

Hospital Baby-Friendly® Practices Experienced in 2012

Increasing the number of Baby-Friendly® Hospitals in Oklahoma is a priority for improving the health of mothers and infants. Baby-Friendly® Hospitals have undergone a rigorous assessment to ensure they have policies in place and consistently practice the evidence-based ten steps to help mothers breastfeed successfully. Hospitals certified as Baby-Friendly® have increased breastfeeding initiation and duration rates, particularly among mothers with lower levels of education.¹

Breastfeeding mothers are asked about seven of the ten evidence-based practices of Baby-Friendly® Hospitals in the PRAMS survey. Mothers who did not breastfeed or

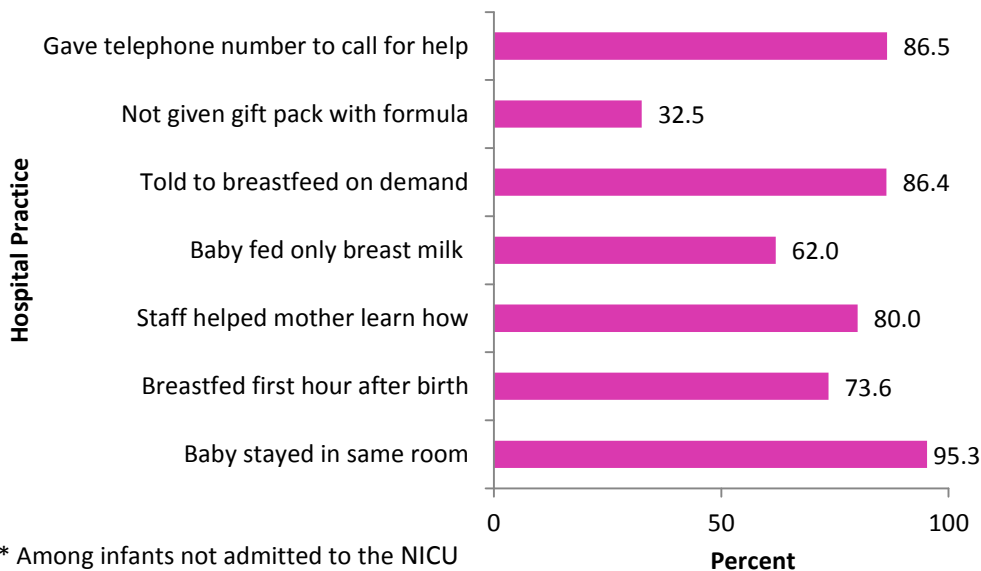
who did not deliver in a hospital were not asked the questions. This Brief will examine the prevalence of those 7 key practices for breastfeeding mothers and their collective impact on breastfeeding duration in 2012, among infants not admitted to the neonatal intensive care unit (NICU). Infants admitted to the NICU were excluded because several of the Baby-Friendly® practices, like breastfeeding in the first hour after birth, may not have been possible for medical reasons.

Figure 1 highlights the 2012 prevalence in Oklahoma of the seven Baby-Friendly® practices for breastfeeding mothers. One in three breastfeeding mothers reported not receiving a gift pack with formula

OKLAHOMA FACTS

- In 2012, 32.5% of breastfed infants (excluding infants who were admitted to the NICU) did NOT receive a hospital gift pack with formula at discharge.
- 62.0% reported their baby was given only breast-milk at the hospital.
- 16.0% experienced all 7 measured Baby-Friendly® practices.
- 73.5% experienced 5 or more practices.
- 72.5% of mothers who experienced 5 or more practices breastfed for 8 weeks or longer compared to 49.6% of mothers who had 4 or fewer practices.
- Mothers with insurance funded by a job or by military health insurance were more likely to experience 5 or more practices compared to mothers with Medicaid or IHS/tribal-funded prenatal care.

Figure 1. Prevalence of Key Hospital Baby-Friendly® Practices as Experienced by Breastfeeding Mothers*, PRAMS 2012



at the hospital. Only 62.0% of breastfeeding mothers were exclusively breastfeeding at the hospital.

Sixteen percent of breastfeeding mothers, without an infant admitted to NICU, experienced all seven practices at their delivery hospital. Most (69.6%) experienced 5 or more practices and 30.4% had 4 or less.

The number of practices experienced by breastfeeding mothers differed by type of prenatal care insurance. Seventy-one percent of mothers with insurance from an employer experienced 5 or more practices, as did 68.8% of mothers with Tricare or military health insurance. Mothers with Medicaid/SoonerCare or Indian Health Service (IHS) or tribal-funded prenatal care were less likely to experience 5 or more practices (48.2% and 39.7%, respectively).

Among mothers who received 4 or less practices at their delivering hospital, 49.6% breastfed for 8 weeks or longer compared to 72.5% of mothers with 5 or more practices ($p < 0.005$; Figure 2).

Seventy-five percent of mothers who indicated their babies were fed only breastmilk at the hospital breastfed for 8 or more weeks. Of those not given a gift pack with

formula at discharge, 73.7% breastfed for 8 or more weeks (data not shown).

Becoming Baby-Friendly in Oklahoma, a project funded by the Oklahoma State Department of Health, was initiated to increase the number of Baby-Friendly® Hospitals and practices in the state. With the help of multiple partners state-wide, the project began recruiting hospitals in September 2012. Since that time, 3 Oklahoma hospitals have become Baby-Friendly® facilities, including 1 IHS and 1 tribal hospital. Several additional hospitals are in advanced stages of applying for Baby-Friendly® designation and more than half of all delivery hospitals have banned the use of formula gift bags at discharge.

Only one year of data was available at the time of this Brief, limiting findings. As more recent data become available, this Brief will be updated to help breastfeeding programs and advocates monitor their progress in improving breastfeeding across the state and increasing access to Baby-Friendly® practices for new mothers.

Reference:

1. Hawkins SS., Stern AD, Baum CF, and Gillman MW. Evaluating the impact of the Baby-Friendly Hospital Initiative on breast-feeding rates: a multi-state analysis. *Public Health Nutrition*, 2015.18:189-197.

“I think new mothers need to be truly educated about breastfeeding.”

- PRAMS mom

ACKNOWLEDGEMENTS

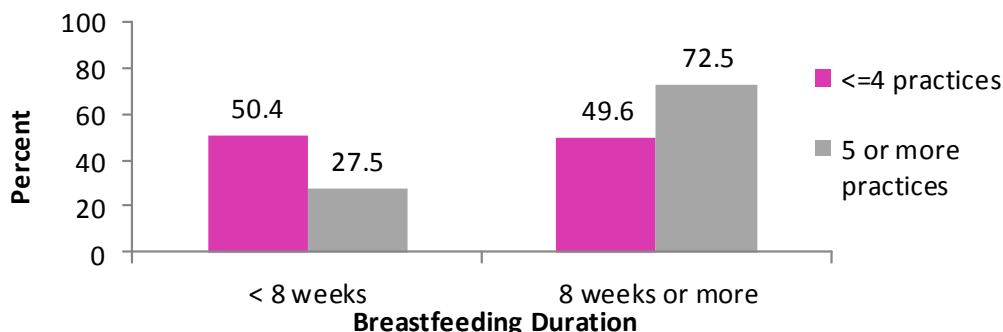
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PRAMS is a population-based surveillance system about maternal behaviors and experiences before, during, and after pregnancy. Approximately 250 mothers are selected to participate in Oklahoma each month. Mothers are sent as many as three mail questionnaires seeking their participation with follow-up phone interviews for non-respondents. Information included in the birth registry is used to develop analysis weights that adjust for probability of selection and non-response. Prevalence rates were calculated and the potential risk factors were identified using the Cochran-Mantel-Haenszel Chi-Square (χ^2) Test. PRAMS had 1,834 respondents for 2012 for a response rate of 65.3%.

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Figure 2. Breastfeeding Duration by Number of Hospital Baby-Friendly® Practices*, PRAMS 2012



* Among infants not admitted to the NICU

