



BALTIMORE
**HEALTHY
START**

Our Babies Are More Precious Than Gold

BREASTFEEDING

READINESS

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BALTIMORE

HEALTHY
START

Our Babies Are More Precious Than Gold

Prenatal Breastfeeding Education

WHY BREASTFEED?

*It's good
for babies!*

Reduces respiratory
and gastrointestinal
infections

Reduces risk for obesity
and chronic conditions
such as diabetes and
celiac disease

Decreases risk of
sudden infant death
syndrome (SIDS) by half

Is convenient and
easily accessible

Provides better
antibody response to
vaccines



*It's good
for moms!*

Reduces risk of
postmenopausal
osteoporosis, obesity,
breast and ovarian
cancers

Helps post-delivery
healing

Is sustainable,
convenient and less
expensive

Reduces moms' time
away from work
to care for
babies who
are ill

Healthy People 2020 Objectives

Maternal, Infant, and Child Health (MICH) Objectives

Baseline **Target**

MICH 21: Increase the proportion of infants who are breastfed

Ever	74.0%	81.9%
At 6 months	43.5%	60.6%
At 1 year	22.7%	34.1%
Exclusively through 3 months	33.6%	46.2%
Exclusively through 6 months	4.1%	25.5%

MICH 22: Increase the proportion of employers that have work-site lactation support programs

25.0% 38.0%

MICH 23: Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life

24.2% 14.2%

MICH 24: Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies

2.9% 8.1%

Source: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies

Prenatal Breastfeeding Education

- **Breastfeeding education for pregnant women empowers women in breastfeeding .**
- **The World Health Organization (WHO) and the American Academy of Pediatrics (AAP) both recognize the importance of breastfeeding education to improve breastfeeding rates.**
- **More efforts are needed for healthcare providers and the community at large to implement and offer prenatal breastfeeding education in various formats and venues**



COMMUNITY INITIATIVES



WWW.HEALTHYBABIESBALTIMORE.COM

Community Initiatives

Breastfeeding Support



“
Breastfeeding is
the best thing I
could have done
for my baby.”

Community Initiatives



- **Vision:** Our hope is that all of Baltimore's babies are born at a healthy weight, full term, and ready to thrive in healthy families.
- **Strategy:** It works to improve the quality of care provided by physicians, nurses, social workers and others who work with pregnant and postpartum women.
- **Accomplished through partnering with organizations that include healthcare institutions, public agencies, and home visiting programs—such as Baltimore Healthy Start.**



Community Initiatives



Breastfeeding Support

Breastfeeding Super MOMS

<https://www.youtube.com/watch?v=HJSv9fSVWkY&feature=youtu.be>

- PRODUCED BY Family League of Baltimore and Johns Hopkins Center for Communication FOR B'more for Healthy Babies, An innovative initiative to improve birth outcomes in Baltimore City



Community Initiatives

Baltimore Healthy Start

Milk Mates~Breastfeeding Charmed Circle

*Focuses on creating an enlightening atmosphere for expectant moms and/or family support to learn and embrace the joys of breastfeeding.

Community Initiatives

Baltimore Healthy Start

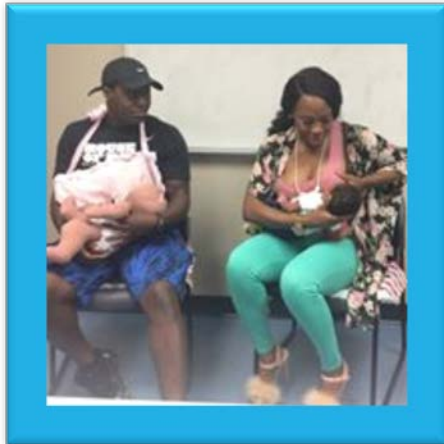
Milk Mates~Breastfeeding Charmed Circle

- ❖ Launched April 2016 with a total of 7 participants (including three couples)
- ❖ Five week prenatal and postpartum breastfeeding education class adapted from the Marion County Public Health Department's (in Indianapolis, Indiana) "Life's Best Beginning" (<http://www.hhcorp.org/hhc/images/curriculum.pdf>)
- ❖ Atmosphere is interactive and utilizes baby shower games for ice breakers and to help teach lessons of each class.
- ❖ Closing Exercises take place on week five where special words of encouragement are given to participants by support person who attended class with expectant mom or participants express words of encouragement to each other.

Community Initiatives

Baltimore Healthy Start

Milk Mates ~ Breastfeeding Charmed Circle



Community Initiatives

Baltimore Healthy Start

Milk Mates ~ Breastfeeding Charmed Circle

- Three five week sessions has been completed thus far, serving a total of 36 expectant moms, dads, and support persons.
- Classes has been influential in sparking an interest in breastfeeding amongst Healthy Start Clients.
- Next phase--Establishing a sustainable support group spear-headed by breastfeeding peer counselors.

Community Initiatives



Breastfeeding Support ~ It takes A Village

B'more for Healthy Babies has breastfeeding support groups led by lactation counselors throughout the city:

- [Highlandtown](#), Contact: Caitlin Haynes, CLC at (410) 558-4895
- [Upton/Druid Heights](#), Contact: Shasha Satchell, CLC at (410) 706-6131
- [Cherry Hill](#), Contact: The Judy Center, 443-642-2130

Community Initiatives

Breastfeeding Support ~ It takes A Village



3700 Fleet Street, Ste 200, Baltimore, MD 21224, www.bmsi.org

Baltimore Medical System is a community-based, independent non-profit who serves nearly 45,000 patients in Greater Baltimore, primarily in low-income, underserved areas.

Caitlin Haynes, CLC hosts a breastfeeding support group and sees clients for individual lactation consults.

Future plans includes offering breastfeeding classes for patients on a monthly basis.



CAROLINA GLOBAL BREASTFEEDING INSTITUTE

UNC Gillings School of Global Public Health, Maternal and Child Health Division

Evidenced-Based Practice Programs Carolina Global Breastfeeding Institute (CGBI)

- **Founded in 2006, CGBI is the only lactation program in the world accredited by the Commission on Accreditation of Allied Health Education Programs.**
- **The Carolina Global Breastfeeding Institute (CGBI) collaborated with North Carolina Women's Hospital and Mary Rose Tully Initiative graduated students created evidenced-based materials to address the lack of prenatal breastfeeding education among women delivering at the facility.**
- **Special attention was given to ensure materials created would engage those populations with lower breastfeeding rates.**
- **Institute also trains individuals to prepare for Lactation Certification**



Ready, Set, BABY

- **The intervention is a low cost tool designed to inform and educate women about best practices in maternity care as well as on the benefits and management of breastfeeding.**
- **The prenatal breastfeeding education can be offered in any trimester and the materials are suitable for individual counseling or group counseling.**
- **Education materials are available in English and Spanish.**



Ready, Set, BABY

***Information sheets and curriculum can be downloaded online.**

*<http://breastfeeding.sph.unc.edu/prenatal-breastfeeding-education-tools-and-recommendations-for-action-links/>

***For additional information about curriculum contact,**

Kathy Parry, MPH, IBCLC, LMBT

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kathyparry@unc.edu



Establishing Your Network

- 1. Adopt/create a breastfeeding educational program.**
- 2. Form community partnerships.**
- 3. Provide continuous support throughout prenatal and postpartum period.**



Questions



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REFERENCES

CDC Guide to Breastfeeding Resources

<https://www.cdc.gov/breastfeeding/resources/guide.htm>

University of North Carolina Gillings School of Global Public Health

<http://sph.unc.edu/>