

# Hospital Experiences and Long-term Breastfeeding Success, California 2010

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## Learning Objectives

- Describe how California's Maternal and Infant Health Assessment Survey (MIHA) is used to assess hospital infant feeding and care policies and practices
- Discuss the status of maternity care practices that support breastfeeding in California
- Describe the association between hospital experiences immediately after delivery and breastfeeding initiation, duration and exclusivity



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## Background: Why Hospital Policies and Practices Matter and How is California Doing?

- Hospital practices influence infant feeding behaviors while in the hospital and after discharge.
- Evidence-based maternity care policies and practices, such as the Baby-Friendly Hospital Initiative's "Ten Steps to Successful Breastfeeding," promote breastfeeding initiation, duration and exclusivity.
- The prevalence of maternity care practices that support breastfeeding, and their association with long-term breastfeeding success, have not been described in California.



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## Momentum is building for evidence-based maternity care that support breastfeeding...

2007  
CDC mPINC  
Survey  
implemented

Joint  
Commission  
measure on  
exclusive  
breastfeeding

*Healthy People  
2020*  
New objective  
on hospital  
breastfeeding  
support

Surgeon  
General's Call  
to Action:  
"Everyone can  
Make  
Breastfeeding  
Easier"

California  
Breastfeeding  
Summit

California  
Model  
Breastfeeding  
Policy  
Legislation  
Passed

*California is Leading the Way!*



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## Setting Standards: Infant Feeding Act (SB 502) Required Model Breastfeeding Policies

The California Hospital Infant Feeding Act passed in 2011, requires that by January 2014:

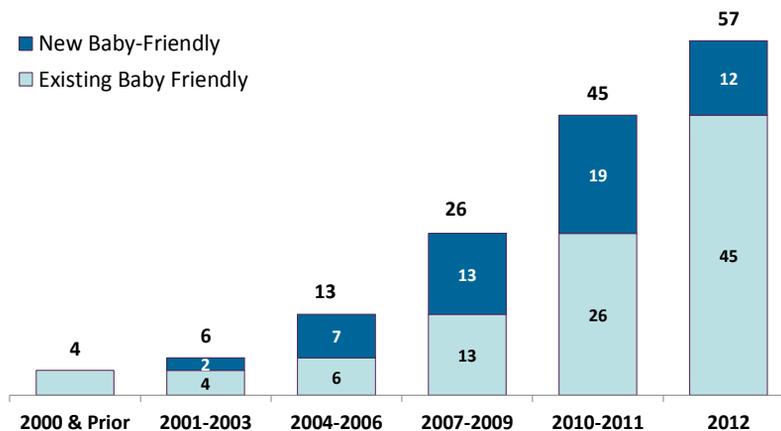
- all perinatal hospitals in California have an infant feeding policy in place that promotes breastfeeding utilizing guidance provided by BFHI or the California Model Hospital Policy Recommendations
- to post this policy in their perinatal unit or on their hospital website,
- and to routinely communicate this policy to all staff.



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## Tracking Success: Number of Baby-Friendly Hospitals in California Over Time



Source: Baby Friendly USA. [www.babyfriendlyusa.org](http://www.babyfriendlyusa.org)



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## Measuring Long-term Impact Maternal and Infant Health Assessment (MIHA)

- Annual survey of California women with a recent live birth implemented in 1999 and funded by the Maternal, Child and Adolescent Health Division and the California Women, Infants and Children (WIC) Division.
- MIHA is implemented in collaboration with the University of California, San Francisco
- Self-administered mail-survey to women sampled from birth certificates (February – May), with telephone follow-up to non-respondents.
- Administered to English and Spanish speaking populations.
- From 1999-2009 response rates have been 70% or greater, with approximately 3,000-3,500 surveys completed annually.
- 2010 collaboration with WIC increased sample size to 7,000



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## Examples of Subject Areas Covered in MIHA

Questions cover the time period before, during and after pregnancy

- Breastfeeding (duration, hospital experience, etc.)
- Maternal Weight / Weight Gain
- Food Security
- Folic Acid Use
- Alcohol/Tobacco Use
- Oral Health
- Mental Health
- Domestic Violence
- Pregnancy Intention / Contraception Use
- Access to Care / Medi-Cal / WIC
- Social / Economic Indicators



### MIHA Survey 2010 Questions Infant Feeding Practices (Breastfeeding)

Since your new baby was born, have you ever breast fed him/her at all (even once)?

Yes                      No

When your baby was one week old, what were you feeding him/her?

**Check all that apply.**

Breast milk  
Formula

When your baby was one month old, what were you feeding him/her?

**Check all that apply.**

Breast milk  
Formula  
Other Liquids (like juice, milk or water)  
Food (like cereal, baby food, or mashed up food the family eats)

When your baby was three months old, what were you feeding him/her?

**Check all that apply.**

Breast milk  
Formula  
Other Liquids (like juice, milk or water)  
Food (like cereal, baby food, or mashed up food the family eats)

Are you still feeding your baby breast milk?

Yes                      No

How old was your baby when you stopped feeding him/her breast milk?

\_\_\_ days **OR** \_\_\_ weeks **OR** \_\_\_ months



### MIHA Survey 2010 Questions Hospital Experiences After Delivery

Here are a few things that may have happened at the hospital where your new baby was born. Please tell us if any of these things happened after your baby was born.

- My baby stayed in the same room with me for at least 23 hours each day at the hospital
- My baby used a pacifier in the hospital
- The hospital gave me a gift pack with formula
- The hospital gave me a telephone number to call for help with breastfeeding once I got home

At the hospital, was your baby fed anything other than breast milk?  
(Yes/No/Don't Know)

In the first two hours after your baby was born, how long did you hold your baby "skin-to-skin" (your baby's bare chest on your bare chest)?

- Not at all
- Less than 15 minutes
- 15 to 30 minutes
- 30 minutes to 1 hour
- 1 to 2 hours

About how soon after your baby was born did you try to breast feed him/her for the very first time?

- Less than 1 hour after my baby was born
- 1 to 2 hours after my baby was born
- 2 to 6 hours after my baby was born
- More than 6 hours after my baby was born



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## Hospital Practices and Breastfeeding Definitions and Exclusions

### Definitions:

- Rooming-in (baby stayed in same room as mom 23 hours/day or more)
- Early Breastfeeding Initiation (within 1 hour of vaginal birth or 2 hours of c-section birth)
- Skin-to-Skin Contact (at least 30 minutes within 2 hours of giving birth)
- No Formula Supplementation (breast milk only while in the hospital)

### Excludes infants considered to be “at risk”:

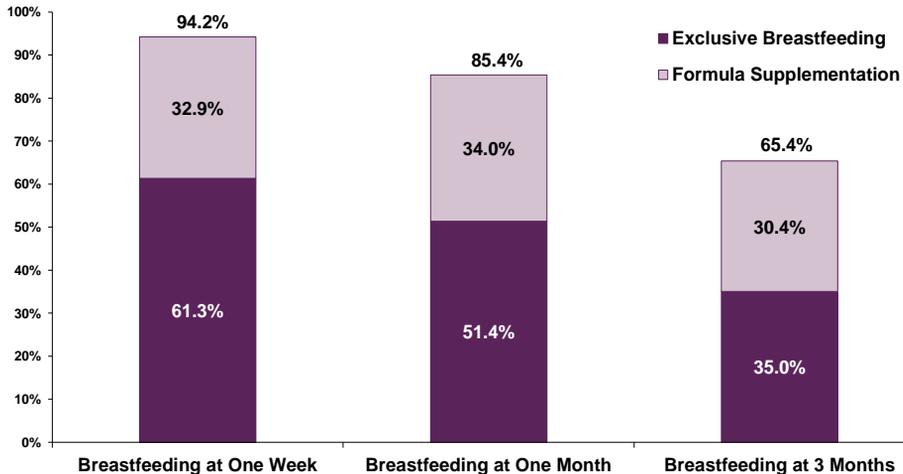
- Low birth weight (5 pounds, 8 ounces or less)
- Premature (less than 37 weeks gestation)
- Placed in the neonatal intensive care unit (NICU) at birth
- A multiple birth (twins or other multiples)



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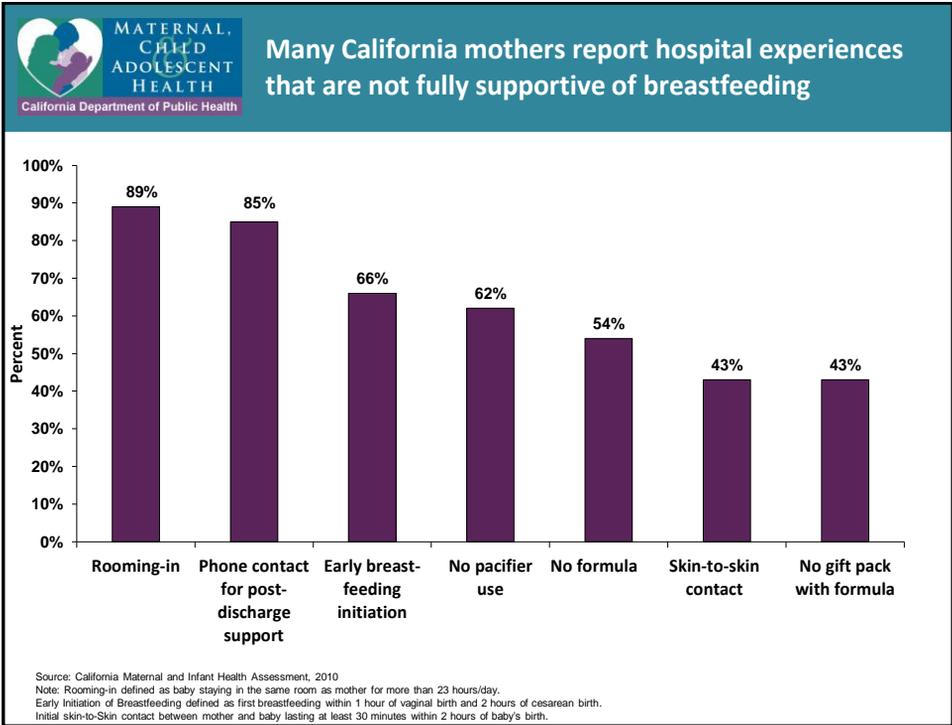
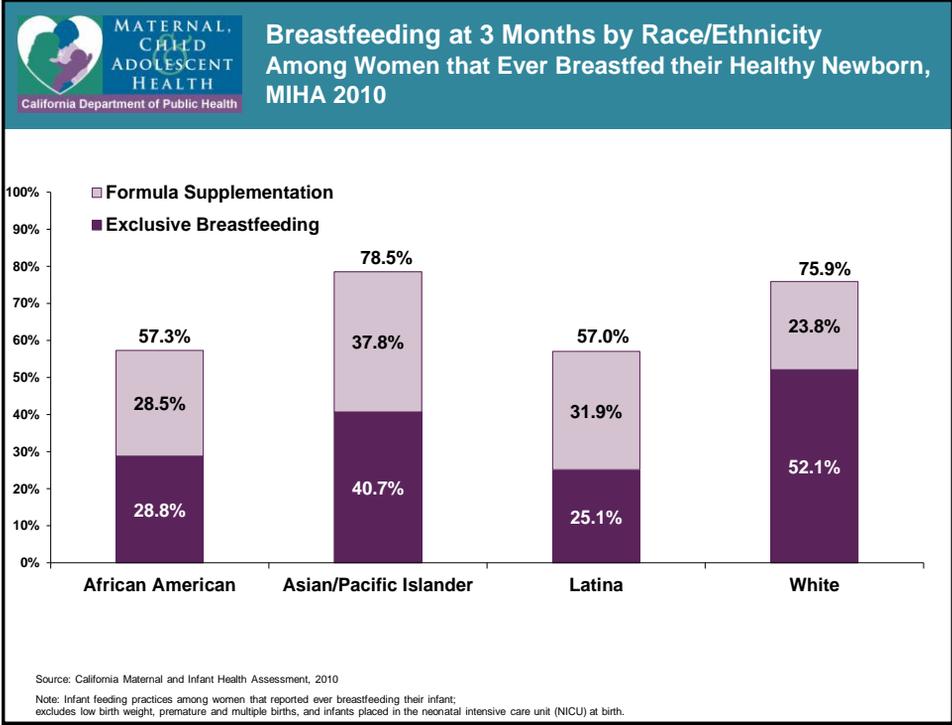
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## Infant Feeding Practices Among Women that Ever Breastfed their Healthy Newborn, MIHA 2010



Source: California Maternal and Infant Health Assessment, 2010

Note: Infant feeding practices among women that reported ever breastfeeding their infant; excludes low birth weight, premature and multiple births, and infants placed in the neonatal intensive care unit (NICU) at birth.





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## Few California mothers report experiencing all seven hospital practices that support breastfeeding

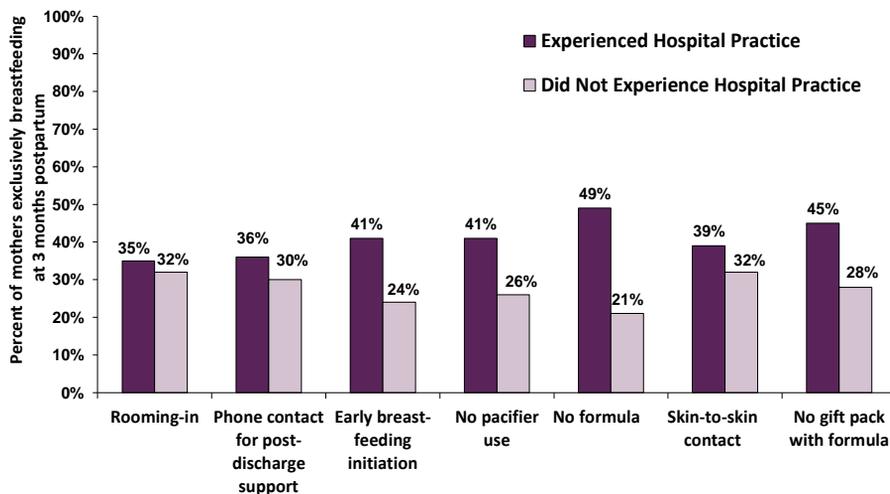
Only **10%** of California mothers report experiencing all seven hospital practices known to support exclusive breastfeeding



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## Mothers experiencing hospital practices that support breastfeeding were more likely to exclusively breastfeed their infant at three months postpartum

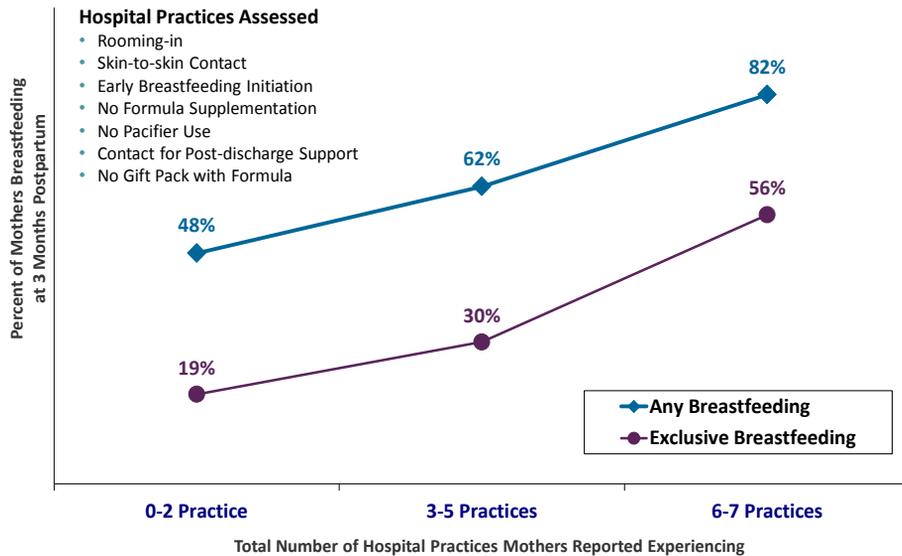


Source: California Maternal and Infant Health Assessment, 2010

Note: Rooming-in defined as baby staying in the same room as mother for more than 23 hours/day.  
Early Initiation of Breastfeeding defined as first breastfeeding within 1 hour of vaginal birth and 2 hours of cesarean birth.  
Initial skin-to-skin contact between mother and baby lasting at least 30 minutes within 2 hours of baby's birth.



## Breastfeeding at 3 Months Postpartum by Total Number of Hospital Practices Experienced Among Women Delivering “Healthy Newborns”, MIHA 2010



## Key Findings

- Although a majority of California women initiate breastfeeding, few continue to breastfeed through three months postpartum and just one in three does so exclusively
- Some hospital practices, such as rooming-in and provision of contact information for post-discharge breastfeeding support, are widespread in California.
- However, few California mothers report having skin-to-skin contact with their infant, and many report supplementing their breastfed infant with formula or receiving a gift pack containing formula while in the hospital.



## Key Findings - Continued

- Only 1 in 10 women reported experiencing all seven hospital practices that support breastfeeding
- Mothers experiencing hospital practices that support breastfeeding were more likely to report exclusively breastfeeding at 3 months postpartum
- Rates of any and exclusive breastfeeding at 3 months postpartum increased with the total number of hospital practices that support breastfeeding mothers reported experiencing.



## Public Health Implication

- Establishing maternity care policies and practices that support breastfeeding as a standard of care in California hospitals will help meet Healthy People 2020 goals and improve overall maternal and child health.
- The growing number of hospitals seeking Baby Friendly designation and the recent passage of the Hospital Infant Feeding Act should result in more California women having hospital experiences that fully support breastfeeding.

**California, 2010**

**Background**

Hospital practices influence infant feeding behaviors during a period critical for successful breastfeeding. Evidence-based maternity care policies and practices, such as the Baby-Friendly Hospital Initiative's "Ten Steps to Successful Breastfeeding," promote breastfeeding initiation, duration and exclusivity. Establishing maternity care policies and practices that support breastfeeding as a standard of care in California hospitals will help meet *Healthy People 2020* goals and improve overall maternal and child health.

The California Maternal and Infant Health Assessment (MIHA) is a statewide-representative survey of women with a recent live birth that collects self-reported information about a variety of topics, including maternal experiences immediately after their delivery and infant feeding practices. This brief uses MIHA data to show the overall prevalence of hospital practices that support breastfeeding and their association with long-term breastfeeding behavior among mothers of healthy newborns (excludes premature, low birth weight, and twin births, and infants placed in the neonatal intensive care unit).

**Key Messages**

- Although the majority of California mothers report experiencing some hospital practices that support breastfeeding, few experience all seven practices.
- Mothers experiencing hospital practices that support breastfeeding were more likely to exclusively breastfeed at three months postpartum.
- Hospitals have a unique opportunity to protect, promote and support breastfeeding mothers and infants by providing evidence-based maternity care.

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For more information about MIHA, visit <http://cdph.ca.gov/miha>

Percent of mothers reporting they experienced hospital practices supportive of breastfeeding, California 2010

