

**Tennessee Department of Health (TDH)  
Breastfeeding Activities Summary  
(Updated 7/14/2015)**

**Statewide Infrastructure**

- TN Breastfeeding Hotline—486 calls in June 2015
- WIC clinics in all 95 counties
- Admin support for TN Breastfeeding Coalition (0.10 FTE to provide staff support)
- WIC Breastfeeding Peer Counselor Coordinator (funded through USDA)
- WIC Breastfeeding Director (funded through USDA)
- Lactation rooms in all local health departments (TDH policy)
- Data collection/monitoring (birth certificate, PRAMS)
- Partnership with Medicaid (TennCare) Maternity Workgroup—address issues related to breastfeeding support (ex. TDH worked with MCOs on requirements for mothers to obtain pumps)

**Community Breastfeeding Promotion/Support**

- Breastfeeding Welcome Here campaign—600 sites as of June 2015
- Promotion of World Breastfeeding Week in August (Governor’s proclamation, media release, events in local health departments)
- Breastfeeding Hotline magnets sent to all birthing hospitals for distribution at infant/mother discharge
- Promotion of “Big Latch On”—website will include map of any local “latch-on” sites statewide
- Breastfeeding-related Primary Prevention Initiative (PPI) activities (106 complete or ongoing)
- Breastfeeding information on kidcentral tn site (general information as well as information on hotline and WIC clinics)
- TDH safe sleep campaign—includes breastfeeding promotion as SIDS reduction strategy
- General promotion of breastfeeding through home visiting/case management programs, referrals to community lactation supports as appropriate
- Media placements
  - Billboards
  - Television commercials
  - TN Nursing Association quarterly newsletter and annual conference program
  - TDH Media Releases

**Direct Services for Breastfeeding Women**

- WIC Breastfeeding Peer Counselors (61)
- Breastfeeding promotion/education to all WIC prenatal clients
- Designated Breastfeeding Expert available in all 95 counties (accessed through local health department)
- Certified Lactation Counselor (CLC) training for local health department staff (140 trained to date)
- 50 home visitors trained as CLCs
- Hotline (as per above)

### **Hospital Activities**

- Funding TN Hospital Association (THA) to work with hospitals and TN Initiative for Perinatal Quality Care (TIPQC, our statewide perinatal quality collaborative) to implement breastfeeding-friendly practices (CDC 1305 grant)
- Supporting EMPOWER hospitals with stipend funds (2 hospitals pursuing Baby-Friendly designation) (TennCare women's health/infant mortality funds)
- Funding for hospital staff to complete 20-hour continuing education course through University of Virginia (Project Diabetes funds)
- TIPQC project to increase human milk consumption in very low birth weight infants
- Developing online crosswalk that will allow hospitals to compare their individualized mPINC reports to a toolkit with resources to help address the specific areas in which they need improvement (Vanderbilt 3<sup>rd</sup> year medical student, partnership w/ CDC)

### **Primary Care Provider Activities**

- Infant Care Summit in 2013—primary care providers and office staff attended. Those in attendance received breastfeeding reference books for use in practice.
- Currently exploring feasibility of academic/counter detailing of primary care providers (OB, Pediatrics, Family Medicine, Internal Medicine/Pediatrics)
- Funding for providers to complete 20-hour continuing education course through University of Virginia (TennCare women's health/infant mortality funds)
- New partnership with THA and TN Chapter of the American Academy of Pediatrics (TNAAP) to explore how we build “physician champions” to engage their delivery hospitals as well as community primary care practices
- Breastfeeding sustainment quality improvement project w/ TNAAP (TennCare women's health/infant mortality funds)

### **Coordination/Key partnerships**

- Tennessee Hospital Association (THA)
- TN Chapter, American Academy of Pediatrics (TNAAP)
- TN Initiative for Perinatal Quality Care (TIPQC)
- TennCare
- TN Breastfeeding Coalition
- CDC
- Children's Cabinet (kidcentral tn)
- Coordination within/across TDH programs (WIC, local health departments, Safe Sleep campaign, etc)



STATE OF TENNESSEE  
DEPARTMENT OF HEALTH  
POLICY TO SUPPORT AND ENCOURAGE BREASTFEEDING

Date Issued: 12-14-2012

Signature:

By: Dr. John Dreyzehner  
Commissioner of Health

**Policy**

The Tennessee Department of Health is instituting a policy requiring all TDH facilities to support and encourage breastfeeding.

**Applicability**

This policy applies to all Department of Health facilities.

**Purpose**

It is incumbent on the Tennessee Department of Health (TDH) to promote breastfeeding in order to prevent and or eliminate health risks to mothers and infants, to seek healthy nutrition for newborns, and to create healthy paths from infancy to adulthood through the development and implementation of sound policies aimed at population health improvements.

**Procedure**

All TDH facilities should provide a private space that is conducive to breastfeeding or expressing milk for all employees. This space should be in a walled room with comfortable seating and a locking door. The room should be equipped with an electrical outlet, a table, and a nearby sink for washing hands and rinsing pump components. Additionally, if space and economics permit, the room should provide access to a refrigerator for safe storage of breast milk clearly labeled with name and date. If a refrigerator is not available, mothers may supply their own small ice chest for storing breast milk. The private space for breastfeeding should not be a restroom.

Additionally, breastfeeding employees shall be allowed a flexible schedule for up to one year to accommodate breastfeeding and expressing up to two times daily. These opportunities will be analogous to other workplace breaks, helping mother and infant achieve natural good health.

**Reference Document**

Tenn. Code Ann. § 50-1-305.  
29 U.S.C.A. § 207(r)

**Office of Primary Responsibility**

Health Policy Advisor

# GENERAL ADMINISTRATION 7.0

## Breastfeeding -- 7.17

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**Status:** REVISED

**Date Issued:** December 31, 1998

**Date Last Revised:** March 23, 2011

**Signature:**



**By:** Leslie Humphreys, MPA  
Assistant Commissioner  
Division of Community Health Services

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### **POLICY**

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

### **APPLICABILITY**

This policy applies to Local Health Department and Regional Office personnel.

### **PURPOSE**

To promote breastfeeding as the preferred method of infant feeding and to optimize the health of all Tennessee children by increasing the percentage of women who breastfeed.

### **PROCEDURE**

Regional Directors and County Directors are responsible for ensuring that a positive clinic environment is created which clearly endorses and supports breastfeeding for health department patients.

Educational materials are to be made available to patients which portray breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate for the population group. For example, all print material, audio-visual materials, and office supplies, such as cups, pens and

note-pads, should be free of formula product names. Health department personnel should exhibit a positive attitude toward breastfeeding and should incorporate positive breastfeeding messages in all relevant educational material, outreach efforts and education activities for program participants, professional groups and potential patients.

The visibility of infant formula should be minimized by insuring that cans of formula are stored out of the view of patients. Every effort should be made to provide an area for women to breastfeed their infants which is away from entrances and has chairs with arms available when possible.

**OFFICE OF PRIMARY RESPONSIBILITY**

Office of the Medical Director, Division of Community Health Services, (615) 253-3407