



Breastfeeding Support



Key Outcomes and Activities Supporting Breastfeeding

GOAL: Improve the health of Oklahoma families through breastfeeding promotion, education, intervention, support, media, and training.

Breastfeeding (BF) Rates

Objective	U.S. National Rates	Oklahoma Rates	Oklahoma State Ranking	Healthy People 2020 Goal
Ever Breastfed	83.8%	82.2% ↑ 75.9% (2015)	39 th	81.9%
Any BF at 6 months	57.3%	52.2% ↑ 49.0% (2015)	43 rd	60.6%
Any BF at 12 months	36.2%	33.0% ↑ 31.0% (2015)	35 th	34.1%
Exclusively BF through 3 months	47.5%	45.4% ↑ 44.2% (2015)	37 th	46.2%
Exclusively BF through 6 months	25.4%	29.6% ↑ 21.6% (2015)	14 th	25.5%

CDC National Immunization Survey (NIS) 2017-2018, among 2016 births https://www.cdc.gov/breastfeeding/data/nis_data/results.html CDC Breastfeeding Report Card 2018 Breastfeeding Rates, among 2015 births <https://www.cdc.gov/breastfeeding/data/reportcard.htm>

Maternity Practices in Infant Nutrition and Care (mPINC) Surveys

mPINC: A national survey from the Centers for Disease Control and Prevention (CDC) that assesses infant feeding care processes, policies, and staffing expectations in maternity care settings. The highest score possible is 100.

	National Scores	Oklahoma Scores	Oklahoma Ranking
2015	79	78	28 th
2013	75	71	37 th
2011	70	62	46 th
2009	65	55	50 th

CDC mPINC Surveys 2015, 2013, 2011, 2009 (2015 report is most recent available)

OK increased in all 5 areas, is above the US average in Exclusively BF (EBF) through 6 months, & has surpassed the HP 2020 target for initiation & EBF through 6 months!

Women, Infants, and Children (WIC) Breastfeeding Peer Counseling Program:

The use of breastfeeding peer counselors adds a critical dimension to WIC's efforts to help women initiate and continue breastfeeding. Peer counselors are mothers who have personal experience with breastfeeding and are trained to provide basic breastfeeding information and support to other mothers. This successful program began in 2005 with four sites and continues to be a WIC priority. Presently, there are 33 sites in 18 counties and 32 peer counselors.

Oklahoma Breastfeeding Hotline (OBH):

The OBH, staffed by International Board Certified Lactation Consultants, is available 7 days a week, 24 hours a day, 365 days a year, free of charge to anyone in need of breastfeeding support and information. Starting in 2019, text messaging services have also been made available to better reach today's parents. The OBH received 1,707 calls in FY 2019.

Lactation Consultants:

WIC promotes the profession and role of International Board Certified Lactation Consultants (IBCLCs) by providing advanced training opportunities. An IBCLC possesses the necessary clinical training, knowledge, and attitudes to provide quality clinical breastfeeding care to babies and mothers. Currently there are 23 IBCLCs working in the Oklahoma State Department of Health (OSDH)/WIC. Statewide, the number of IBCLCs, presently 204, has more than doubled since 2007.

The Oklahoma Lactation Consultant Resource Guide, updated semiannually, provides a listing of IBCLCs statewide who can assist nursing mothers, their families and partners, as well as expecting parents and health care providers who need breastfeeding support and information.

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Coalition of Oklahoma Breastfeeding Advocates (COBA):

A nonprofit grassroots and organization working with partners to improve the health and well-being of Oklahoma's infants and families through breastfeeding education, outreach, and advocacy.

COBA and partners worked to pass OK breastfeeding laws in 2004 and 2006 protecting a woman's right to breastfeed in public, offering a breastfeeding exemption from jury duty, encouraging a private location for expressing milk (other than a toilet stall), and establishing the right to use break times for milk expression.

COBA and partners worked with the Oklahoma State Department of Health (OSDH), the OK Turning Point Coalition, and State Chamber to launch the OK Breastfeeding Friendly Worksite Initiative, creating a host of materials posted on Oklahoma's breastfeeding websites, and later led efforts to design and promote a Model Hospital Infant Feeding Policy.

Oklahoma Mothers' Milk Bank (OMMB):

The 13th accredited milk bank in the US, the OMMB celebrated its 6th year anniversary in 2013 and now has over 2,000 screened donor moms in the system. OMMB dispensed 119,000 ounces of safe pasteurized donor milk in 2019 and served all eight Oklahoma Neonatal Intensive Care Units. Milk depots have expanded to 19. Limited outpatient service was provided to infants with medical needs, most at no charge to families due to lack of insurance coverage.

Oklahoma Recognized Breastfeeding Friendly Worksites:

Oklahoma's "Gold Star" recognized worksites have expanded to 344, including 113 recognized hospitals and healthcare facilities, plus 11 basic recognitions for a total of 355.

For more information/resources visit <http://bis.health.ok.gov>.



Baby-Friendly Hospitals:

Baby-Friendly hospitals and birthing centers offer an optimal level of care for infant feeding and mother/baby bonding.

Oklahoma's Baby-Friendly Hospitals!

1. Claremore Indian Hospital	2013 - re-designated 2018
2. INTEGRIS Baptist Medical Center, Oklahoma City	2015
3. Cherokee Nation W.W. Hastings Hospital, Tahlequah	2015
4. Comanche County Memorial Hospital, Lawton	2015
5. INTEGRIS Health Edmond	2016
6. St. Anthony Hospital, Oklahoma City	2016
7. Chickasaw Nation Medical Center, Ada	2017
8. Hillcrest Medical Center, Tulsa	2018
9. INTEGRIS Canadian Valley Hospital, Yukon	2019
10. The Children's Hospital at OU Medicine, OKC	2019

31.7% of Oklahoma babies are now born in Baby-Friendly Hospitals, surpassing the national rate of 28.5% and the Healthy People 2020 goal of 8.1%. 22 Oklahoma birthing hospital leadership teams attended the 2019 Becoming Baby-Friendly in OK Summit and 13 are currently on the Baby-Friendly pathway.



Funding

WIC: Approximately \$1.6 million in federal funds were used in 2018 towards breastfeeding initiatives including breast pumps, the Breastfeeding Peer Counseling Program, breastfeeding education, promotional materials, and breastfeeding support.

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Maternal and Child Health (MCH): Approximately \$300,000 in state Title V matching and infant mortality reduction funds were used for training, education, Oklahoma Breastfeeding Hotline operations, and promotion and support of Oklahoma's Baby-Friendly hospital designation and Mothers' Milk Bank programs.