Making room for Moms: Building Lactation Space and Implementing a Model Policy in State Health Departments

Tuesday, July 21, 2015

Dial In: 1-888-450-5996
Passcode: 744612#

For Assistance:
Please contact Megan Phillippi at mphillippi@amchp.org
Audio is available through your phone line
Dial in: 1-888-450-5996
Passcode: 744612#

Asking a Question

You can type your questions into the chat box (shown right)
Raise your hand. Using the icon at the top of your screen (example shown right)

For technical problems, please contact Megan Phillippi-
mphillippi@amchp.org
Technology Notes

1. Open Adobe Connect and navigate to the files section.
2. Select the file you wish to download, in this case "Participant Homework.docx" with a size of 1019 KB.
3. Click on the "Download File(s)" button to begin the download.
4. A dialog box will appear asking if you want to save the file to your computer. Click "Save" and choose a location to save the file.

AMCHP
Technology Notes, Continued

• Today’s webinar will be recorded and the recording will be available in the AMCHP website within a few days. A link to access the recording will be included in a post-broadcast email.

• Please complete the survey to be emailed at the conclusion of the webinar
Learning Objectives

• Demonstrate different approaches to setting up an ideal space within health department offices for milk expression and storage.

• Share unique challenges experienced in state health departments in the development of a model policy and lactation space and how states overcame those barriers.

• Engage in discussion with states who have successfully implemented a model policy and developed lactation room space.
Featuring

• **Katie Potestio**, Association of State and Territorial Health Officials

• **Grisel Rivera**, North Carolina Department of Health and Human Services

• **Ilisa Stalberg and Karen Flynn**, Vermont Department of Health

• **Michael Warren, Melissa Blair, and Rosalind Kurita**
  Tennessee Department of Health
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Building State Health Agency Capacity for Breastfeeding Promotion and Support

Association of State and Territorial Health Officials
July 21, 2015
ASTHO’s Lactation Accommodations

www.astho.org/Programs/Prevention/Worksite-Wellness/ASTHO/
State health agencies can provide important leadership in worksite wellness:

- Creating a vision within their own agencies.
- Identifying and sharing evidence-based strategies.
- Establishing and supporting worksite wellness programs for employees.
- Partnering with other state agencies.
- Developing business and community partnerships.
Breastfeeding State Learning Community

Purpose:
- To build state health agency capacity for breastfeeding promotion and support and develop better collaborations between the state health agency and the breastfeeding coalition.

17 states and the District of Columbia

Project Activities:
- Virtual learning sessions
- Technical assistance calls
- Key informant interviews
- Project evaluation
Strategy: Increase Access to Breastfeeding-friendly environments

Interventions

- Implement practices supportive of breastfeeding in birthing facilities (12 states).
- Provide access to professional and peer support for breastfeeding (4 states).
- Ensure workplace compliance with federal lactation accommodation law (2 states).
Map of Participating States

KEY

- **Pink** = Award states
- **Blue** = Coalition enhanced award state
- ⭐️ = Interventions for worksites
Supporting Breastfeeding in the Workplace

**Vermont** provided small grants to 15 businesses across the state to establish lactation accommodations and develop a breastfeeding policy.


**New Mexico** hired regional breastfeeding workplace liaisons to offer technical assistance to employers and advocacy for nursing employees in two pilot communities.

- [http://www.breastfeedingnewmexico.org/](http://www.breastfeedingnewmexico.org/)

**Lessons Learned**

- Even a small incentive ($1,000 or less) engaged employers.
- Sample policies and tools for technical assistance (e.g. pre-made logos, materials) make it easier to respond quickly to employers’ needs and requests.
- Supporting and engaging employer groups (e.g. Chambers of Commerce, health department worksite wellness teams) can build connections and relationships to employers.
Emerging Project Themes

- Pilot small interventions and testing approaches for sustainability.
- Build on existing projects/initiatives to leverage partnerships and resources.
- Initiate change from the “bottom up” and “top down.”
- Create joint measures or goals across government and NGOs working in the same area.
- Recognize and celebrate successes, formally or informally.
- Tailor existing sample policies and high-quality outreach materials to community needs.
Breastfeeding Learning Community 2015-2016

- Continue with current cohort and expand to 19 states
- States will focus on spreading and sustaining successes achieved in year one
- Disseminate achievements!
BREASTFEEDING

State Health Agency Breastfeeding Promotion and Support

Public health agencies are a key partner in increasing breastfeeding rates. They play a role in improving breastfeeding in the workplace, hospitals, and the community. ASTHO is supporting state health agencies and other partners in their state to enhance breastfeeding efforts.

State Initiatives to Improve Breastfeeding Promotion and Support

This clickable map contains descriptions of ASTHO-supported state activities to improve breastfeeding and highlights of their work. See map »
Resources

ASTHO Resources

- State Health Agency Breastfeeding Promotion and Support (Web Clearinghouse)
- Worksite Wellness Issue Brief
- Worksite Wellness State Case Study: North Dakota’s Healthy Maternity Policies
- Worksite Wellness Best Practices Brief: Breastfeeding
- Worksite Wellness Webinar: Healthy Maternity Practices

ASTHO Contacts

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- Sanaa Akbarali, Analyst, Maternal and Child Health, sakbarali@astho.org
- Ellen Pliska, Director, Family and Child Health, epliska@astho.org
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North Carolina
Department of Health and Human Services
Division of Public Health

Making Rooms for Mom

Grisel Rivera, MPH, RD, LND, IBCLC
State Breastfeeding Coordinator
Orientation Packet for Businesses
2004

How to Become a
Mother-Friendly Workplace that
Supports Breastfeeding

Breastfeed
Your Baby
Healthy Habits, Healthy Families
North Carolina WIC
Division of Public Health
Initiative to Support Breastfeeding
2004

Develop Guidelines
Identify space
Accessibility
Scheduling
Cost
Lactation Room

Information and Access Badges
Building Two, First Floor, D2
(Across from the Elevator)
North Carolina Division of Public Health
Lactation Room Information

- The North Carolina Division of Public Health Lactation Room is located on the Six Forks Campus in Building Two, First Floor, Room D2 (across from the elevator).

- A refrigerator is provided for storing your milk. Be sure to take your milk home daily.

- A microwave oven is provided for mother’s convenience. It can be used to sterilize pump parts using a purchased microwave sterilizer bag.

- The users of this room are responsible for keeping this room clean. Please clean up any spills off the counter, table, refrigerator or pump.

  - Please contact the Nutrition Services Branch 919-707-5800 or Grisel Rivera 919-707-5781 with questions regarding the Lactation Room.
Lactation Support

This policy is compliance with The Patient Protection and Affordable Care Act (H.R. 3590) which was signed into law on March 22, 2010.

Purpose

This policy provides guidelines that will assist agencies in the development of work/life balance initiatives to support the wellness and health of employees of North Carolina State Government.

Policy

It is the policy of North Carolina State Government to assist working mothers with the transition back to work following the birth of a child by providing lactation support. A lactation support program allows a nursing mother to express breast milk periodically during the work day.
Nutrition Services Branch

Breastfeeding Unit

Lactation Room Management
Conclusion:

Breastfeeding program in the workplace

Successful = Management Support

Supportive ↔ Flexible
Thank you!
Featuring

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• Grisel Rivera, North Carolina Department of Health and Human Services

• Ilisa Stalberg and Karen Flynn, Vermont Department of Health

• Michael Warren and Melissa Blair, and Rosalind Kurita, Tennessee Department of Health
Making Room for Moms

Vermont’s Experience

AMCHP
### Breastfeeding Report Card 2014

#### Overview

<table>
<thead>
<tr>
<th></th>
<th>Ever Breastfed</th>
<th>Breastfeeding at 6 months</th>
<th>Breastfeeding at 12 months</th>
<th>Exclusive Breastfeeding at 3 months</th>
<th>Exclusive Breastfeeding at 6 months</th>
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*Source: Centers for Disease Control and Prevention National Immunization Survey (NIS), 2011 births.*

<table>
<thead>
<tr>
<th></th>
<th>Average mPINC Score</th>
<th>% of live births at Baby-Friendly Hospitals</th>
<th>% of BF infants receiving formula before 2 days</th>
<th># of La Leche League Leaders per 1,000 live births</th>
<th># of CLCs/IBCLCs per 1,000 live births</th>
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<tr>
<td>VT</td>
<td>88</td>
<td>3.21</td>
<td>8.5</td>
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<td>18.74 / 13.55</td>
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<td>19.4</td>
<td>0.9</td>
<td>3.84 / 3.48</td>
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*Vermont’s child care regulation supports onsite breastfeeding*
Steps to Success

• **WIC Mother/Baby Breastfeeding Support**
  Checklists, stories, videos, peer counselors

• **10 Steps Project: Empowering Mothers and Nurturing Babies**
  QI project to increase exclusive breastfeeding rates by assisting hospitals to adopt the “10 Steps to Successful Breastfeeding.” 10 of VTs 12 birthing hospitals are participating

• **Improving Breastfeeding Supports in Primary Care Settings**
  Online Toolkit for Pediatric Primary Care Providers to undergo training in breastfeeding evaluation. Includes self study modules, assessment tools and resources.
Steps to Success

• **Breastfeeding Friendly Employer Project**: Recognition program for employers who adopt BF friendly policies
  – *The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite: Training program*

• **Worksite Wellness**
  
  **Worksite Wellness Resource**: Provides employers with steps and information to aid in planning, developing, implementing, and evaluating a worksite wellness program *Awards, Toolkit, Annual Conference*

• **Commission on Women**: *Fact Sheet*
  Developed as resource to employees and employers Statewide to increase awareness of State Law (2008)
Workplace Support for Breastfeeding in Vermont (2008)

(a) For an employee who is a nursing mother, the employer shall for **3 years after the birth of a child**;

(1) provide **reasonable time**, either compensated or uncompensated, throughout the day for the employee to express breast milk for her nursing child. The decision to provide compensated time shall be in the sole discretion of the employer unless modified by a collective bargaining agreement; and

(2) make a **reasonable accommodation** to provide appropriate private space that is **not a bathroom stall**.

(b) An employer may be exempted from the provisions of subsection (a) of this section if providing time or an appropriate private space for expression breast milk would substantially disrupt the employer’s operations.

(c) An employer **shall not retaliate or discriminate** against an employee who exercises the right to provided under this section.
1. A flexible schedule for nursing or pumping women

2. A designated, suitable location in which to breast feed or pump, which means a clean, private, lockable area other than a bathroom

3. Every location will create a guide and protocol for reserving the lactation space

4. When an employee notifies her supervisor that she will be taking maternity leave to deliver or adopt a newborn infant, the supervisor is encouraged to provide the employee with a copy of this most current VDH policy

5. Minimum requirements for a Lactation Room
Lactation Room: Protocol

- Location
- Security
- Availability, access, & scheduling
  - VDH employees
  - Other state employees
  - Guests & visitors
- Removing access
Lactation Room: Barriers

• Buy-in **BEYOND** Division of MCH

• **Scheduling & security**: Respecting privacy/discretion

• Logistics
  – Calendar scheduling
  – Managing room access
  – $$$
Next Steps

• Calendar is full! More capacity needed
• Ensure lactation rooms and protocols are in place at all VDH District Offices
• Promote adoption of Breastfeeding Policy/Lactation Protocol in all state agencies
• Use lessons learned to support breastfeeding friendly employers outside of VDH
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802-652-4171

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Featuring

• **Katie Potestio**, Association of State and Territorial Health Officials

• **Grisel Rivera**, North Carolina Department of Health and Human Services

• **Ilisa Stalberg and Karen Flynn**, Vermont Department of Health

• **Michael Warren and Melissa Blair, and Rosalind Kurita**, Tennessee Department of Health
Tennessee Efforts to Promote and Support Breastfeeding

Michael D. Warren, MD MPH
Melissa Blair, MS
Rosalind Kurita, RN

Division of Family Health and Wellness
Tennessee Breastfeeding Data

Percentage of Infants Breastfed at Hospital Discharge

Data source: Tennessee Department of Health; Division of Policy, Planning and Assessment; Birth Statistical System.
Tennessee Breastfeeding Data

Breastfeeding at Hospital Discharge by Mother's Race/Ethnicity

<table>
<thead>
<tr>
<th>Mother's Race/Ethnicity</th>
<th>2012</th>
<th>2014*</th>
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</thead>
<tbody>
<tr>
<td>White, Non-Hispanic</td>
<td>69.9</td>
<td>78.2</td>
</tr>
<tr>
<td>Black, Non-Hispanic</td>
<td>56.4</td>
<td>62.7</td>
</tr>
<tr>
<td>Other Race, Non-Hispanic</td>
<td>70.8</td>
<td>83.8</td>
</tr>
<tr>
<td>Hispanic, Any Race</td>
<td>79.5</td>
<td>84.2</td>
</tr>
</tbody>
</table>

Data source: Tennessee Department of Health; Division of Policy, Planning and Assessment; Birth Statistical System.

July 21, 2015
Tennessee Breastfeeding Data

- Ever breastfed: 81.9% (HP2020) vs 74.9% (TN)
- Breastfeeding at 6 months: 60.6% (HP2020) vs 40.7% (TN)
- Breastfeeding at 1 year: 34.1% (HP2020) vs 20.9% (TN)
- Exclusively breastfeeding through 3 months: 46.2% (HP2020) vs 39.1% (TN)
- Exclusively BF through 6 months: 25.5% (HP2020) vs 15.4% (TN)

CREATING BREASTFEEDING-FRIENDLY ENVIRONMENTS IN TENNESSEE HEALTH DEPARTMENTS
Tennessee Breastfeeding Laws

• Employers must accommodate breastfeeding mothers at work by permitting them to express their milk in a private room, other than a toilet stall.
  — *Tennessee Code Annotated 50-1-305*

• A mother has a right to breastfeed in any location, public or private, where she and her child are otherwise authorized to be present.
  — *Tennessee Code Annotated 68-58-101*

• Breastfeeding does not constitute public indecency, nudity, obscene, or sexual conduct.
  — *Tennessee Code Annotated 68-58-102*
TDH Breastfeeding Policy

• “All local health departments must establish and maintain an environment which supports and encourages women in the initiation and continuation of breastfeeding.”

• Specific procedures:
  – Provide area for breastfeeding if possible
  – Staff should maintain positive, supportive attitude
  – Breastfeeding promotional materials
  – Infant formula kept out of view
  – No formula advertisements or swag
TDH Breastfeeding Policy (Employees)

• All TDH facilities should provide private space conducive to breastfeeding or expressing milk for all employees
  – Walled room, comfortable seating, locking door
  – Electrical outlet, table, nearby sink
  – Access to refrigerator if possible
  – Should not be a restroom
TDH Breastfeeding Policy (Employees)

- Breastfeeding employees shall be allowed a flexible schedule for up to one year to accommodate breastfeeding and expressing up to two times daily.
TDH Lactation Spaces: Overview

- “Mother’s Room” in state health department Central Office (Nashville)
- Lactation rooms in 94 of 95 county health departments across state (the remaining one is under construction)
TDH Lactation Spaces

TDH Central Office (Nashville)

Hamilton County
July 21, 2015

Hancock County
AMCHP

Maury County
TDH Lactation Spaces: Facilitators

- Key champions in leadership at all levels
  - Commissioner, MCH Director, Health Policy Advisor
  - Local/regional health directors, WIC staff
- Proximity/availability of lactation support
  - WIC staff, nutritionists, nurses
- Federal and state laws

Hawkins County
TDH Lactation Spaces: Barriers

• Competing priorities
• Limited space in some local health departments
  – Space may have to double as clinic space
• Funding to refurbish and furnish rooms
  – No dedicated budget
  – Staff frequently provide in-kind support/donations

Rhea County
Barriers External to Health Departments

• Current focus is on health departments
  – Need to outreach to other state agencies

• Lack of awareness of federal and state breastfeeding laws
  – Need additional promotion/awareness

• Some do not believe they need to accommodate nursing mothers
OTHER TDH BREASTFEEDING EFFORTS
TDH Breastfeeding Efforts

Breastfeeding Welcomed Here
Tennessee Breastfeeding Coalition

WE’RE ON BOARD in support of breastfeeding moms.

TENNESSEE BREASTFEEDING HOTLINE 855-4BFMOMS

loving support. MAKES BREASTFEEDING WORK

Gold Sneaker Facility

AMCHP 65
TDH Breastfeeding Efforts

Television Commercial

What if we could give Tennessee babies the best possible start in life?

Billboards

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

855-4BFMOMS
Tennessee Breastfeeding Hotline

Social Media

What If You Could Give Your Tennessee Baby the Best Possible Start in Life? You Can.

July 21, 2015
Breastfeeding Welcomed Here

• Local-level campaign
• Businesses sign pledge to provide an environment where breastfeeding mothers are able to sit anywhere and enjoy a welcoming attitude from staff, management and other patrons while breastfeeding

http://breastfeeding.tn.gov/pledge.shtml
Breastfeeding Welcomed Here

• Symbol alerts moms to public locations where they can breastfeed comfortably and to encourage the perception that breastfeeding is normal, accepted and welcomed

• Aligned with MCH Block Grant, Preventive Health Block Grant, and CDC 1305 (chronic disease/school health) grant

• **618 sites** across the state have signed pledge to date
Tennessee Breastfeeding Hotline

- Operates 24/7
- Calls answered live or returned within 30 minutes
- Staffed by CLC or IBCLC
- Funded with mix of WIC and MCH Block Grant funds
- Jan-Jun 2015: average of 420 calls/month
Questions?

Michael.d.warren@tn.gov
Melissa.blair@tn.gov
Q&A
Thank you!