

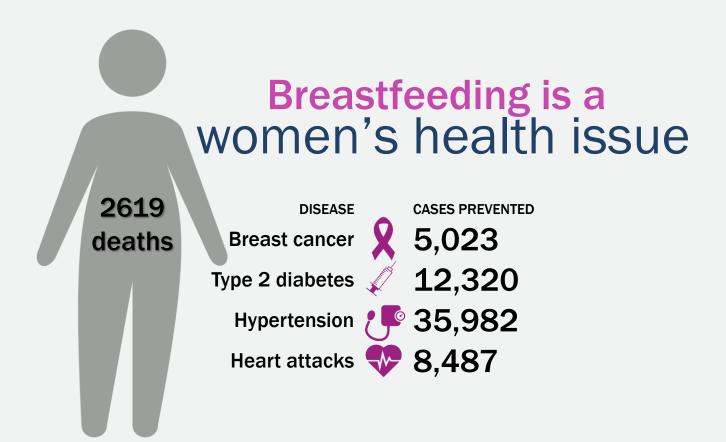
North Carolina Statewide Breastfeeding Hotline Emily A Hannon, MD, IBCLC, FAAP

AAP Chapter Breastfeeding Co-Coordinator for North Carolina

Western Wake Pediatrics

## The situation...

- Breastfeeding is widely accepted as an effective strategy to promote positive health outcomes for both mothers and their babies.
- Breastfeeding is a public health issue.



... and a children's health issue

**CASES PREVENTED** 

**DISEASE** 

185



Leukemia

601,825



Ear infections

deaths



2,558,629 GI infections





20,900 Severe lower respiratory infections

45,298



**Childhood obesity** 



1355 Necrotizing Enterocolitis

Bartick et al 2016 bit.ly/BartickMCN Slide courtesy of Alison Steube, MD

## The situation in North Carolina...

- Despite growing data on these benefits, 19.1% of babies born in North Carolina have never been breastfed.
- The rate of breastfeeding decreases dramatically once North Carolina mothers leave the hospital:
  - decreases from 80.9% initiating breastfeeding at birth to 50.3% at getting some breastmilk 6 months, well below the Healthy People 2020 goal of 60.6%.

CBC Breastfeeding Report Card: https://www.cdc.gov/breastfeeding/data/reportcard.htm

# The real life problem...

- Families discharged from post-partum unit faster (24 hours)
  - > Before milk volume has increased
- Visit with pediatrician is 1-3 days after hospital discharge
- Pediatrician may not have lactation experience or lactation specialist on staff
- 3am witching hour...



## DISCHARGE

Hospitals **Support mothers** to breastfeed by...



Referring mothers to community resources for breastfeeding support

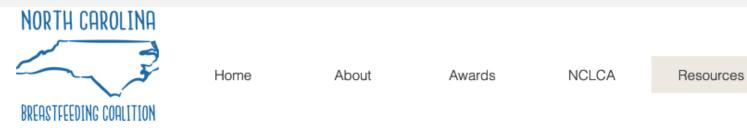
Working with communities to improve breastfeeding support services





# Who can help?

- Birth hospital (sometimes)...
  - > UNC Warmline
- Pediatrician (sometimes)...
- Private doula or lactation consultant (\$\$\$)...
- WIC (if family is connected to WIC already)...

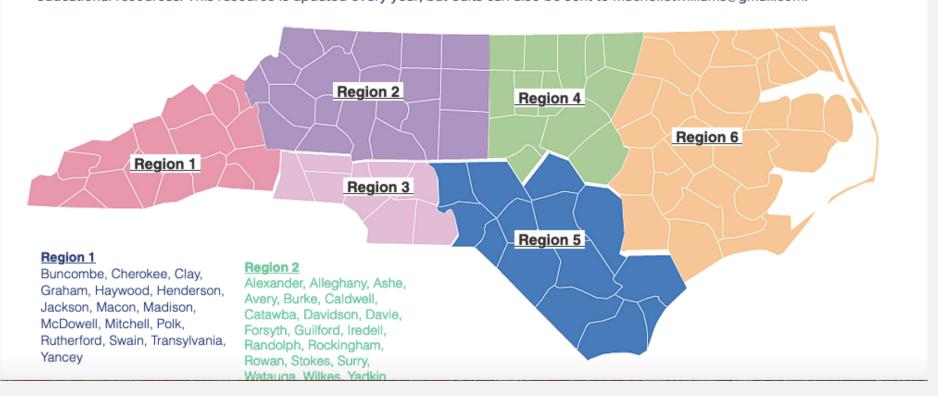


#### **North Carolina Breastfeeding Resources by County**

**Change/Add Listing** 

Members

This is a map of all of the breastfeeding resources across North Carolina by county. To use the map, simply click on your county or region. You will then be able to expand menus to view additional resources. You will find hospital, community, support and educational resources. This resource is updated every year, but edits can also be sent to machelletwilliams@gmail.com.



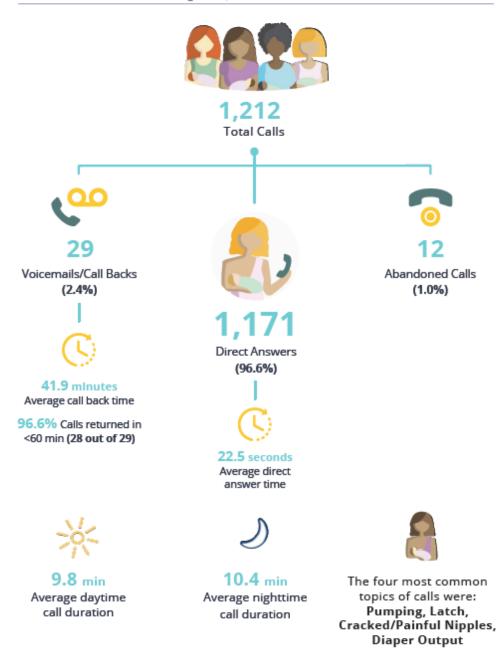
# What is possible...





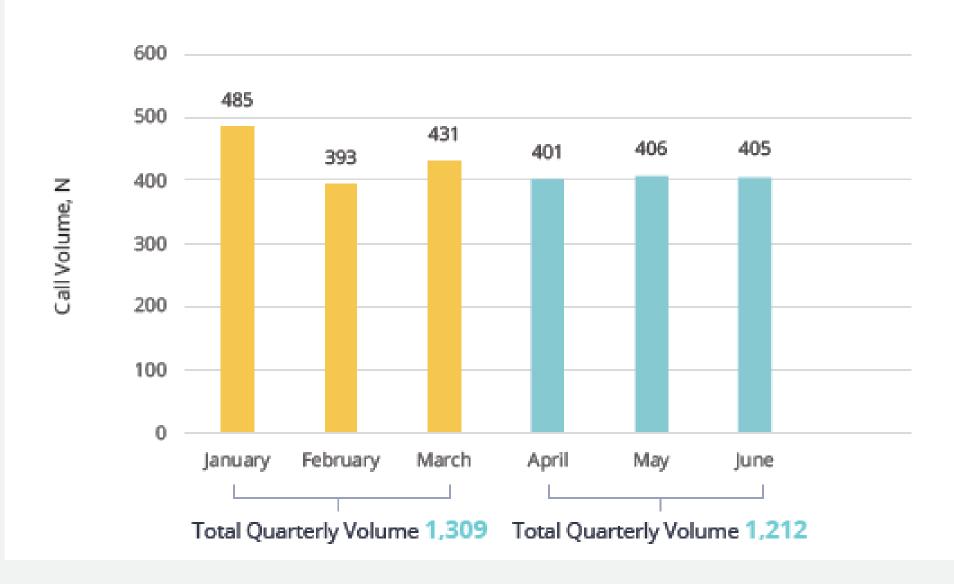
https://www.tn.gov/health/health-program-areas/fhw/bf/breastfeeding-hotline.html

#### Cumulative Call Data: April - June 2020





#### Call Volume Trend, Previous Quarter Compared to Current Quarter



#### WIC Participation (N=277)



Participated in WIC (17.0%)

\*Declined to Answer (n=14)

#### **Quality Improvement Survey Results**

The follow-up survey calls were conducted by phone with up to three attempts to reach each caller. Of 1,029 survey calls placed, the TBH received 188 (18.3%) fully completed surveys.

#### Issue Resolution (N=187)









Issues Not Resolved (6.4%)

Figure 4. Call Volume, by Caller's State of Residence, Year 5



Overall, TBH received calls from 493 unique counties across 48 states, Puerto Rico, the American Samoa, and the Canadian provinces of Manitoba and Ontario.

#### Tennessee Breastfeeding Hotline FY18 Annual Report

## Tennessee Outcome Measures...

TN: They indicated that for their National & State Performance Measure for the MCHBG, they utilized the breastfeeding rates from the National Immunization Survey (NIS) since the line is open to all TN citizens. NIS Data was selected because the data measures breastfeeding rates up to 1 year. However, they stated that they have multiple initiatives to improve breastfeeding rates, so they could not state that the breastfeeding hotline alone has improved their breastfeeding rates. Though most states have shown improvement in breastfeeding rates since 2013 (roughly when the phone line began), TN shows strong improvement in their breastfeeding rates particularly their exclusive breastfeeding rates since 2013. The latest data available for the NIS is birth year 2017.

TN NIS Breastfeeding Rates	<u>2013</u>	<u>2017</u>		
Any Breastfeeding				
Ever Breastfeeding	71.1%	75.8%		
Breastfeeding at 6 months	42.5%	48.7%		
Breastfeeding at 12 months	24.7%	24.0%		
Exclusive Breastfeeding				
Exclusive Breastfeeding through 3	38.7%	49.9%		
months				
Exclusive Breastfeeding through 6	16.1%	27.2%		
months				

# Projected North Carolina cost...

Initial costs:			
Development		\$200,000	
Quality Improvement Plan		\$15,000	
Turnover Plan		\$5,000	
Texting Integration		\$40,000	See attached quote from Jacaranda Health
Total Initial Costs		\$260,000	
Ongoing Costs:			
Monthly Maintenance Fees	\$12,000 x 12 months	\$144,000	
Texting integration Maintenance	\$2000 x 12 mo	\$24,000	See attached quote from Jacaranda Health
CQI and Client Surveys	\$350 x 12 months	\$4,200	
IBCLC personnel	\$3200 x 12 months	\$38,400	
Quarterly Operational Reports	\$2000 x 4 quarters	\$8,000	
On-Demand Phone Interpretation		\$3,500	See attached quote from Language Line Solutions
Total Ongoing Costs (annual)		\$222,100	

## Tennessee Outcome Measures...

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## **Cost of Suboptimal Breastfeeding Calculator**





Number of women age 15 in 2002: 1,994,060

Number of births per year, 2012: 3,952,841

Number of VLBW births per year, 2012: 56,252

#### Health impact of breastfeeding for North Carolina

	Initiation	Exclusive in hospital	3 mo exclusive	6 mo exclusive	6 mo any	12 mo any
Changing from rates of	83.5	73.6	50.8	26.1	57.2	32
to rates of	88.2	78.3	61.8	37.2	63.4	32

#### would prevent...



#### **Medical Costs**

\$9,579,982

(\$-14,862,683 to \$37,651,660)

#### Non Medical Costs

\$6,390,564

(\$854,147 to \$12,826,235)

#### **Death Costs**

\$56,801,662

(\$-216,802,198 to \$362,346,243)

#### Maternal deaths

6

(-71, 94)

#### Child deaths

4

(-13, 23)

Stuebe AM, Jegier BJ, Schwarz EB, Green BD, Reinhold AG, Colaizy TT, Bogen DL, Schaefer AJ, Jegier JT, Green NS, Bartick MC. An Online Calculator to Estimate the Impact of Changes in Breastfeeding Rates on Population Health and Costs. Breastfeed Med. 2017 Dec;12(10):645-658. doi: 10.1089/bfm.2017.0083

# Funding Opportunities...

- Applied for CDC grant: National Initiative to Address COVID-19
   Health Disparities Among Populations at High-Risk and
   Underserved, Including Racial and Ethnic Minority Populations and
   Rural Communities, April 2021
  - ▶in collaboration with NC DHHS, Division of Public Health Chronic Disease and Injury Section
- General Assembly Funding
  - ➤ Tennessee Breastfeeding Hotline has GA-approved funding through HRSA and WIC

## Collaboration Partners...

- · <u>WIC/DHHS</u> Kelly Kimple, Mary Anne Burghardt, Belinda Pettiford, Chiara Phillips, Gerri Mattson
- North Carolina Pediatric Society Christoph Diasio (president), Elizabeth Hudgins (executive director),
  David Tayloe, Jr., John Rusher, Kathleen Clarke-Pearson, Yun Boyleston, Gabriela Maradiaga Panayotti,
  Alesia Mitchell-Bailey
- · <u>Carolina Global Breastfeeding Institute</u> Catherine Sullivan (executive director), Alison Steube, Kori Flower
- NC Child Tom Vitaglione
- · North Carolina Institute of Medicine James Coleman
- · North Carolina Breastfeeding Coalition Connie McLendon (president), Ellen Chetwynd (past-president)
- · AAP Chapter Breastfeeding Co-Coordinator for North Carolina Laura Sinai

## Collaboration Partners...

- <u>Breastfeeding Family Friendly Communities and La Leche League</u> (Durham and Chapel Hill) Love Anderson, Kathleen Anderson
- Tennessee Breastfeeding Hotline Michelle "Shelley" Fiscus (Medical Director of Immunization Program and AAP District IV Chair), Morgan McDonald (Deputy Commissioner for Population Health), Laura Hutton (WIC Breastfeeding Coordinator), Lydia Furman, Julie Ware, Anna Morad (physician leaders)
- · CCNC Tom Wroth, Kimberly DeBerry, Kate Menard
- · <u>UNC Lactation Warmline</u> Kula Sackey, Robyn Lewis
- · <u>Jacaranda Health</u> (created statewide COVID Moms Helpline) Nick Pearson

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