

# Native Breastfeeding Council



**Bringing back  
the tradition  
of breastfeeding**

Presented by: Sherry Caldwell & Jean Farmer

# The Problem

- 3.8% exclusively breastfeeding at 6 months
  - American Indians @-WIC/SCIHP 2007-2008
- 11.9% National average American Indians
  - CDC 2008

# • Why is breastfeeding so important?



# National Health Statistics Report

## Health Characteristics of the American Indian or Alaska Native Adult Population: United States, 2004–2008

by Patricia M. Barnes, M.A.; Patricia F. Adams; and Eve Powell-Griner, Ph.D.  
Division of Health Interview Statistics

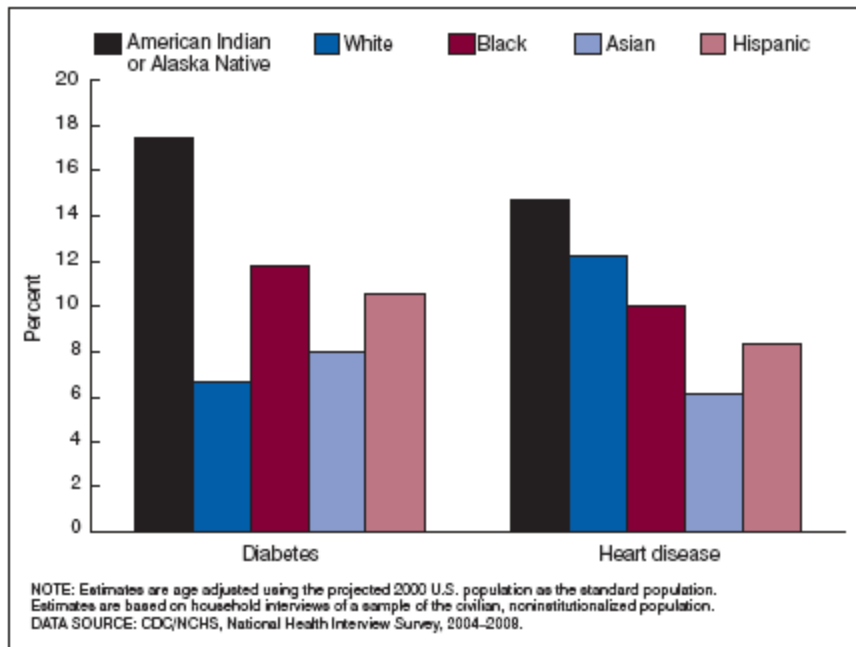


Figure 4. Percentage of adults aged 18 years and over who have ever been diagnosed with diabetes, and percentage of adults aged 18 years and over who have ever been diagnosed with heart disease, by race and ethnicity: United States, 2004–2008

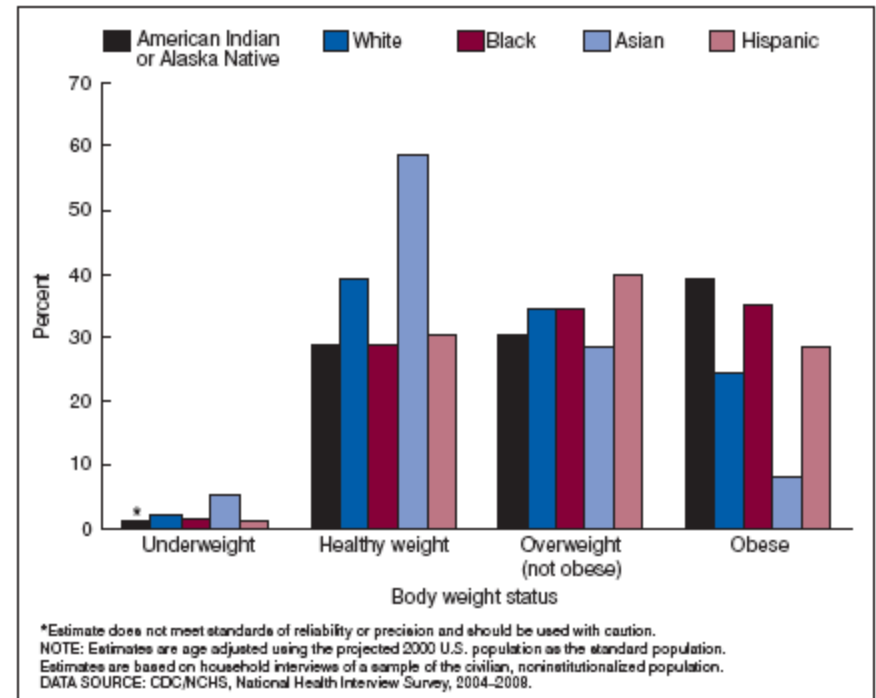


Figure 3. Percent distribution of body weight status for adults aged 18 years and over, by race and ethnicity: United States, 2004–2008

# Breastfeeding As Prevention

## Infant Outcomes

- Childhood overweight and obesity ↓ 24%
- Type 1 and Type 2 Diabetes ↓ 30 & 40%
- Diarrhea ↓ 64%
- Respiratory Tract Infection ↓ 63-77%
- Necrotizing Enterocolitis ↓ 77%
- Otitis Media ↓ 23-50%
- Lymphoma, Leukemia, & Hodgkins Disease ↓ 15-20%

# Breastfeeding As Prevention

## Mother Outcomes

- Mothers who breastfeed for at least 3 months may lose more weight than mothers who do not breastfeed.
- Breastfeeding reduces the risk of breast and ovarian cancer.
- Breastfeeding may reduce the risk of osteoporosis.
- Breastfeeding has a protective effect on maternal mental health because it attenuates stress and modulates the inflammatory response.

# Disaster Preparedness

In disaster situation may not be able to  
access formula or clean water



# Creation of the Native Breastfeeding Council



- Community members
- Elders
- Medical Department
- Nutrition Department/WIC
- Healthy Traditions/Diabetes Prevention
- Dental Department
- County Public Health (Perinatal Services Coordinator)



# Community Assessment

- Societal influences
- Community influences
- Family /tribal influences
- Individual experience

# Societal Influences

## Barriers to Breastfeeding

- Hospital Practices- early formula/separation of mother/infant
- Formula advertising
- Media-Sexualization of breasts
- Lack of lactation education and support
- Trust in technology over body (want to measure)
- Lack of education of health care workers
- Early return to work post-partum

# Societal Influences

## Supporting Breastfeeding

- 10 steps to Baby Friendly Hospitals
- World Health Organization/ UNICEF
- Indian Health Services (IHS)
- United States Breastfeeding Committee-Tribal rep.
- WIC program-level of breastfeeding resources available varies/ request American Indian peer counselors

# Literature review

Families, elders, social group, peer counselors  
affect initiation & duration

Woman's perception of inadequate milk is major  
reason for stopping breastfeeding

Breastfeeding friendly work environment is  
associated with longer breastfeeding

Primary care interventions affect  
duration of breastfeeding

Baby Friendly Hospital Initiative has  
improved initiation & duration

# Community Influences

## Sonoma County Resources

- Sonoma County Department of Public Health
- La Leche League
- Local Hospitals and Birthing Center
- WIC
- Sonoma County Breastfeeding Coalition
- Sonoma County Indian Health Project

# Sonoma County Indian Health Project, Inc.



# What We Learned

- No formal lactation policy
- Inconsistent breastfeeding education of mothers prenatally
- Inconsistent post partum support for breastfeeding
- Minimal education of staff
- No consistent way to track breastfeeding information

# Conversations with the Community

- Infant feeding choice
- Knowledge of resources
- Benefits of formula/breastfeeding
- Barriers to formula/breastfeeding
- Traditions/Stories
- Community assessment tool available on our website



# Pregnant Women (n=12)



- Everyone intended to breastfeed
- Understood benefits of breastfeeding
- Felt supported by family

# Post-partum Women (n=11)



- 3 of 11 reported exclusively breastfeeding
- Perception of inadequate milk
- Feelings were not as strong among family members after the baby was born
- They all received free formula

# Women of Childbearing Age (n=25)



- Breastfeeding was harder than they thought it would be
- Modesty was an issue
- Formula was convenient

# The Elders (n=20)

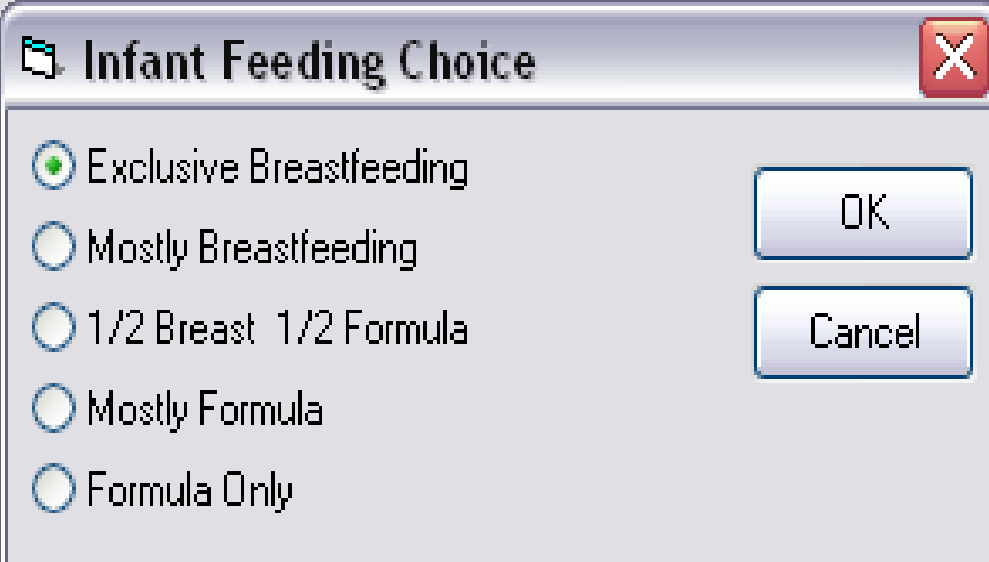


- Thought to be an important way to keep babies healthy and bonding
- Think women quit because they need to work
- Breast milk is considered sacred

# The Plan

- Implement infant feeding measurement tool
- Develop a lactation policy and create a lactation room for employees
- Educate SCIHP staff regarding how to provide educations and support to families
- Increase awareness in our Native community about benefits of breastfeeding and provide support
- Reach out to other tribal communities

# Establish Outcome Measure IHS Infant Feeding Tool



**Infant Feeding Choice**

Exclusive Breastfeeding

Mostly Breastfeeding

1/2 Breast 1/2 Formula

Mostly Formula

Formula Only

OK

Cancel

**Education** Show Standard Add Edit Delete

Visit Date	Education Topic	Comprehension	Status	Objectives	Comment	Provider	Length	Type	Location
04/23/2013	Immunizations-Literature	GOOD				WILLIAMS, SARAH	1	Individual	SONOMA
04/23/2013	Immunizations-Literature	GOOD				WILLIAMS, SARAH	1	Individual	SONOMA
03/05/2012	Immunizations-Complications	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Literature	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Schedule	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Complications	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Literature	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Schedule	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Complications	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Literature	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
03/05/2012	Immunizations-Schedule	GOOD				THOMPSON, HEIDI	1	Individual	SONOMA
05/03/2011	Tobacco Use-Quit	GOOD				CARSON, JULIE		Individual	ABERDEEN ADMINISTRATI
01/15/2001	Diabetes Mellitus-Complications	POOR							SONOMA
12/15/2000	Diabetes Mellitus-Diet 2005	FAIR							SONOMA
12/15/2000	Diabetes Mellitus-Exercise 2005	GOOD							SONOMA

**Health Factors** Add Edit Delete

Visit Date	Health Factor	Category	Comment
05/05/2011	Previous (former) Smoker	Tobacco	
03/07/2001	Cessation-smoker	Tobacco	
03/07/2012	Cage 1/4	Alcohol/drug	

Personal Health **Infant Feeding** Reproductive Factors Add/Update Delete

**Infant Feeding**

Infant Feeding History

Feeding Choice	Entry Date
MOSTLY BREASTFEEDING	04/17/2013 14:31
MOSTLY BREASTFEEDING	04/09/2013 16:49
EXCLUSIVE BREASTFEEDING	02/11/2013 14:38
1/2 & 1/2 BREAST AND FORMULA	05/15/2012 15:59
FORMULA ONLY	03/07/2012 15:24
1/2 & 1/2 BREAST AND FORMULA	03/07/2012 15:24
EXCLUSIVE BREASTFEEDING	03/07/2012 15:24

**Infant Feeding Choice**

Exclusive Breastfeeding

Mostly Breastfeeding

1/2 Breast 1/2 Formula

Mostly Formula

Formula Only

OK Cancel

**Exams** Add Edit Delete

Visit Date	Exams	Result	Comments	Provider	Location
03/07/2012	ALCOHOL SCREENING	POSITIVE		JORGENSEN, TRENT	SONOMA
12/05/2000	DIABETIC EYE EXAM				SONOMA
11/15/2000	DIABETIC EYE EXAM				SONOMA

# RPMS infant feeding tool

- Infant feeding questions asked at every visit up to age 12 months
- “Are you feeding breast milk or formula or both?”
- In-services which include role-playing



# Bringing Back Tradition



Thank you Vince Martinez for lovingly creating logo

# Vision Statement

“Our vision is the return to the tradition of breastfeeding for the emotional, spiritual and physical health of families and future generations”





# Mission Statement

Our mission is to support, educate and promote breastfeeding as the norm for families nurturing infants and young children. To provide leadership and engage tribal communities in embracing the tradition of breastfeeding

# First Five Grant

- **Breastfeeding Tent Supplies**
- **Education to become Lactation Specialists**
- **Electronic Scale**
- **Employee Lactation Room Supplies**
- **Back Packs with NBC logo for breastfeeding moms**

# Breastfeeding Tent



# Poster presentation at the United States Breastfeeding Committee Meeting on our planning process

**Native Breastfeeding Council**  
 Planning/Assessment Process for a Breastfeeding Promotion Program  
 Sonoma County Indian Health Project, Inc.

**Mission**  
 NBC supports, educates and promotes breastfeeding as the norm for families raising infants and young children. NBC provides leadership and engages tribal communities in embracing the tradition of breastfeeding.

**Vision**  
 Our vision is a return to the tradition of breastfeeding for the emotional, spiritual and physical health of families and future generations.

**Planning/Assessment Process**

- Identified stakeholders, formed Native Breastfeeding Council, developed vision, mission & goal statements
- Conducted a community survey of CHW healthcare providers, community based resources, local Elders, & women of childbearing age and identified factors influencing infant feeding decisions.
- Held community wide forums on breastfeeding
- Partnered with Sonoma County Breastfeeding Coalition, County of Sonoma Public Health Division & Pomoan Indian Medical Center

**Achievements**

- Received Part 5 of California grant
- Integrated infant feeding assessment tool into EHR
- Developed and implemented employee breastfeeding policy
- Spearheaded the California & National Intertribal Breastfeeding Council formation

**Lessons learned**

**Discrepancy between Provider's perception vs. Actual Breastfeeding rates**  
 Traditional values of breastfeeding vs. practice

**Staff knowledge deficits**  
 Community resources and referral mechanisms  
 Breastfeeding best practices

**Identified needs:**  
 Staff education in best practices  
 Consistent sharing of infant feeding  
 Community involvement

**Influences on initiation & duration:**  
 Families, elders, social group & peer coaches  
 Support during post partum period  
 Primary Care interventions

**Where we are going**

**Sonoma County Indian Health Project**

- Increase a community hub for breastfeeding education/support
- Initiate breastfeeding peer counselor program
- Create an employee lactation room
- Develop evidence based policies, protocols & care competencies
- Provide continuing education for staff

**Community**

- Community outreach with Breastfeeding Tent at public events
- Community education
- Encourage local American Indian employees to become breastfeeding friendly

**State and National**

- Provide leadership in California and National Intertribal Breastfeeding Councils.

**Local Elder**

"All the rivers of the earth are milk that comes from the breast of the Great Mother. Our breasts give the waters of life to feed the children."

**CONTACT INFORMATION**

**Native Breastfeeding Council**  
 Sonoma County Indian Health Project, Inc.  
 1000 1st St., Suite 100, Ukiah, CA 95582  
 Phone: (707) 438-1111  
 Email: [info@nativebreastfeedingcouncil.org](mailto:info@nativebreastfeedingcouncil.org)  
 Website: [www.nativebreastfeedingcouncil.org](http://www.nativebreastfeedingcouncil.org)

**PHOTOGRAPH**  
 A photograph of a woman holding a baby, smiling.

**PHOTOGRAPH**  
 A photograph of the Native Breastfeeding Council members holding a banner that reads "NATIVE BREASTFEEDING COUNCIL SONOMA COUNTY INDIAN HEALTH PROJECT".

# 2<sup>nd</sup> Annual Summit on Breastfeeding

BREASTFEEDING MEDICINE  
Volume 5, Number 5, 2010  
© Mary Ann Liebert, Inc.  
DOI: 10.1089/bfm.2010.0039

## American Indians and Alaska Natives: Breastfeeding Disparities and Resources

Lauren Spielier

**T**HE INDIAN HEALTH SERVICE (IHS), part of the U.S. Department of Health and Human Services, is charged with representing members of 564 federally recognized tribes, made up of nearly 2 million people. The IHS mission is to raise the physical, mental, social, and spiritual health of American Indians and Alaska Natives to the highest level. Given the higher health status enjoyed by most Americans, the lingering health disparities of American Indians and Alaska Natives are troubling. In trying to account for the disparities, healthcare experts, policymakers, and tribal leaders are looking at many factors that impact upon the health of Indian people, including the adequacy of funding for the Indian healthcare delivery system, the effect of historical trauma, and the impact of economic adversity and social conditions on health.


Breastfeeding rates are consistently lower for American Indian and Alaska Native populations. According to the Centers for Disease Control and Prevention, in 2006 69.9 ± 7.0% ever breastfed, with 38.5 ± 7.5% breastfeeding at 6

The council provides leadership and engages tribal communities in embracing the tradition of breastfeeding. NBC promotes a return to the tradition of breastfeeding for emotional, spiritual, and physical health of future generations. In 2008, Jean Farmer (p. 10) undertook an extensive survey of American Indian and interviewed across generations to assess successful breastfeeding as well as the barriers to initiate and continue breastfeeding. The assessment helped the NBC tailor interventions to community's needs. It was clear from that survey that providers and patients needed more quality breastfeeding information. Women who were breastfeeding had a seamless continuum of care during their pregnancy, and into the breastfeeding period. It was clear from the survey that an appointment to see your doctor a few days after was not an adequate model as many women were supplementing with formula in that period.



# Community Gathering

THE NATIVE BREASTFEEDING COUNCIL  
invites you to  
***A Community Gathering  
about Breastfeeding***



***Saturday, April 25th  
10 a.m. - 2 p.m.  
in the  
Community Room  
Doors open at 9:30 a.m.***

***Guest Speaker - Suzan Murphy R.D.  
Breastfeeding Support Coordinator  
Phoenix Indian Medical Center***

***Childcare with Activities • Delicious Food • Free Door Prizes***

SONOMA COUNTY INDIAN HEALTH PROJECT  
144 Stony Point Road, Santa Rosa



# Family Fun Night

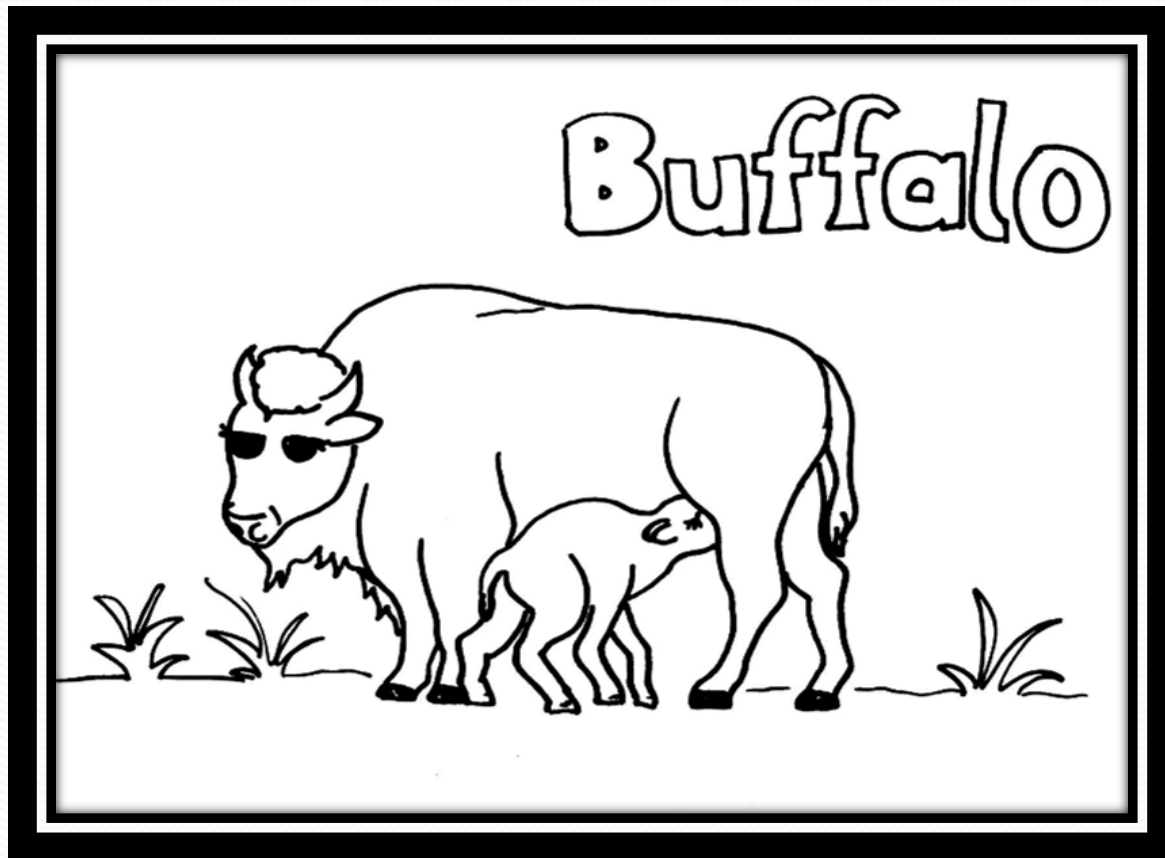


**Breastfeeding:  
Near and dear to our hearts**  
Native Breastfeeding Council  
Sonoma County Indian Health Project

# Puppet show for families



# Coloring Pages for Children



# Partnered with Comprehensive Perinatal Services Program & WIC Peer Counselors



**WHO ARE YOUR WIC PEER COUNSELORS?**  
Peer counselors are Native American WIC mothers just like you. We have breastfed our own children and have been trained by WIC to give you information about feeding your baby. We are here to give you support and to help you meet your own goals for breastfeeding.

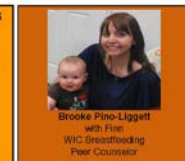
**HOW CAN A PEER COUNSELOR HELP YOU?**  
Your WIC peer counselor can give you:

- Tips for how to breastfeed comfortably and discretely, even in public
- Ways you can stay close to your baby through breastfeeding after you return to work or school
- Ideas for getting support from your family, friends and employer
- Ways to get a good start with breastfeeding
- Secrets for making plenty of breast milk for your baby
- Help with breastfeeding concerns



**HOW PEER COUNSELING WORKS:**  
WIC provides information through:

- Classes
- Phone calls
- Texting
- Office visits



**WHAT DOES A PEER COUNSELOR DO?**

- Listens to you
- Contacts you during your pregnancy to answer your infant feeding questions and helps you prepare for having a baby.
- Answers any questions or concerns you might have before and after your baby is born
- Shows you how to get help from healthcare professionals if needed, including the WIC Lactation Consultant



**STOP BY TODAY TO MAKE AN APPOINTMENT OR FOR MORE INFORMATION**  
WIC Office  
Sonoma County Indian Health Project, Inc  
144 Stony Point Road Santa Rosa, CA 95401  
Office Phone: (707) 521-4575



USDA is an equal opportunity provider and employer.

**Delivery & Emergency Hospital**  
Sutter Medical Center  
3325 Chanate Road  
Santa Rosa Ca 95404  
General number: 576-4000  
**Labor & Delivery: 576-4640**

**WIC & Breastfeeding Help**  
S.C.I.H.P.  
144 Stony Point Road  
**Monday—Friday 8:30-5:00**  
**Walk-Ins Tues 1-4:00**  
521-4575

**Lab**  
144 Stony Point Road  
**Monday—Friday 8:30-5:00**  
**Closed 12:30-1:30**  
521-4536

**Childbirth Classes**  
Women's Health Resource Center  
576-4800



**Native Beginnings ...**

**Welcome to Prenatal Care**

**Sonoma County Indian Health Project, Inc.**  
144 Stony Point Road  
Santa Rosa, CA 95401  
**Call today 521-4500**

# Celebrating World Breastfeeding Week

**World Breastfeeding Week**  
**August 1 - 6, 2010**

**Photo & Art Contest for Native Breastfeeding Council Poster**

Positive Images of Breastfeeding  
Please submit your entries to  
Sherry Caldwell in Medical Dept.

Entries may be used in our flyers, posters  
or website for Breastfeeding Promotion for  
Native Breastfeeding Council

*This event is a Potluck!  
Please bring your favorite dish!*

**Peer Counselor  
Graduation  
Friday Aug. 6th  
6pm-Community Room**

**Show your support  
Wear your NBC  
T-shirt!  
We have shirts for sale  
Visit our medical dept.**

*All the rivers of the earth are milk  
that comes from the breast of the Great Mother  
Our breasts give the waters of life  
to feed the children.*  
ChooDeen Morrey



Native Breastfeeding Council  
Sonoma County Indian Health Project  
144 Stony Point Road  
Santa Rosa, CA 95401  
707.521.4505



Native Breastfeeding Council Hosts  
2nd Annual  
**Family Wellness Fair**

**Saturday  
August 4th 2012  
8 am - 1 pm**

**Music!  
Local Artists!  
6K Walk/Run!**

**Fundraiser  
100% of proceeds  
benefit the**

**Native Breastfeeding Council**

**Sonoma County Indian Health Project (SCIHP)  
144 Stony Point Road—Santa Rosa, CA**

**EVENT DAY REGISTRATION 8 AM  
WALK BEGINS 9 AM**

**PRE-REGISTRATION FORM AVAIL. ONLINE @  
[WWW.NATIVEBREASTFEEDINGCOUNCIL.ORG](http://WWW.NATIVEBREASTFEEDINGCOUNCIL.ORG)  
OR PICK UP AT**

**SONOMA COUNTY INDIAN HEALTH PROJECT  
DROP OFF REGISTRATION AT SCIHP  
MEDICAL DEPT. ATTN: MEG or SHERRY  
(FLAT COURSE, STROLLER & FAMILY FRIENDLY)**

*Promoting Breastfeeding & Healthy Lifestyles*



# Gathering of the Nations

Albuquerque, NM



# www.nativebreastfeedingcouncil.org





# Lactation Room at SCIHP



# 2012 State Recognition



**California Breastfeeding Coalition**  
Working Together for a Healthier California

July 9, 2012

Sonoma County Indian Health Project, Inc  
Sherry Caldwell, Chair, Native Breastfeeding Council  
144 Stony Point Road  
Santa Rosa, CA 95401

Dear Ms. Caldwell,

The Sonoma County Breastfeeding Coalition recently nominated the Sonoma County Indian Health Project, Inc. for the **Mother-Baby Friendly Workplace State Recognition Award**. We are pleased to inform you that the Sonoma County Indian Health Project, Inc. is one of six recipients of this award presented by the California Breastfeeding Coalition.

In 2002, the California legislature recognized the importance of worksite lactation accommodation by requiring employers to accommodate breastfeeding employees upon their return to work. Research on the benefits to employers for supporting mothers continuing to breastfeed upon their return to work indicates a positive return on their investment with reduced absenteeism, reduced health care costs, reduced turnover, and improved productivity, loyalty and morale.

This award recognizes companies that support their breastfeeding employees by providing written policies that support breastfeeding in the workplace, employee training on those policies, a private place to pump, and reasonable break time to pump milk. Some companies even provide their breastfeeding mothers with pumps, flex time, telecommuting options, and on-site or nearby child care.

**The Sonoma County Indian Health Project, Inc. is invited to receive the Mother-Baby Friendly Workplace State Recognition Award at a ceremony at the California State Capitol North Steps (1100 L Street) in Sacramento on August 1, 2012, 12 – 1 PM.** Representatives from the California Breastfeeding Coalition, California Department of Public Health, and California Division of Labor Standards Enforcement and a state legislator will be in attendance to recognize the importance of breastfeeding.

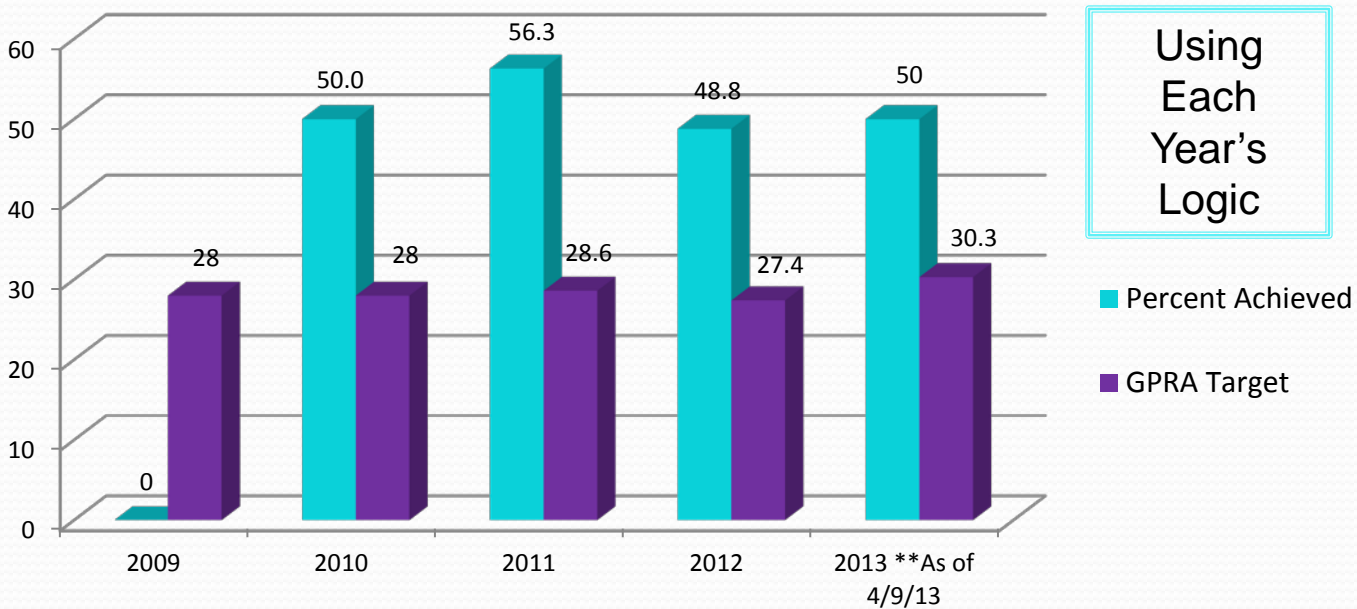


# Obesity Prevention Grant from CDC/CDPH

To develop national guidelines for Breastfeeding Friendly Clinics  
and billing avenues for lactations services



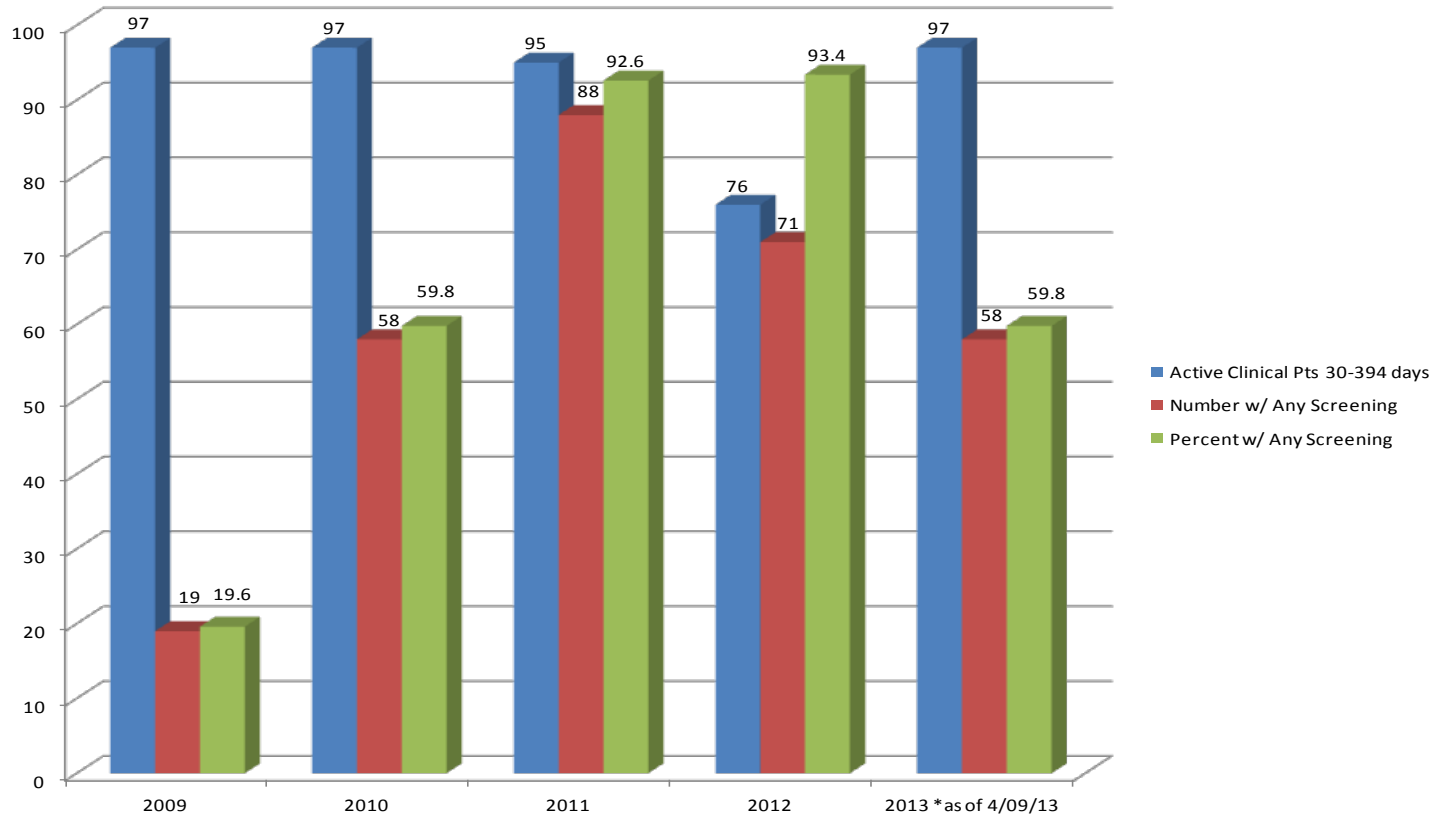
# Sonoma GPRA Breastfeeding Rates



Percentage of infants @ 2 month of age who are Exclusively or Mostly Breastfed.  
(GPRA)



# SONOMA GPRA BREAST FEEDING RATES



Number of Active Clinical Patients with Any Screening



# WIC/Nutrition Department

- 2007- 9% exclusively breastfeeding at 6 months (all clients)
- 2012-34% exclusively breastfeeding at 6 month (all clients)

# Take away points

- Identify a champion
- Listen to your community
- Empower emerging leadership
- Educate staff
- Develop a lactation policy
- Create a Breastfeeding friendly workplace
- Collaborate with community resources
- Change takes time...one step at a time



- Sherry Caldwell MA, LS
- Jean Farmer RN, PHN, MSN



[www.nativebreastfeedingcouncil.org](http://www.nativebreastfeedingcouncil.org)