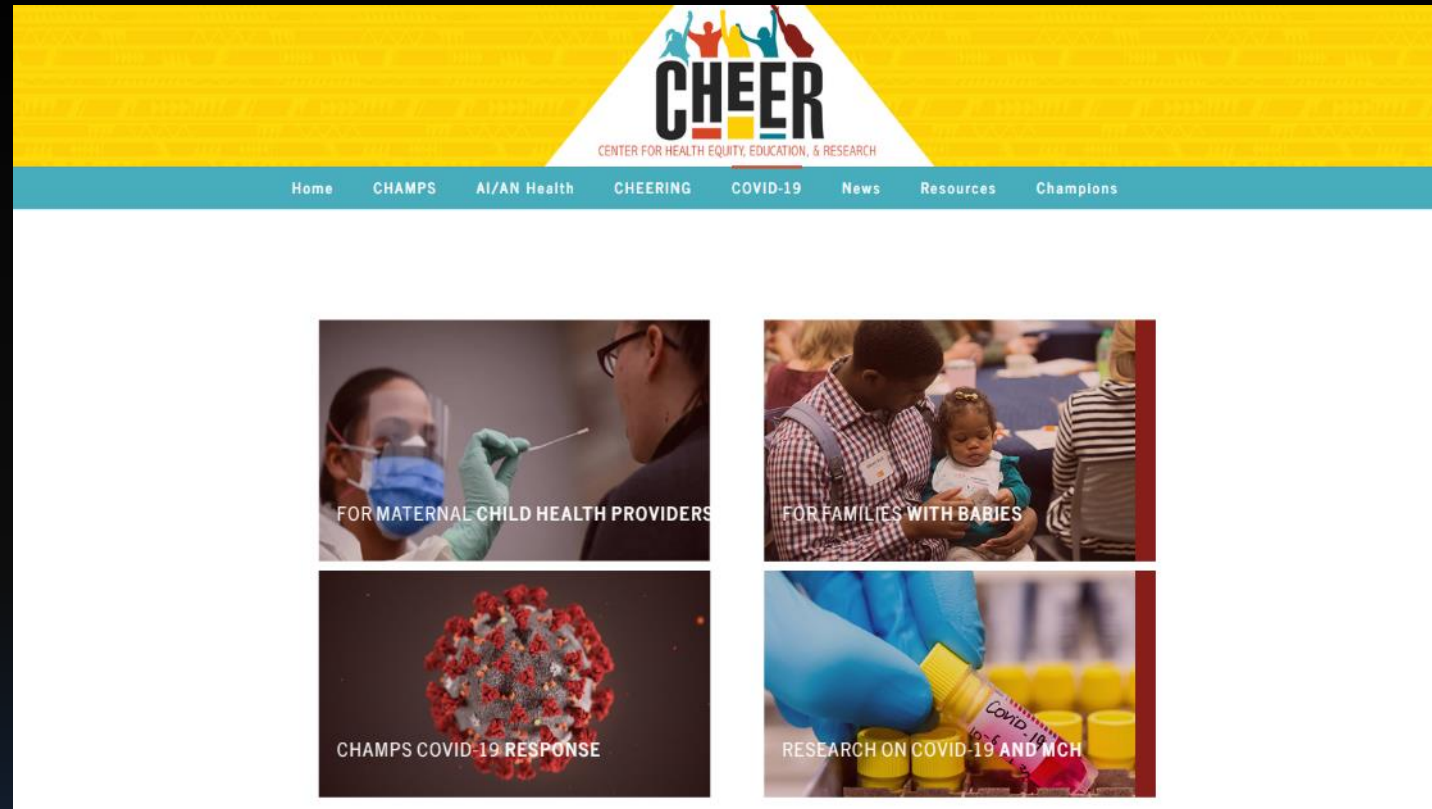
Photo source: Centers for Disease Control and  
Prevention

Healthy Start Virtual Grantees' Meeting, June 2020





# COVID Resources from CHEER



<https://www.cheerequity.org/covid-19.html>

# Proper Use of a Facemask



# Why Breastfeeding Is Important



CHEERING

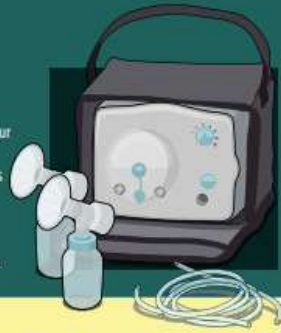
CENTER FOR HEALTH EQUITY, EDUCATION, & RESEARCH  
INTERNATIONAL GROUP - GREECE

# Expressing Milk



# How to Keep Your Breast Pump Kit Clean

Providing breast milk is one of the best things you can do for your baby's health and development. Pumping your milk is one way to provide breast milk to your baby. Keeping the parts of your pump clean is critical, because germs can grow quickly in breast milk or breast milk residue that remains on pump parts. Following these steps can keep your breast pump clean and help protect your baby from germs. If your baby was born prematurely or has other health concerns, your baby's health care providers may have more recommendations for pumping breast milk safely. The steps outlined below are based on the available scientific literature and expert opinion on breast pump hygiene. However, more research is needed to answer some questions about how to best clean breast pump equipment.



## BEFORE EVERY USE

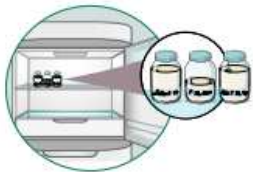


**Wash your hands** well with soap and water for 20 seconds.

**Inspect and assemble** clean pump kit. If your tubing is moldy, discard and replace immediately.

**Clean** pump dials, power switch, and countertop with disinfectant wipes, especially if using a shared pump.

## AFTER EVERY USE



**Store milk safely.** Cap milk collection bottle or seal milk collection bag, label with date and time, and immediately place in a refrigerator, freezer, or cooler bag with ice packs.

**Clean pumping area,** especially if using a shared pump. Clean the dials, power switch, and countertop with disinfectant wipes.

**Take apart** breast pump tubing and separate all parts that come in contact with breast/breast milk.

**Rinse** breast pump parts that come into contact with breast/breast milk by holding under running water to remove remaining milk. Do not place parts in sink to rinse.

**Clean pump parts** that come into contact with breast/breast milk as soon as possible after pumping. You can clean your pump parts **in a dishwasher** or **by hand** in a wash basin used only for cleaning the pump kit and infant feeding items.

Follow the cleaning steps given on the next page.



Centers for Disease  
Control and Prevention  
National Center for Emerging and  
Zoonotic Infectious Diseases

# CDC Guidelines (English and Spanish)

[www.cdc.gov/healthywater/pdf/hygiene/breast-pump-fact-sheet-p.pdf](http://www.cdc.gov/healthywater/pdf/hygiene/breast-pump-fact-sheet-p.pdf)



CYCLES

VACUUM

MIN

MAX

MIN

MAX

OFF

**SANITIZING WIPES**

Kills 99.99%  
of most  
common germs

Not for retail sale  
35 Wet Wipes  
7 in. x 8 in. (17.8 cm x 20.3 cm)

AND  
ITIZER

STURIZERS  
TAMIN E

Economy  
Size

Retail Sale

OZ (2 L)



260  
240  
220  
200  
180  
160  
140  
120  
100  
80  
60  
40  
ml  
fl oz



# Returning to Work



# Human Milk Storage Guidelines

	Countertop or table	Refrigerator	Freezer with separate door
Storage Temperatures	77° F or colder (25° C)	40° F or colder (4° C)	0° F or colder (-18° C)
Freshly Pumped/ Expressed Human Milk	Up to 4 hours	Up to 4 days	Within 6 months is best, up to 12 months is acceptable
Thawed Human Milk	1-2 hours	Up to 1 day (24 hours)	Never refreeze human milk after it has been thawed

These guidelines are for healthy full-term babies and may vary for premature or sick babies. Check with your health care provider. Guidelines are for home use only and not for hospital use.



United States Department of Agriculture  
Slightly Revised July 2018

Find more breastfeeding resources at:  
[WICBreastfeeding.fns.usda.gov](https://wicbreastfeeding.fns.usda.gov)  
[cdc.gov/breastfeeding/](https://cdc.gov/breastfeeding/)

# Supporting New Families



Source: Centers for Disease Control and Prevention, Every Mother, Inc., and Regina Maria Roig-Romero

# Preparing During Pregnancy





## Key Messages

- Breastfeeding is vital
- Mom's milk is unique!
- Mom grows breast tissue
- Engage a champion NOW!

# Barriers to Breastfeeding



# Poll #2

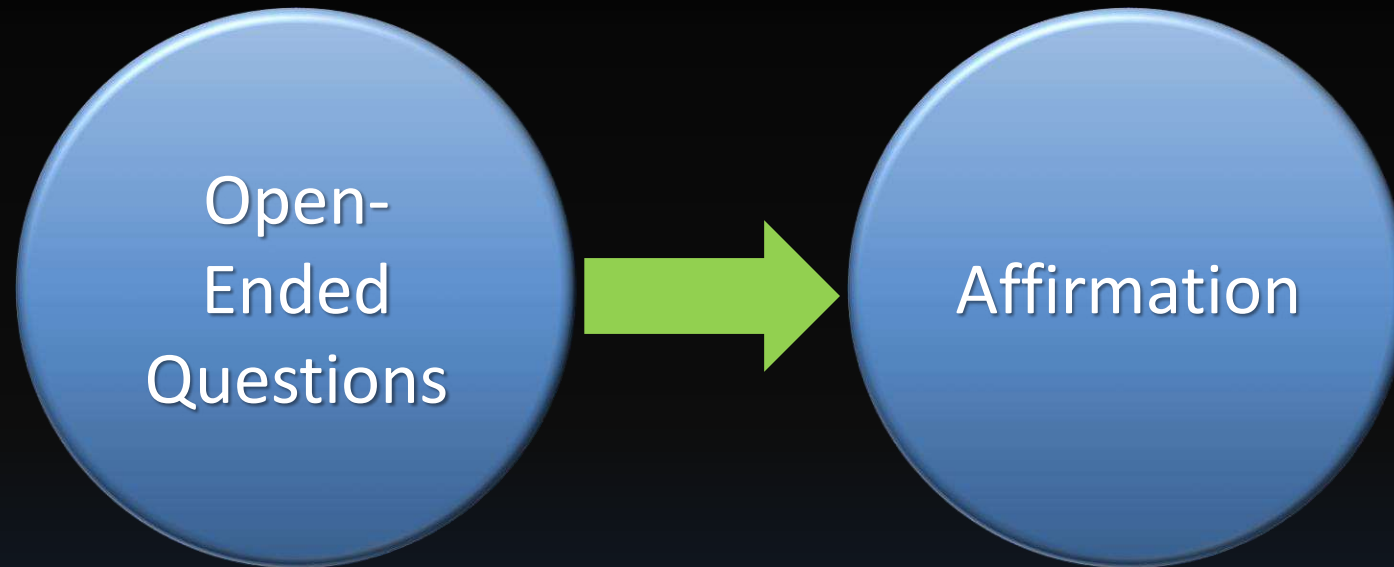
# Tools for Connection



Open-  
Ended  
Questions



# Tools for Connection



# Tools for Connection



# Magical First Hour



# The Hospital Stay





# Expectations

# Reality



# Feeding Cues



Good Latch!







Photo by Karen Pike for Vermont WIC Program







# Poll #3



# Encourage Pediatric Check-Ups



Source: United States Breastfeeding Committee

# REFER!

- Scant bowel movements
- Sleepy baby
- Jaundice
- Mom questions milk production
- Baby not at birth weight by 2 weeks
- Persistent breast/nipple pain
- Medical issues (suspected COVID, medications, etc.)





# Zoom Breastfeeding Education



# Baby Café Virtual Support Meetings



# Lactation Videoconferencing



What *other* ways are  
YOU using to reach  
participants during  
COVID-19?





Cathy Carothers, IBCCLC  
Every Mother, Inc.

[cathy@everymother.org](mailto:cathy@everymother.org)



Questions?





# Closing



Up Next



# Federal Activities Complementary to Healthy Start Efforts

Beginning at 4:30 p.m. EST

