



Healthy Start
Breastfeeding Cohort

Webinar 1: Myths &
Misconceptions Around
Breastfeeding

June 11, 2020



Welcome!



Please chat your **name, role/title** and **Healthy Start site** in the chat box

Agenda



Housekeeping	Tess Pritchard, NICHQ
Welcome	Olivia Giordano, NICHQ
Myths & Misconceptions Around Breastfeeding	Andrea Serano, ROSE
Q&A	All
Closing	Kenn Harris, 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.

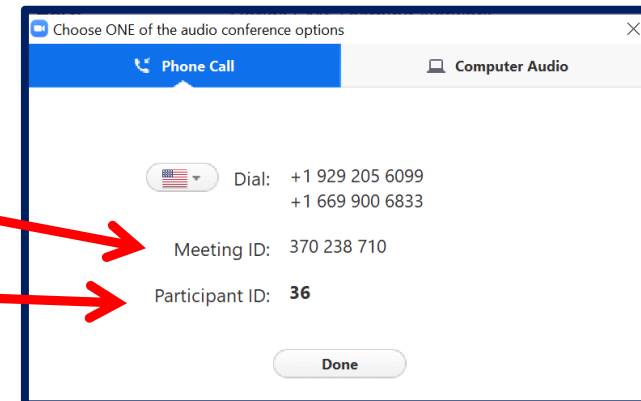
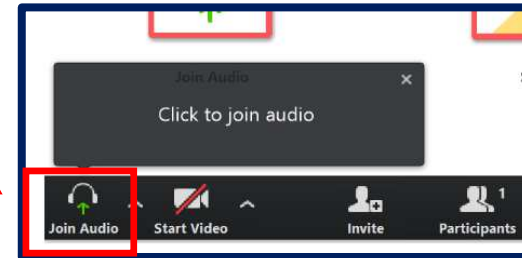


- Members are encouraged to participate in the discussion by typing your comment/asking questions using the chat box.

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"**



Ways to Participate: Chat



The screenshot shows a Zoom meeting window with the following details:

- Zoom Participant ID: 49 Meeting ID: 617-788-369
- Talking: [Muted]
- Meeting Topic: Healthy Start Webinar
- Host: HS TA & Support Center
- Invitation URL: <https://zoom.us/j/617788369> (with a Copy URL link)
- Participant ID: 49

At the bottom of the Zoom window, the 'Chat' button is highlighted with a red box. A red arrow points from this box to a 'Zoom Group Chat' sidebar on the right. Another red box at the bottom left contains the text: "At the bottom of the Zoom window, you will see a 'Chat' button". A third red box in the center contains the text: "After you click the 'Chat' button, a sidebar will appear where you can chat to all participants". A fourth red box on the right contains the text: "Chat here to everyone!". The chat sidebar shows "To: Everyone" and a text input field "Type message here...".



Introduction to the Inaugural Healthy Start Breastfeeding Cohort

Olivia Giordano
Healthy Start TA & Support Center



Cohort Member Roles/Titles



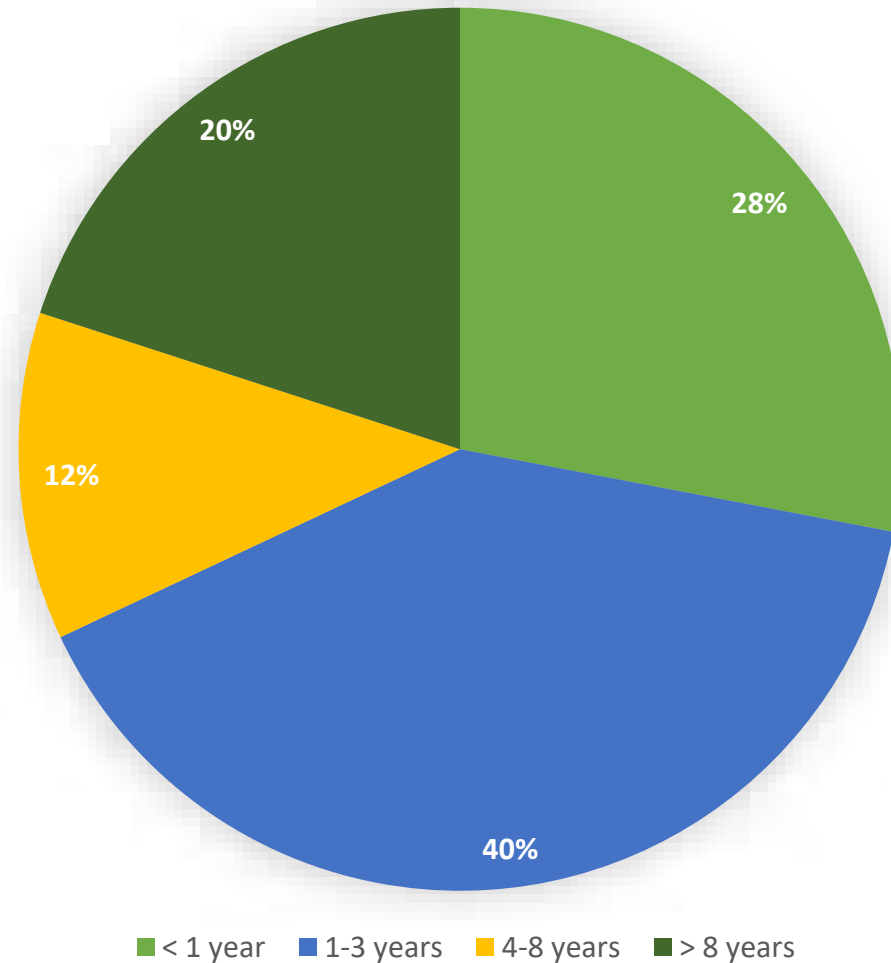
Healthy Start Project Locations



Cohort Member Tenure at Healthy Start



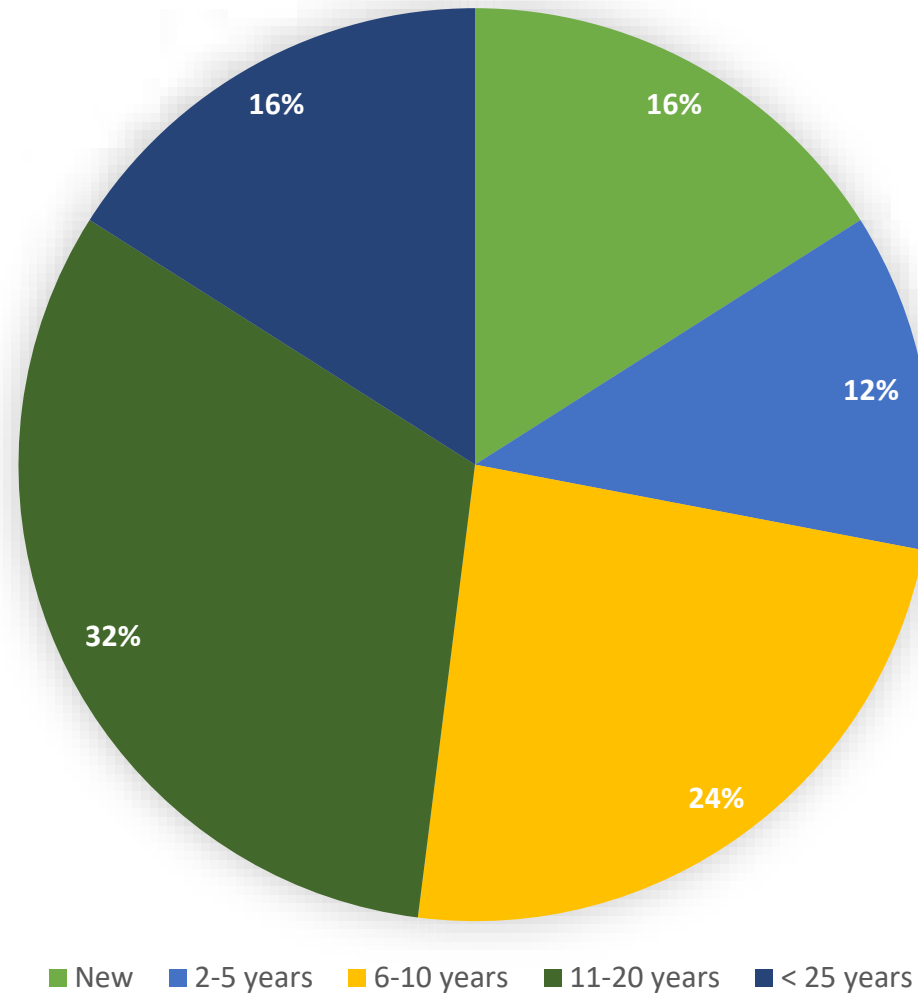
Staff Tenure



Healthy Start Project Tenure



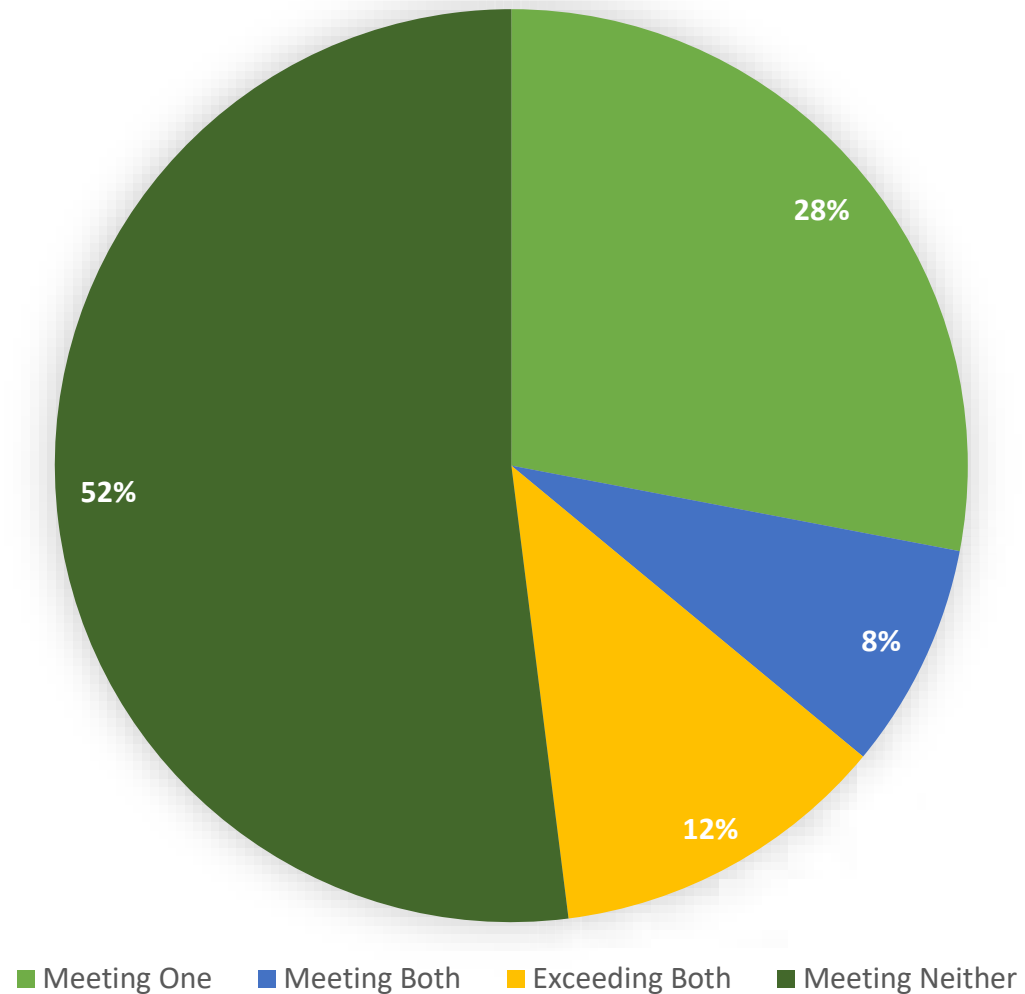
Project Tenure



Projects' Success in Meeting Benchmarks



Breastfeeding Benchmarks



Learning Series Schedule



June 2020	Webinar: <i>Myths & Misconceptions Around Breastfeeding</i>
July 2020	CoLab Engagement
August 2020	Webinar
September 2020	CoLab Engagement
October 2020	Webinar
November 2020	CoLab Engagement
December 2020	Webinar
January 2021	Evaluation

Participant Expectations



- Time Commitment:
 - 3 hours/month from June 2020-January 2021
- Participants must attend all 4 webinars
- Participants must commit to bringing learnings back to their organization



CoLab Engagement



- After this webinar, please sign onto the HS CoLab
- Respond to the Breastfeeding Cohort prompt on the main feed
- If you do not have a CoLab account yet, please email healthystart@nichq.org

NICHQ Collaboratory

Healthy Start Performance CoLab

QUESTION
Question: 2020-06-11

Posted by Olivia Giordano

Updated June 11, 2020

Topics Breastfeeding

Prompt for the Healthy Start Breastfeeding Cohort:

Please respond to this post with:


- Your Name
- Your Role/Title
- Your HS Project Site
- Why you're excited about the HS Breastfeeding Cohort

Add new comment

CoLab Engagement for July



- Complete the goal setting & visioning exercises in your Healthy Start Breastfeeding Cohort Guide
- Share your thoughts on the HS CoLab by COB July 17



Healthy Start
Breastfeeding Cohort
June 2020 – December 2020

HEALTHY start TA & SUPPORT CENTER
NICHQ National Institute for Children's Health Quality

NICHQ National Institute for Children's Health Quality

The banner features a photograph of a woman with dark hair in braids, wearing a black top, breastfeeding a baby. The photo is set against a teal background. A green arrow-shaped box points to the right, containing the text 'Healthy Start Breastfeeding Cohort June 2020 – December 2020'. At the bottom of the banner, the logos for 'HEALTHY start TA & SUPPORT CENTER' and 'NICHQ National Institute for Children's Health Quality' are displayed. The NICHQ logo includes a stylized green 'Q'.

Myths and Misconceptions on Breastfeeding

Andrea Serano, IBCLC, CLC

HOLDING

SPACE



Call to Action

Use your state's data to:

- help tell the story of breastfeeding practices and support
- monitor progress and celebrate state successes
- begin building more comprehensive state profiles that capture the landscape of breastfeeding support
- identify opportunities for growth and improvement in maternity care practices

	Healthy People 2020 Objectives	Target	Current Rates*
MICH** -21.1	Increase the proportion of infants who are breastfed: Ever	81.9%	83.2% ✓
MICH-21.2	Increase the proportion of infants who are breastfed: At 6 months	60.6%	57.6%
MICH-21.3	Increase the proportion of infants who are breastfed: At 1 year	34.1%	35.9% ✓
MICH-21.4	Increase the proportion of infants who are breastfed: Exclusively through 3 months	46.2%	46.9% ✓
MICH-21.5	Increase the proportion of infants who are breastfed: Exclusively through 6 months	25.5%	24.9%
MICH-22	Increase the proportion of employers that have worksite lactation support programs.	38.0%	49.0% ✓
MICH-23	Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life.	14.2%	17.2%
MICH-24	Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies.	8.1%	26.1% ✓

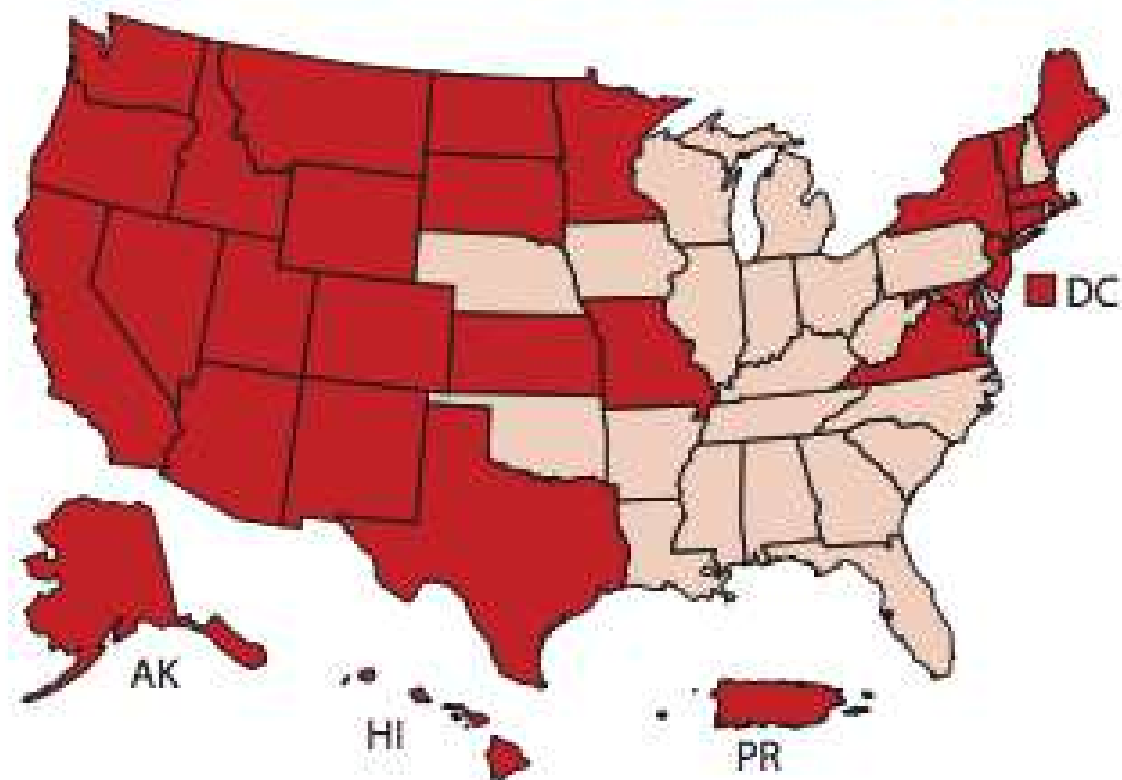


BLACK WOMEN DO BREASTFEED

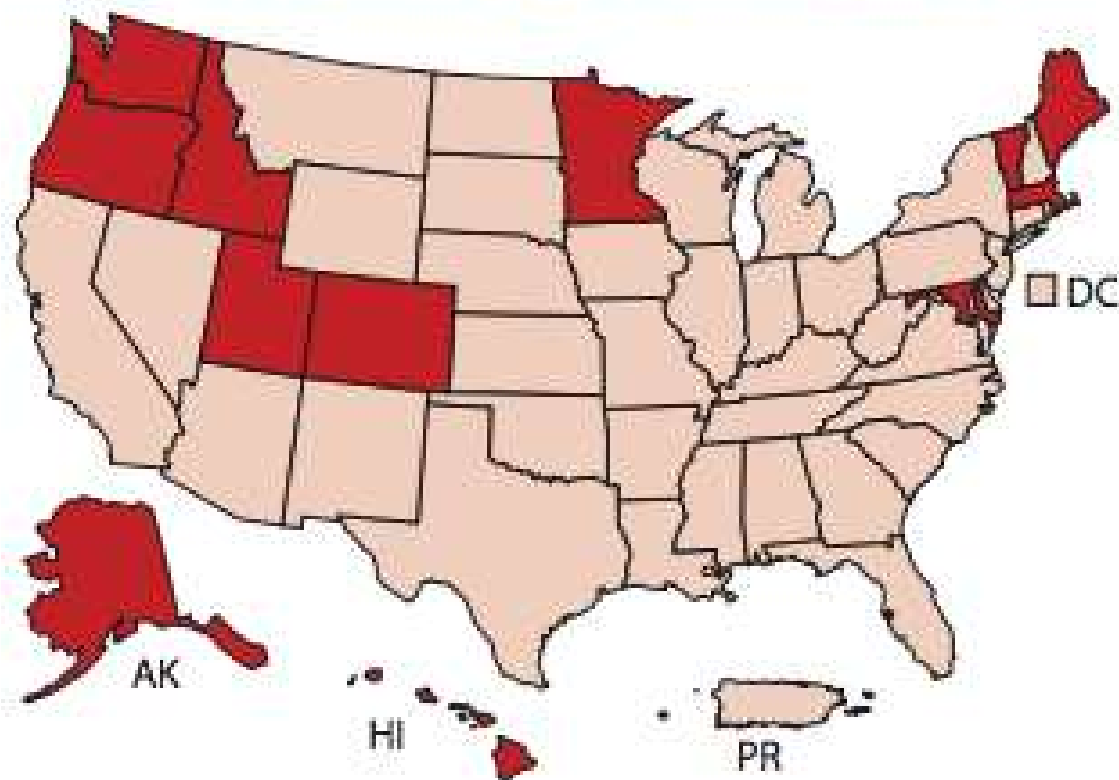
Rates of Any and Exclusive Breastfeeding by Socio-demographics among Children Born in 2016 (Percentage +/- half 95% Confidence Interval)^{1,2}

	Any Breastfeeding			Exclusive Breastfeeding			
		Ever Breastfed	Breastfed at 6 Months	Breastfed at 12 Months		Exclusive Breastfeeding through 3 Months	Exclusive Breastfeeding through 6 Months
Socio-demographic Factors	n	% ± half 95% CI	% ± half 95% CI	% ± half 95% CI	n	% ± half 95% CI	% ± half 95% CI
U.S. National	17604	83.8±1.2	57.3±1.6	36.2±1.5	17059	47.5±1.6	25.4±1.3
Gender							
Male	9089	83.7±1.7	57.2±2.2	35.4±2.1	8819	47.6±2.2	25.3±1.8
Female	8515	83.9±1.6	57.3±2.2	37.0±2.2	8240	47.5±2.2	25.4±1.8
Race/Ethnicity							
Hispanic	4030	82.9±3.0	51.6±3.9	32.1±3.6	3954	42.0±3.9	20.4±2.9
Non-Hispanic White	9667	86.6±1.2	61.5±1.8	39.6±1.8	9310	52.9±1.9	29.1±1.7
Non-Hispanic Black	1587	74.0±3.6	48.6±3.8	27.1±3.4	1555	39.1±3.7	20.7±3.2
Non-Hispanic Asian	685	88.2±3.4	72.1±5.7	51.6±7.2	655	48.1±7.6	31.8±7.9
2 or more races	1304	84.2±3.4	58.0±5.3	38.5±5.6	1260	46.6±5.5	24.1±4.2

States that met the HP2020 goal for initiation rate of 81.9%*



States that met the HP2020 goal for 6 months duration of 60.6%*

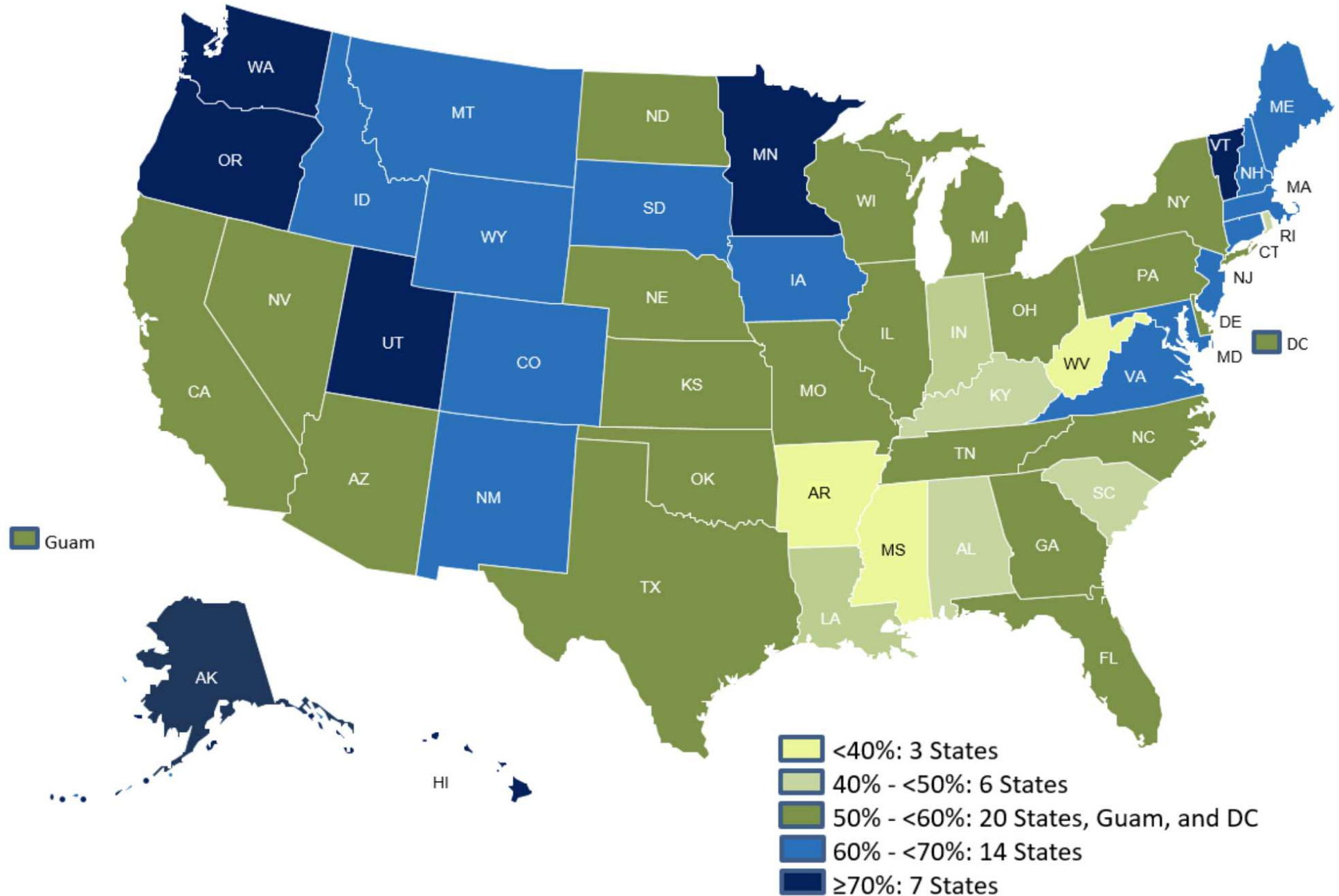


■ Met the HP2020 goal □ Did not yet meet the HP2020 goal

■ Met the HP2020 goal □ Did not yet meet the HP2020 goal

*Among infants born in 2013

Percentage of Infants Breastfed at 6 Months



SAVING TOMORROW TODAY

An African American Breastfeeding Blueprint



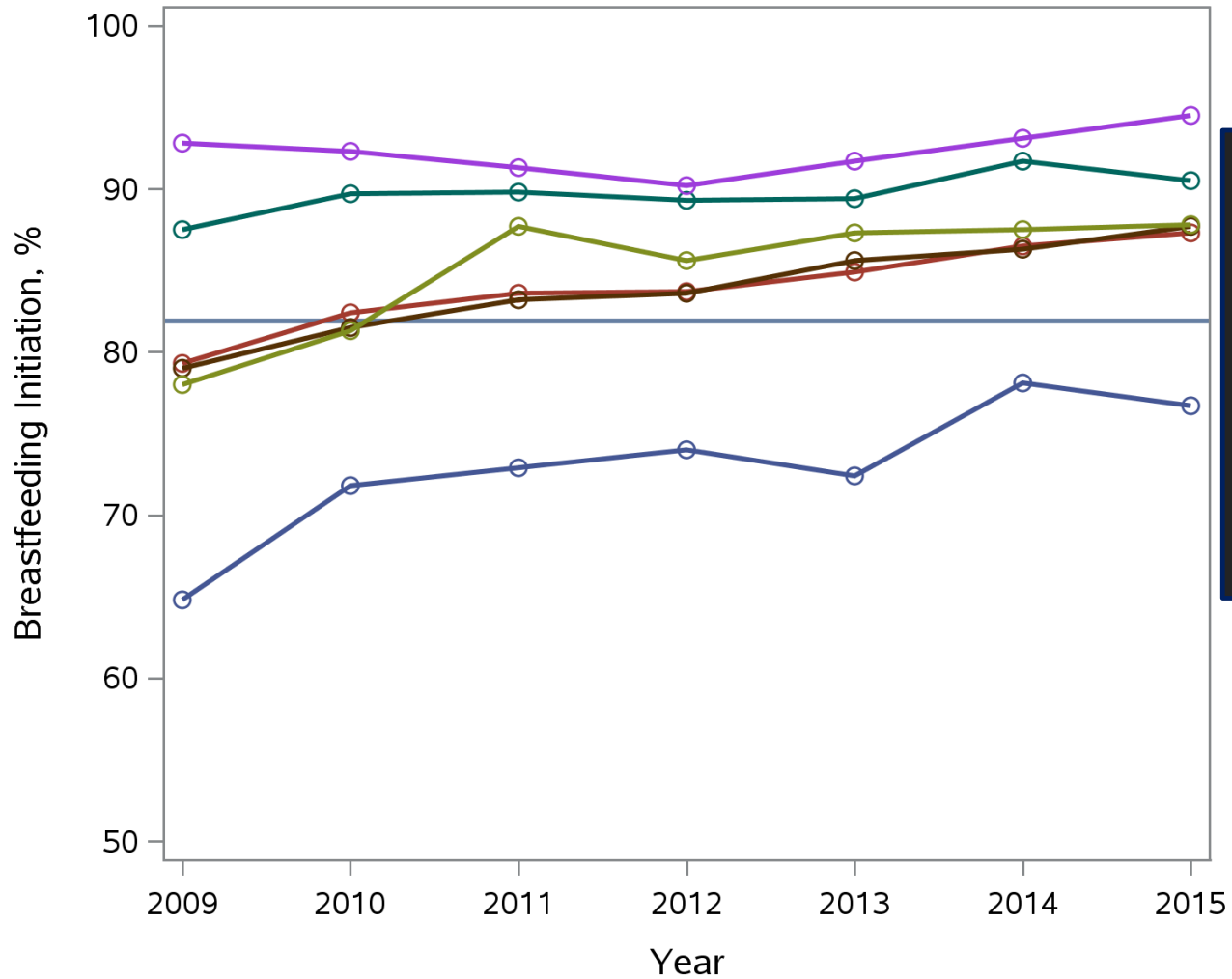
Supported By



W.K.
KELLOGG
FOUNDATION



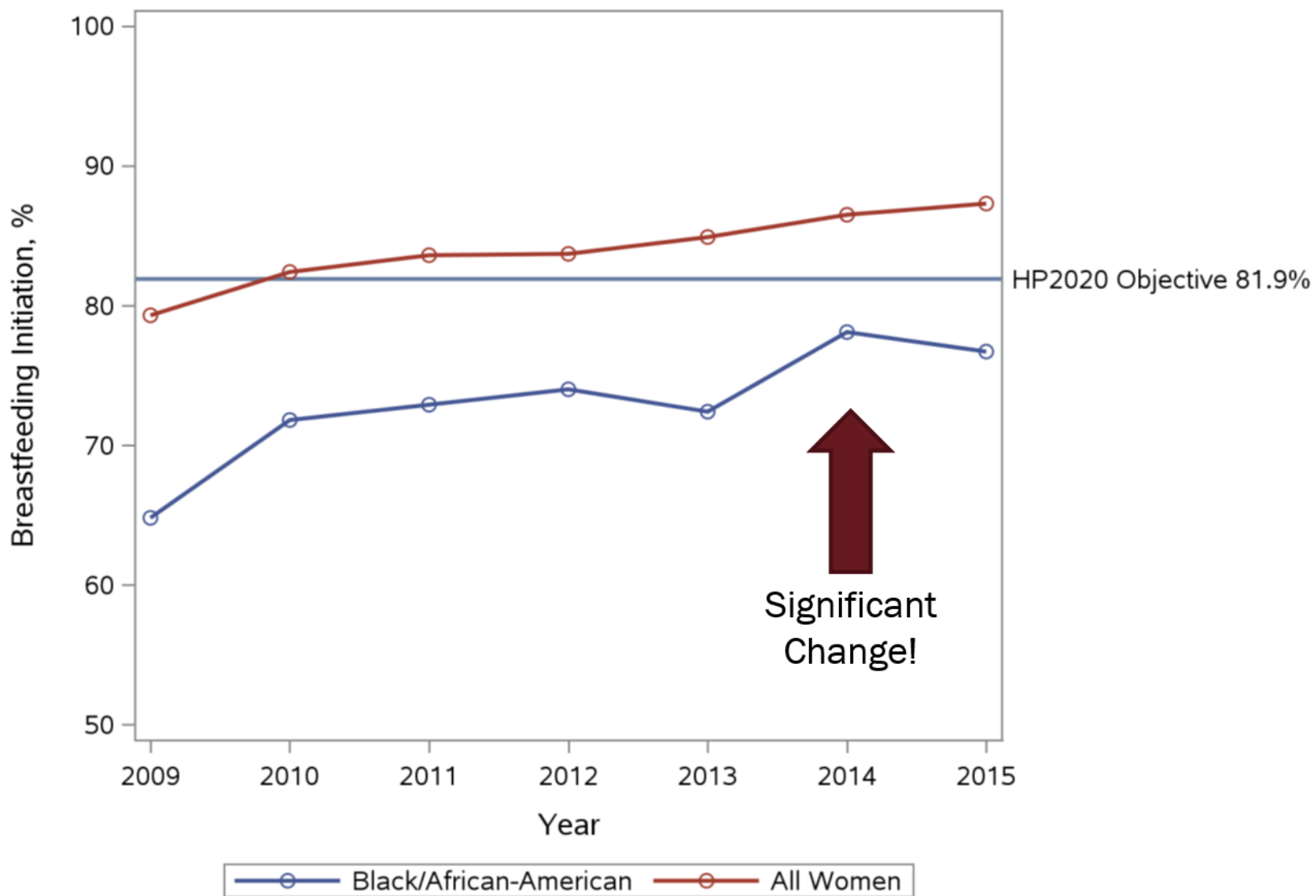
Breastfeeding Initiation in the U.S., 2009-2015



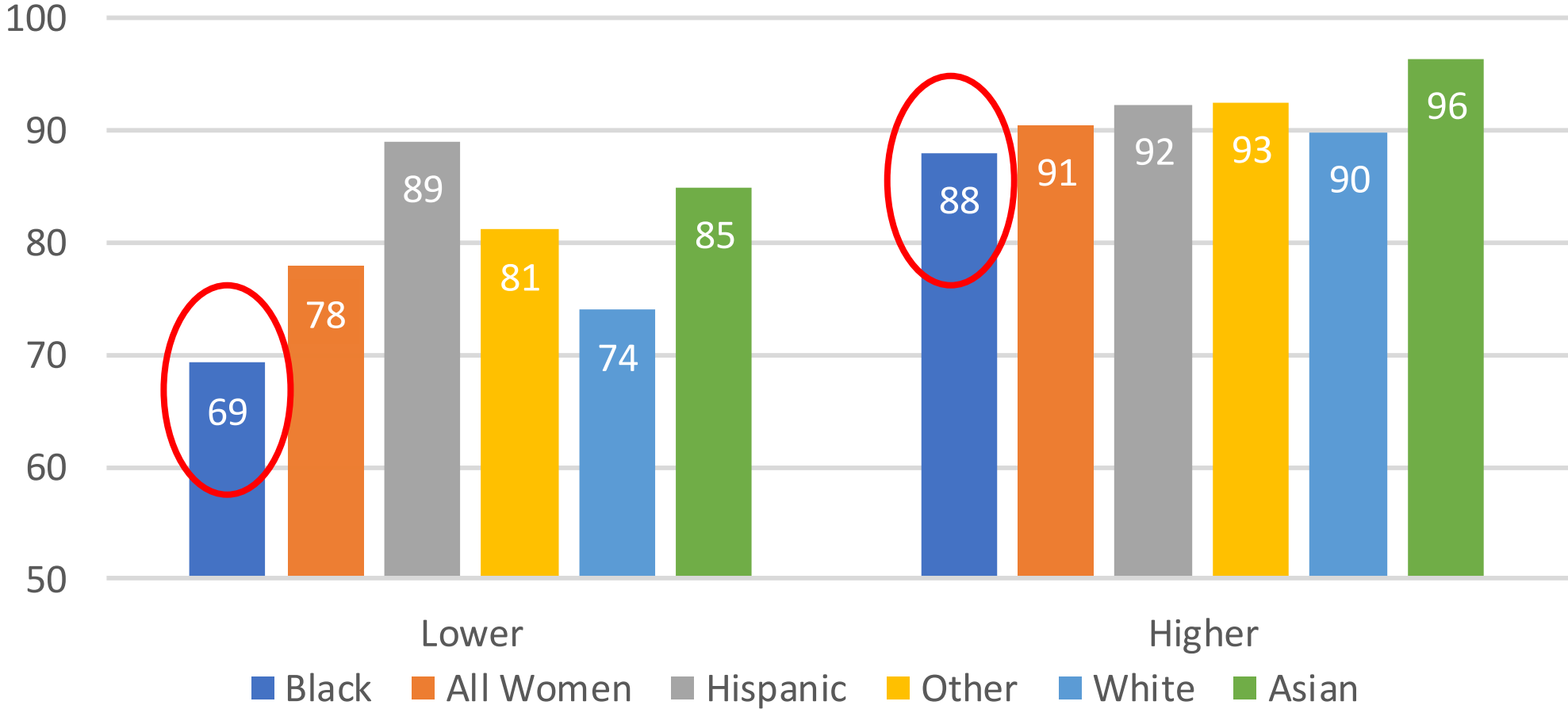
Asian → 94%
Hispanic → 90%
Other → 88%
White → 88%
All Women → 87%
Black → 77%



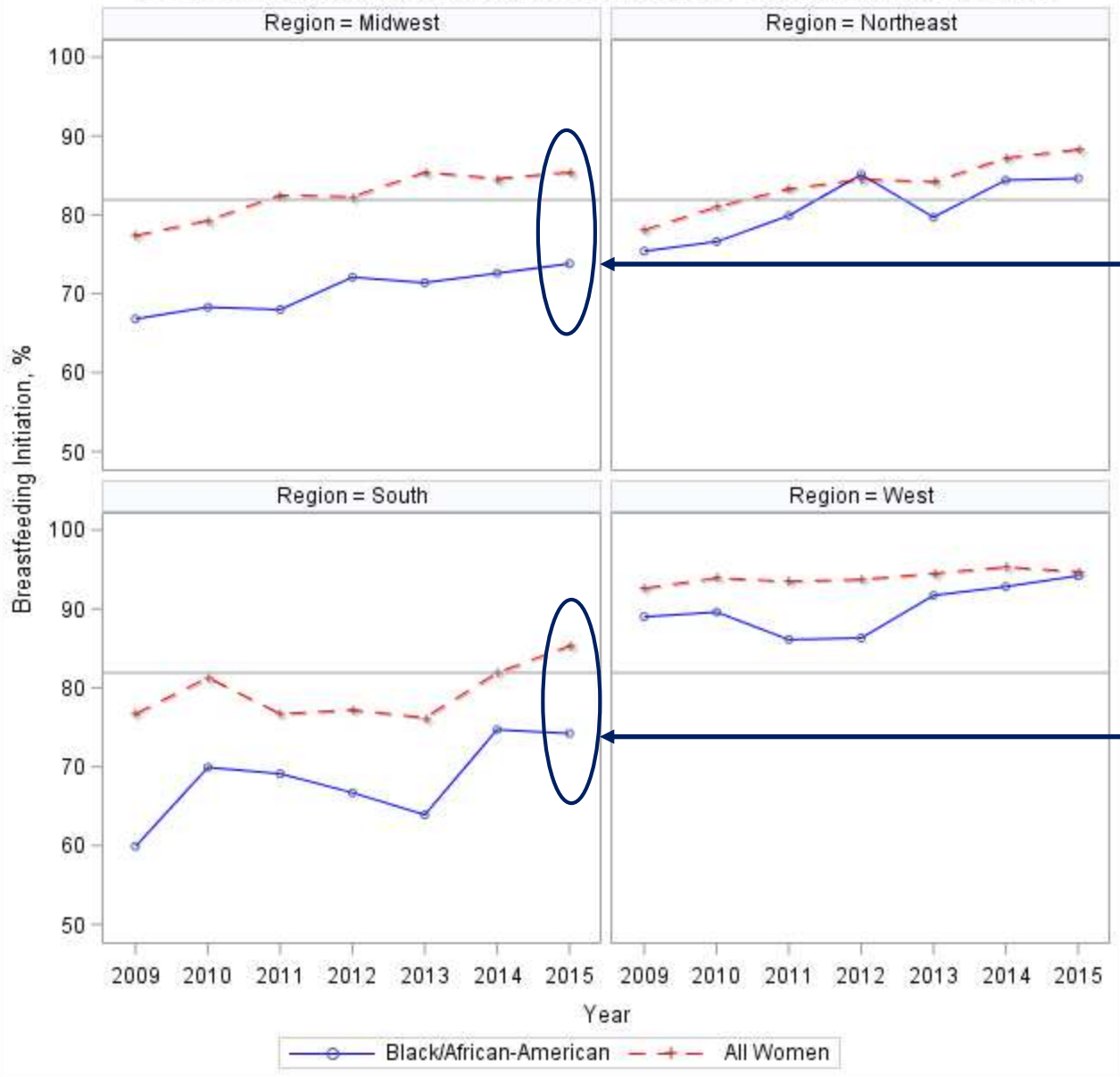
Breastfeeding Initiation among African-American/Black Women in the U.S., 2009-2015



The Percent of U.S. Women Who Started Breastfeeding Their Infants, 2009-2015 Combined, By Race/Ethnicity and Poverty Level



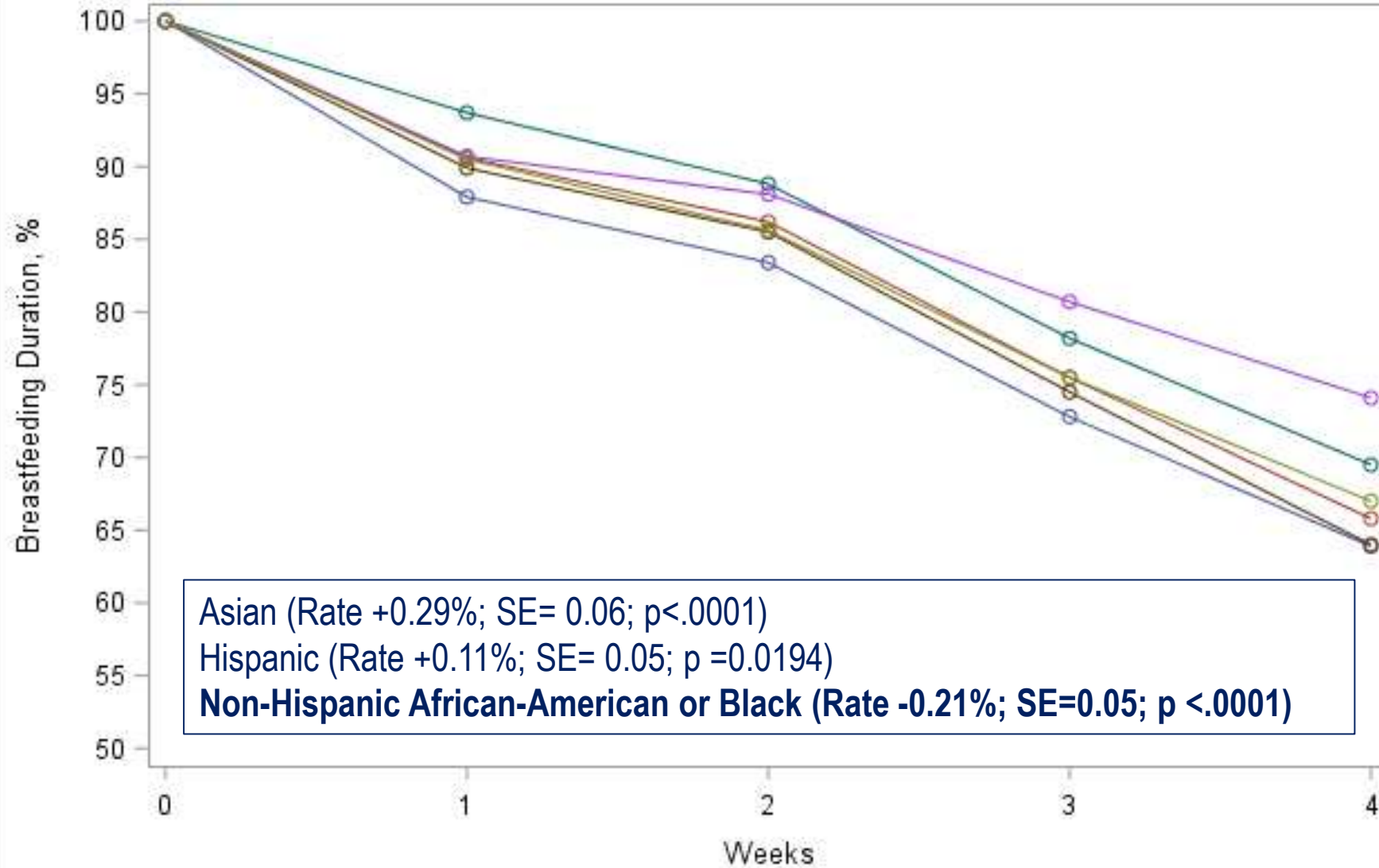
Breastfeeding Initiation among all women in the U.S. by Region, 2009-2015



All Women: 85%
Black: 74%

All Women: 85%
Black: 74%

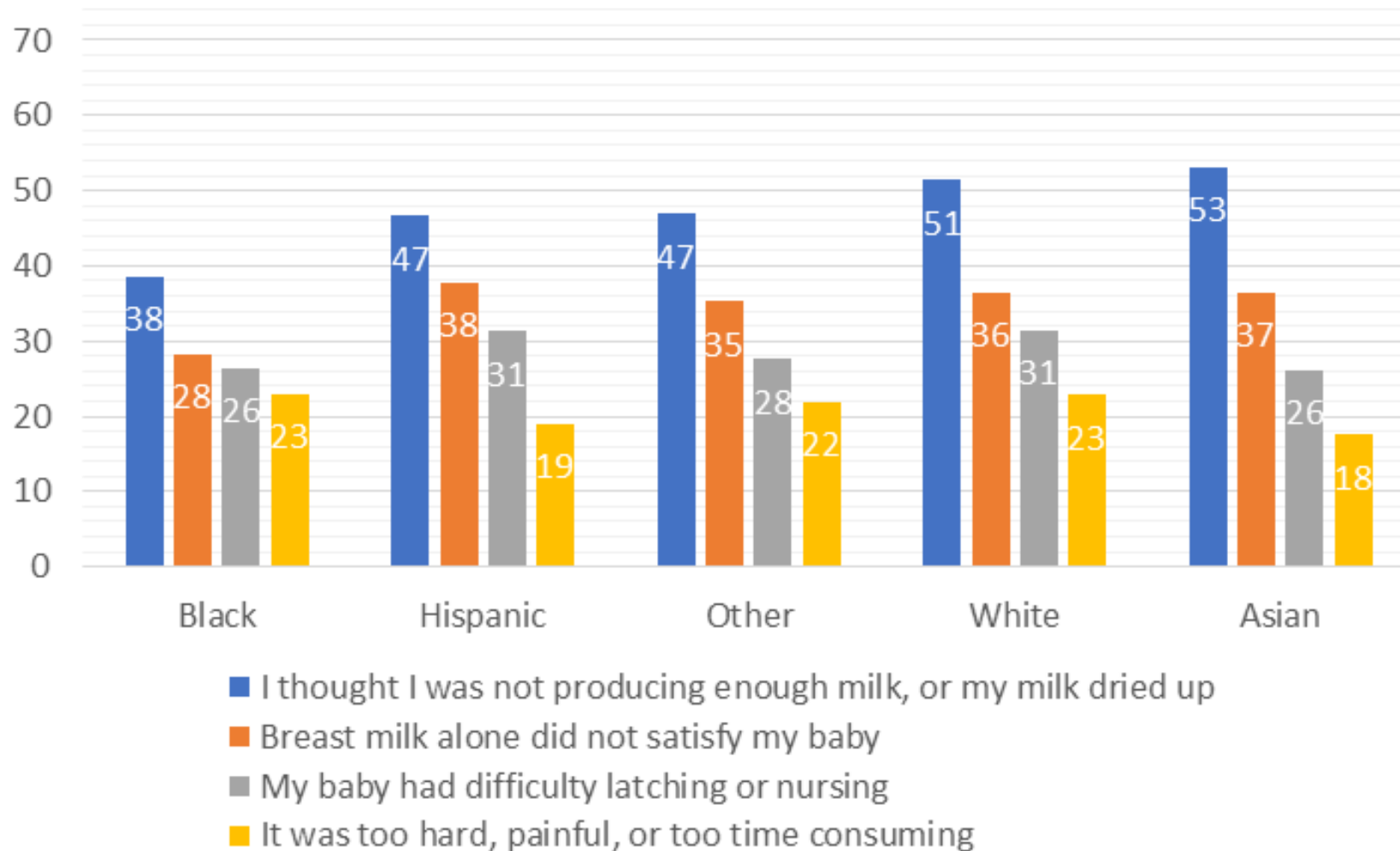
Breastfeeding Duration during the Neonatal period in the U.S., 2009-2015



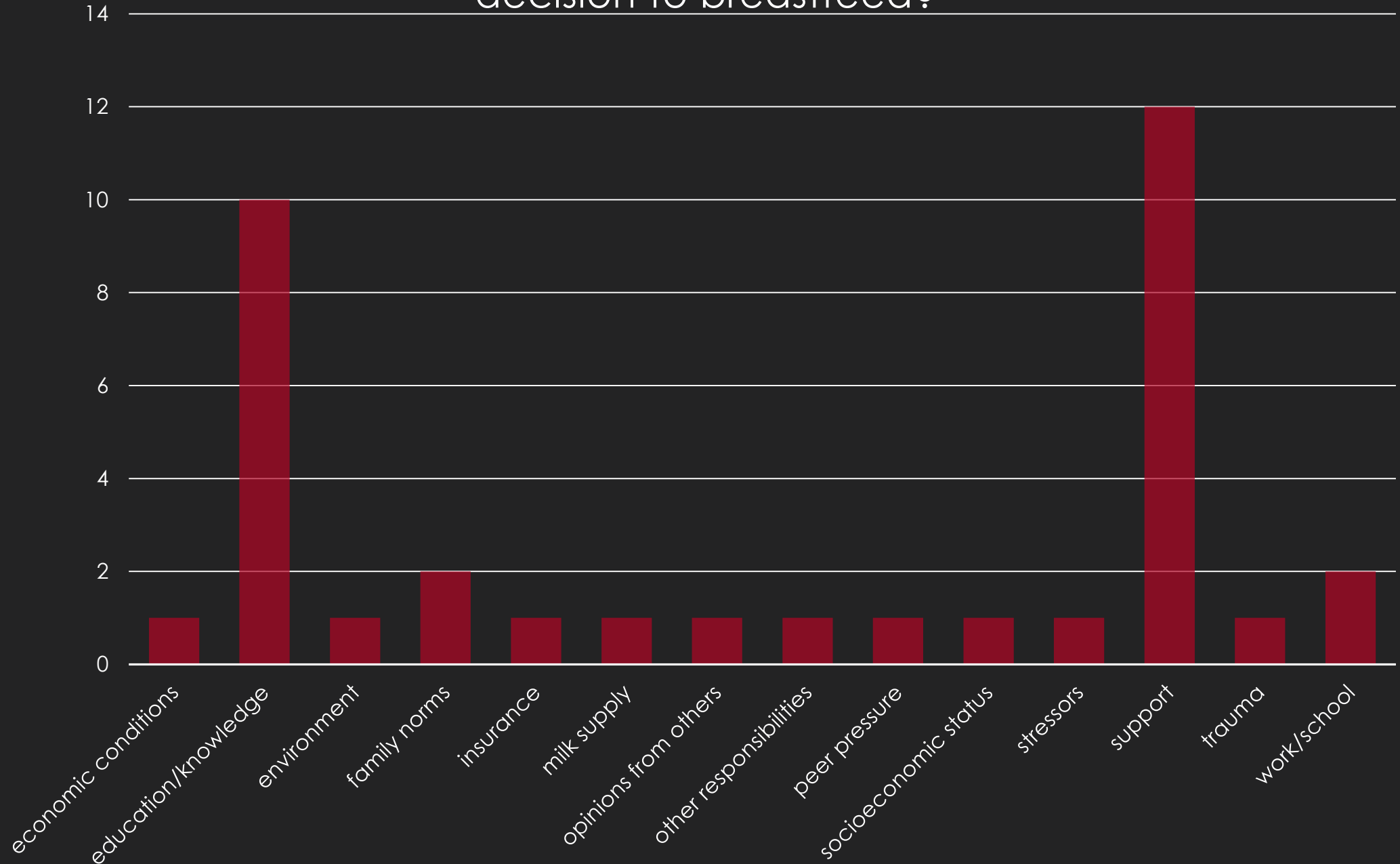
—○— Black/African-American —○— All Women —○— Hispanic
—○— White —○— Asian —○— Other

60% of mothers do not breastfeed
for as long as they intend to.

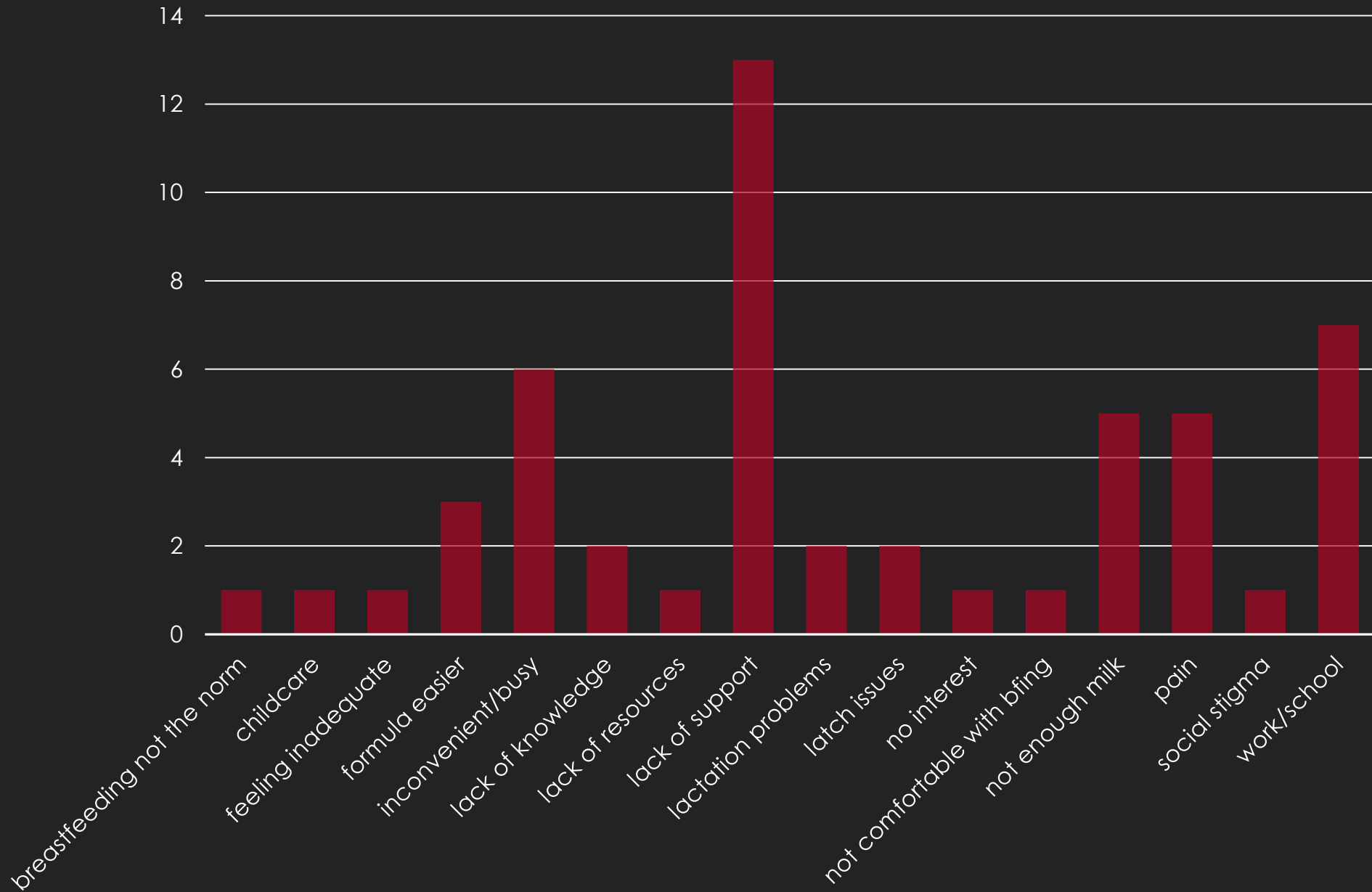
Top 4 Reasons U.S. Women Gave for Why They Stopped Breastfeeding, 2009-2015 Combined by Race/Ethnicity



What is one factor that you think impacts a family's decision to breastfeed?



Name two barriers to breastfeeding you often hear from the clients and community you serve:





Equity vs. Equality

Equity involves trying to understand and give people *what they need* to enjoy full, healthy lives.

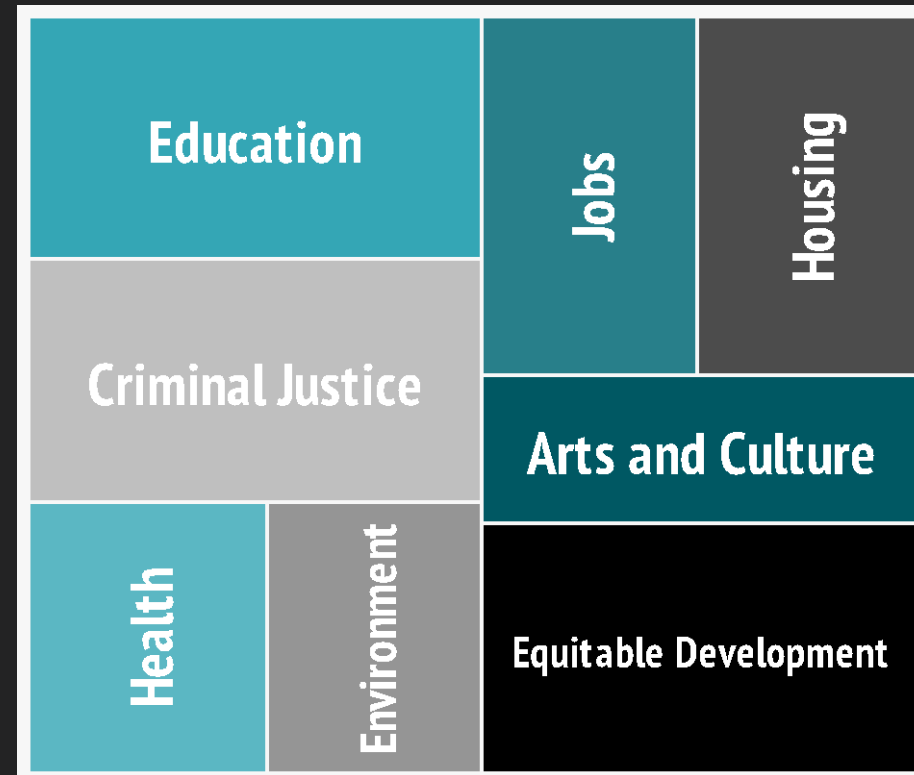


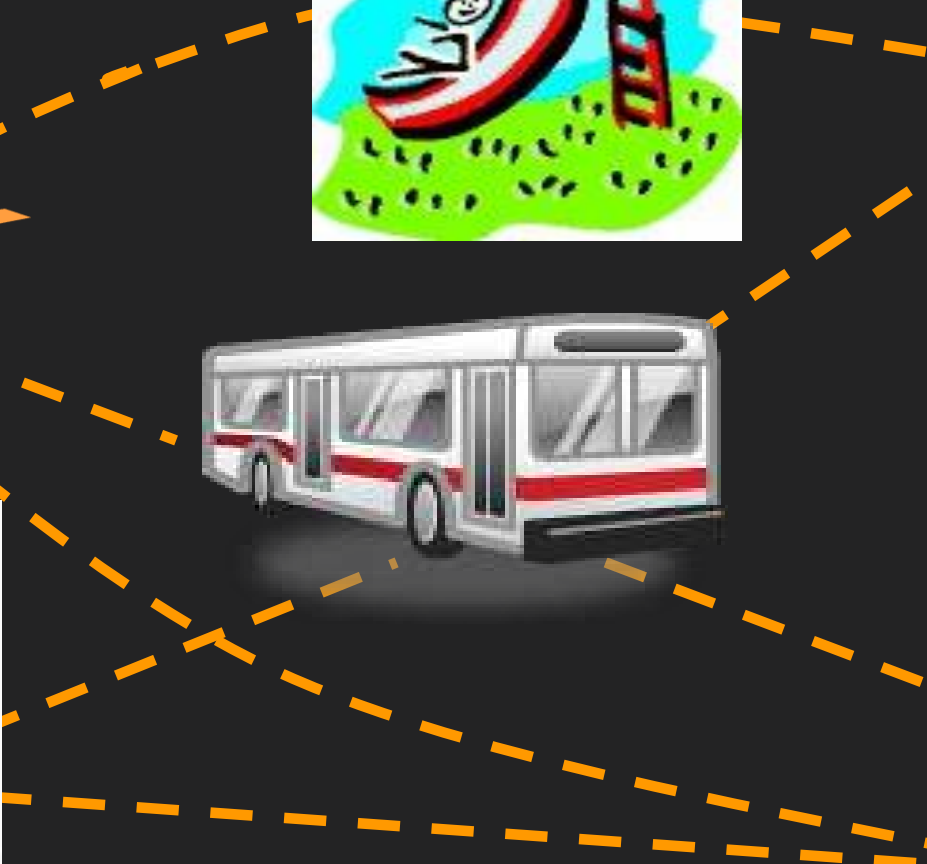
Equality, in contrast, aims to ensure that everyone gets the same things in order to enjoy full, healthy lives. Like equity, **equality** aims to promote fairness and justice, but it can only work if *everyone starts from the same place and needs the same things*.



Racial inequity in the U.S.

From infant mortality to life expectancy, race predicts how well you will do...





What is the Racial Equity Tool process?





Making the infant feeding choice



Common Myths

Women in my family doesn't make milk

Breastfeeding is painful

No one else will be able to bond with my baby

Breastmilk alone is not enough for my baby

Breastfeeding Spoils babies

Breastmilk and formula are the same

WHAT MOMS WANT



common obstacles



Milk Production

Fear of pain



Returning to
work or school

Lack of support



lack of
confidence

EMBARRASSMENT

Overcoming Obstacles

Lactation break time and space in all industries

Solutions to support nursing moms at work are being implemented in all industry sectors. Specific options vary based on the unique job setting. View brief videos showing how lactation break time and space can be created in all types of jobs and workplaces.



Restaurants and hotels



[View more](#)

Retail and personal services



[View more](#)

Health care



[View more](#)

Education



[View more](#)

Manufacturing and more



[View more](#)

Transportation



[View more](#)

Public spaces



[View more](#)

Outdoor job sites



[View more](#)

Office jobs



[View more](#)

REAL
AND
PERCEIVED



Common Breastfeeding Problems



Advance

Intermediate

Basic

Assisting mothers





What Doesn't WORK

W
H
A
T

Less incidence of allergies
Less chance of breast cancer
Lower risk of ovarian cancer
Cost Effective
Diapers not as smelly
Lower risk of urinary tract infections
Lower risk of diabetes I & II
Better growth and development
Bonding
Babies are healthier
Antibodies fight infection
Fewer respiratory tract infections
Less risk of ear infections
Lower gastrointestinal disorders
Pathogens less likely to penetrate intestinal mucosa
Delays ovulation
Less chance of ovarian cancer in mother

D
O
E
S
N'
T

Lower risk of Crohn's disease
Baby's first immunization
Better sleep at night
Better tooth and jaw development
Decreased risk of obesity
Higher IQ
Flavors of foods mother eats help babies accept solid foods
Better hand-eye coordination
Spit-up is easier to clean
Closeness with baby
Less risk of breast cancer in mother
Less risk of Type 2 diabetes in mother
Lower health care costs
Strengthens immune system
Weight loss in mother
Fewer ear infections
Lower gastrointestinal disorders
Less risk of diarrhea

W
O
R
K

**What
Doesn't
Work**



Talking to Mom

3 Step Counseling Strategy



ASK



AFFIRM



Educate



Community Baby Shower



Fathers &
Partners are
Caregivers



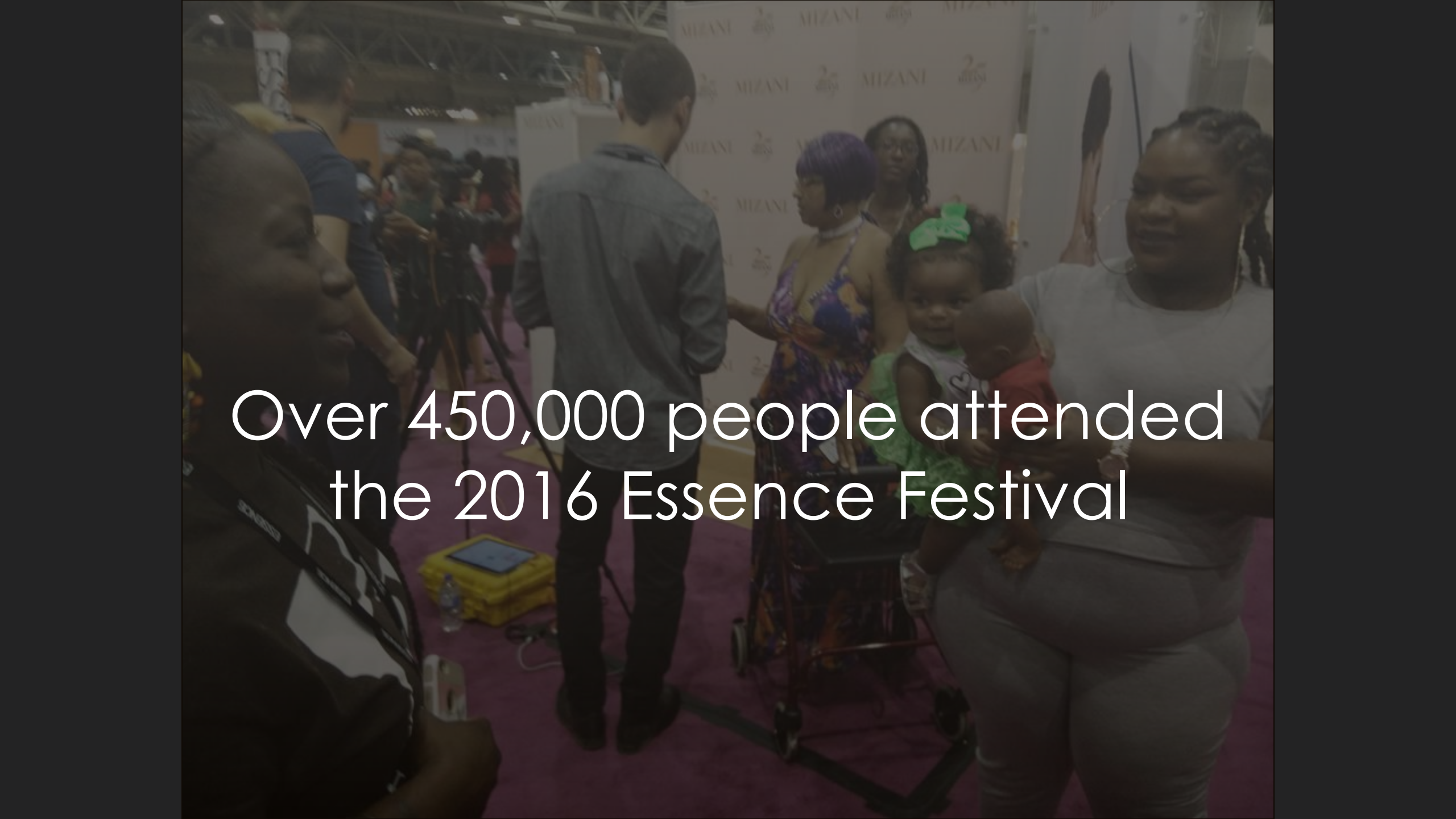
ROBE

Reaching Our Brothers Everywhere



Setting up
shop in
front of
the
Barbershop





Over 450,000 people attended
the 2016 Essence Festival

BREASTFEEDING: STRENGTHENING THE HEART OF THE COMMUNITY

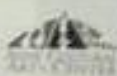
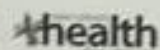
Reclaiming an African American Tradition



Golden Milk

*As you grow I flow
With the Golden Mommy Milk
Eat until you're full*

-Briceshanay Gresham



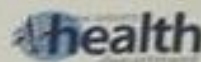
BREASTFEEDING
AWARENESS
month



**Healthy Baby,
Healthy Family.**



healthystart
new orleans

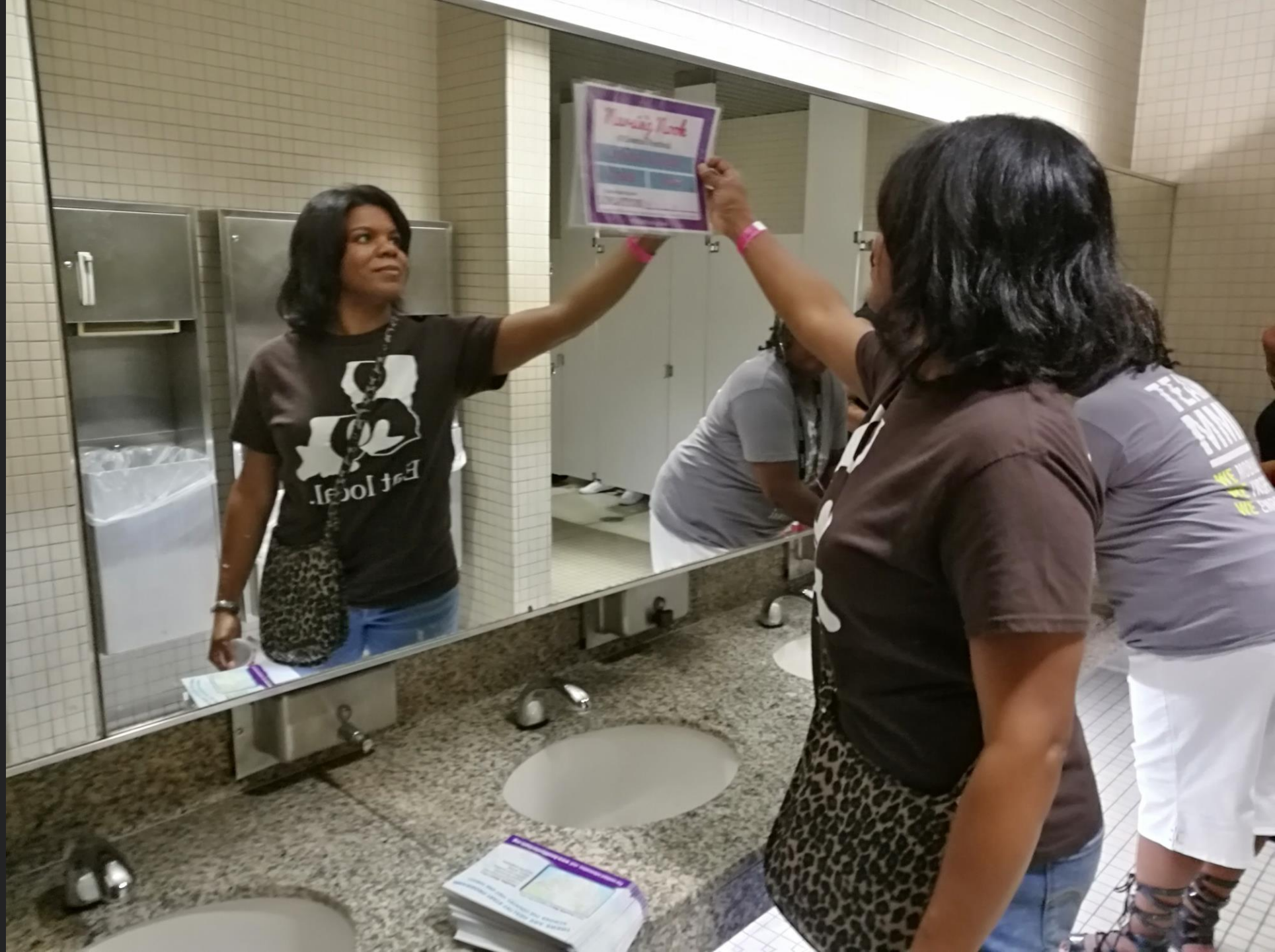


Healthy Start New Orleans
EATING NOOK



Healthy Start New Orleans
Festival





BREASTFEEDING: STRENGTHENING THE HEART OF THE COMMUNITY

Reclaiming an African-American Tradition



Breastfeeding Benefits

- 1. Provides the best nutrition for your baby.
- 2. Reduces the risk of your baby becoming overweight or obese.
- 3. Reduces the risk of your baby getting sick.
- 4. Reduces the risk of your baby getting asthma.
- 5. Reduces the risk of your baby getting diabetes.
- 6. Reduces the risk of your baby getting heart disease.
- 7. Reduces the risk of your baby getting cancer.
- 8. Reduces the risk of your baby getting Alzheimer's disease.
- 9. Reduces the risk of your baby getting dementia.
- 10. Reduces the risk of your baby getting Parkinson's disease.
- 11. Reduces the risk of your baby getting Huntington's disease.
- 12. Reduces the risk of your baby getting schizophrenia.
- 13. Reduces the risk of your baby getting bipolar disorder.
- 14. Reduces the risk of your baby getting major depression.
- 15. Reduces the risk of your baby getting anxiety disorders.
- 16. Reduces the risk of your baby getting attention deficit hyperactivity disorder (ADHD).
- 17. Reduces the risk of your baby getting conduct disorder.
- 18. Reduces the risk of your baby getting oppositional defiant disorder.
- 19. Reduces the risk of your baby getting tic disorders.
- 20. Reduces the risk of your baby getting Tourette syndrome.



HEALTHY START NEW ORLEANS

Leading families to a Healthy Start



eens

**BREASTFEEDING:
STRENGTHENING THE
HEART OF THE COMMUNITY**

Reclaiming an African American Tradition



Golden Milk

You grow I flow
Golden Mommy Milk
at until you're full

Gresham

Savin Wines

**BREASTFEEDING:
STRENGTHENING THE
HEART OF THE COMMUNITY**

Reclaiming an African American Tradition



D'ANIYAH I ENAF

My heart, My baby
My motivation, My soul

-India Bush

The Dad Lounge

For Dads who support breastfeeding moms

Presented by Healthy Start New Orleans
in partnership with NOLA FOR LIFE:

HEALTHY START
NEW ORLEANS
CRESCENT CITY DADS

New Orleans
health
department



DAD LOUNGE

THE DAD LOUNGE





Stock photos
aren't
necessarily your
friend





Black Health Matters

A Breastfeeding Movement



What you don't know,
hurts our communities.

Organized by
ROSE

Supported by
**W.K. KELLOGG
FOUNDATION**

Sponsored by
WIC
The Satcher Health Leadership Institute
SHL **MOOREHOUSE**



SpinMa®

ROSE
Reaching Our Sisters Everywhere

www.BreastfeedingROSE.org



Give your baby the
best possible start in life.
Breastfeed.

855-4BFMOMS
Tennessee Breastfeeding Hotline

Eating on the go!

Breastfeed
Anytime
Anywhere



Massachusetts
Breastfeeding
Coalition
massbreastfeeding.org

Photo © Sweet Dreams Photography
www.sweetdreams-photography.com



Social Media

To Enhance Not Replace





leaddekab • Following

DeKalb Board of Health



leaddekab Support_ROSE offers a virtual [#babycafe](#) later this evening. You can find free resources on [#breastfeeding](#), ongoing support, and high-quality lactation care at www.breastfeedingrose.org/rosebabycafe tonight from 6 p.m. – 8 p.m. Follow us and our great partners all summer for more information on breastfeeding. [#LEADDeKalb](#) [#HealthyDeKalb](#) [#Babies](#) [#Moms](#) [#Health](#)



19 views

MAY 28

Add a comment...

Post

Hashtags

ROSE Twitter Activity in 2015-2016

Hashtag/Account	Date	# Of Twitter Accounts Reached
#BLKBFING	2015	1,700,000
#ITSONLYNATURAL	2015	1,000,000
#KEETPITMOVING15	8/20/15	521,600

Plugging in with Hashtags

- Hashtags can be powerful!
 - Centering a discussion
 - Moving across demographics
 - Igniting awareness

BLACK HISTORY MONTH

ROSE
Reaching Our Sisters Everywhere

National Breastfeeding
Making HERstory

Join us for a Twitter Party to discuss the importance of breastfeeding and increasing African American rates in honor of Black History Month.

with
Sojourner Marable Grimmett
Mom Blogger
@SOJOURNERRUTH

Reaching Our Sisters Everywhere (ROSE)
@SUPPORT_ROSE

MomsRising
@MOMRISING

and the
U.S. Breastfeeding Committee (USBC)
@USBREASTFEEDING

On Twitter using the hashtag
#BlkBFing

Moms Rising

usbc
United States Breastfeeding Committee

TWITTER PARTY
#BlkBFing

WEDNESDAY
FEB 27th
9 - 10 PM EST

WIN GIFT CARDS FROM YOUR FAVORITE RETAIL STORES!

#Blkbfin



February 27, 2013 Twitter Chat

VIEW PHOTOS AT SMILEBOOTH.COM

POWERED BY *Smilebooth*



#ESSENCEFEST

NEW ORLEANS • LOUISIANA
**2016 ESSENCE
Festival**
PRESENTED BY *Coca-Cola*

What about...





Thank you!

Andrea Serano

ASerano@Breastfeedingrose.org

Q&A



Closing

Nikki Maffei
Healthy Start TA & Support Center

Questions?
Email the TA &
Support Center at
healthystart@nichq.org