



ASSOCIATION OF MATERNAL & CHILD HEALTH PROGRAMS



Title V National Performance Measure Resource Sheet

NPM 4: Breastfeeding

A) Percent of infants who are ever breastfed and B) Percent of infants breastfed exclusively through 6 months

SUMMARY OF STRATEGIES FROM STATE ACTION PLANS

50 jurisdictions selected NPM-4

Common themes → **multi-faceted strategies are golden**

- Increasing hospital support: Baby-Friendly Designation, Advancing Ten Steps
- Peer/professional support and education
- Workplace accommodation support, recognition, Business Case for Breastfeeding Promotion
- Partnership with WIC, MIECHV Home Visiting and other community agencies to promote and support breastfeeding
- Raising public awareness on benefits of breastfeeding
- Father/family support initiatives

BEST PRACTICES

Below are highlights of related cutting-edge, emerging, promising and best practices located in Innovation Station.

- **The HealthConnect One Community-Based Doula Program:**
<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/HealthConnect.pdf>
- **Communities Supporting Breastfeeding:**
<http://www.amchp.org/programsandtopics/BestPractices/InnovationStation/ISDocs/CSB.pdf>

TOOLS / RESOURCES SPECIFIC TO THIS MEASURE

Strengthen the Evidence Base for Maternal and Child Health (MCH) Programs:

http://www.semch.org/uploads/3/4/9/4/34942022/breastfeeding10_09_15.pdf

Arizona’s “Baby Steps to Breastfeeding Success”:

<http://www.azdhs.gov/phs/bnp/gobreastmilk/BFAzBabySteps.htm>

State Opportunities and Strategies for Breastfeeding Promotion through the Affordable Care Act (2013):

<http://www.amchp.org/Policy-Advocacy/health-reform/Documents/AMCHP%20Dec%202013%20Breastfeeding%20Issue%20Brief%20FINAL.pdf>

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U01MC00001 Partnership for State Title V MCH Leadership Community Cooperative Agreement (\$1,246,875). This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

Last Updated: 11/30/2016