



Human Milk Feeding in WI:

Wisconsin Association for Perinatal Care

Wisconsin Perinatal Quality Collaborative

July 25, 2023

Why Breastfeeding?



Benefits for Infant



Benefits for Child



Benefits for Birthing Person



Benefits for Family



Benefits of Breastfeeding

For the Infant

Reduction in Odds of Infant Mortality by Ever Breastfeeding, by Race and Ethnicity

Race / Ethnicity	Reduction in Odds of Infant Mortality
Total	26%
Non-Hispanic White	25%
Non-Hispanic Black	17%
Hispanic	36%
Asian	49%
American Indian/Alaskan Native	17%

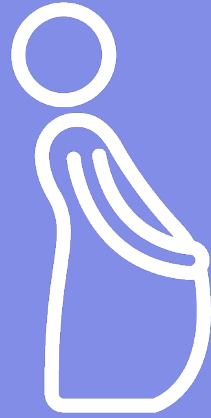


Benefits of Breastfeeding

For the Child

Decreased childhood obesity
15-30%, with a dose-dependent
effect

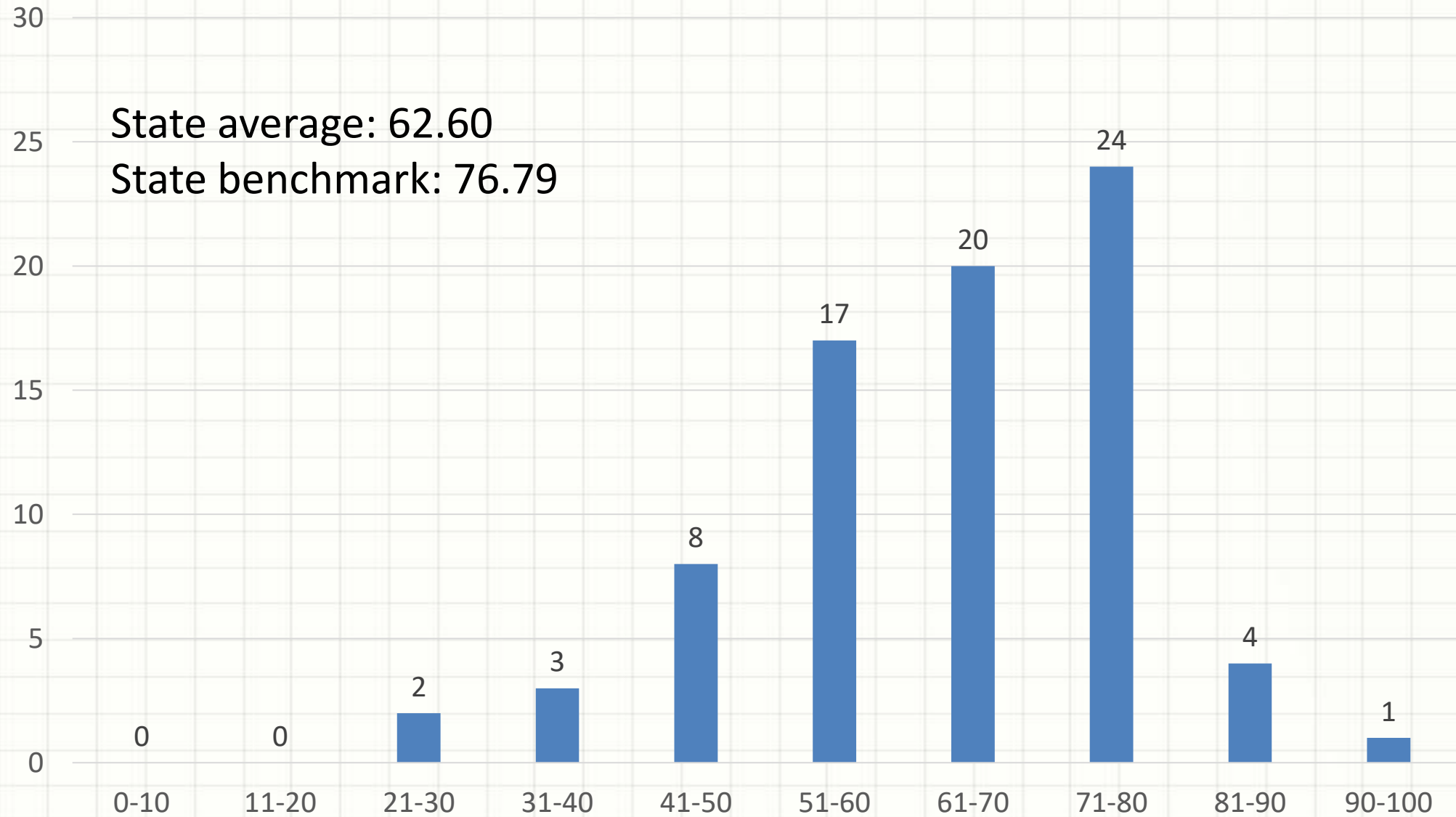
Decreased type I and II diabetes



Benefits of Breastfeeding

For the Lactating Birthing Person

Human Milk Feeding Rates, 2022



Breastfeeding Initiation, 2019

	Overall	Hispanic	White	Black	Asian	AI/AN	Diff
United States	84.1	87.4	85.5	73.6	90.3	76.6	16.7
Wisconsin							
Difference							

Breastfeeding Initiation, 2019

	Overall	Hispanic	White	Black	Asian	AI/AN	Diff
United States	84.1	87.4	85.5	73.6	90.3	76.6	16.7
Wisconsin	81.1	79.0	86.6	53.8	68.4	69.2	32.8
Difference	-3.0	-8.4	+1.1	-19.8	-21.9	-7.4	

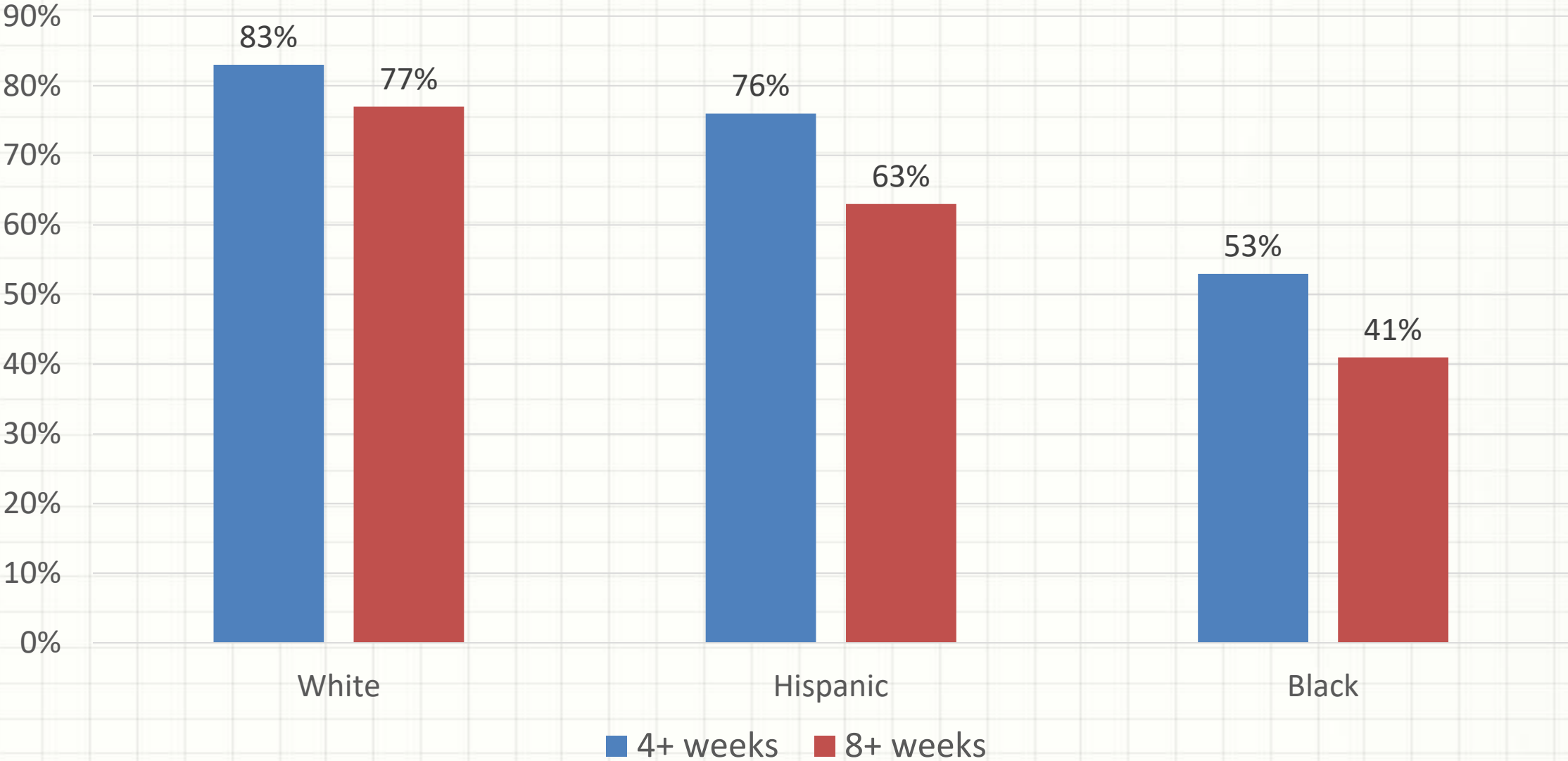
Pregnancy Risk Assessment Monitoring System

- What is PRAMS?
- Why is PRAMS important?
- What can we learn from PRAMS?

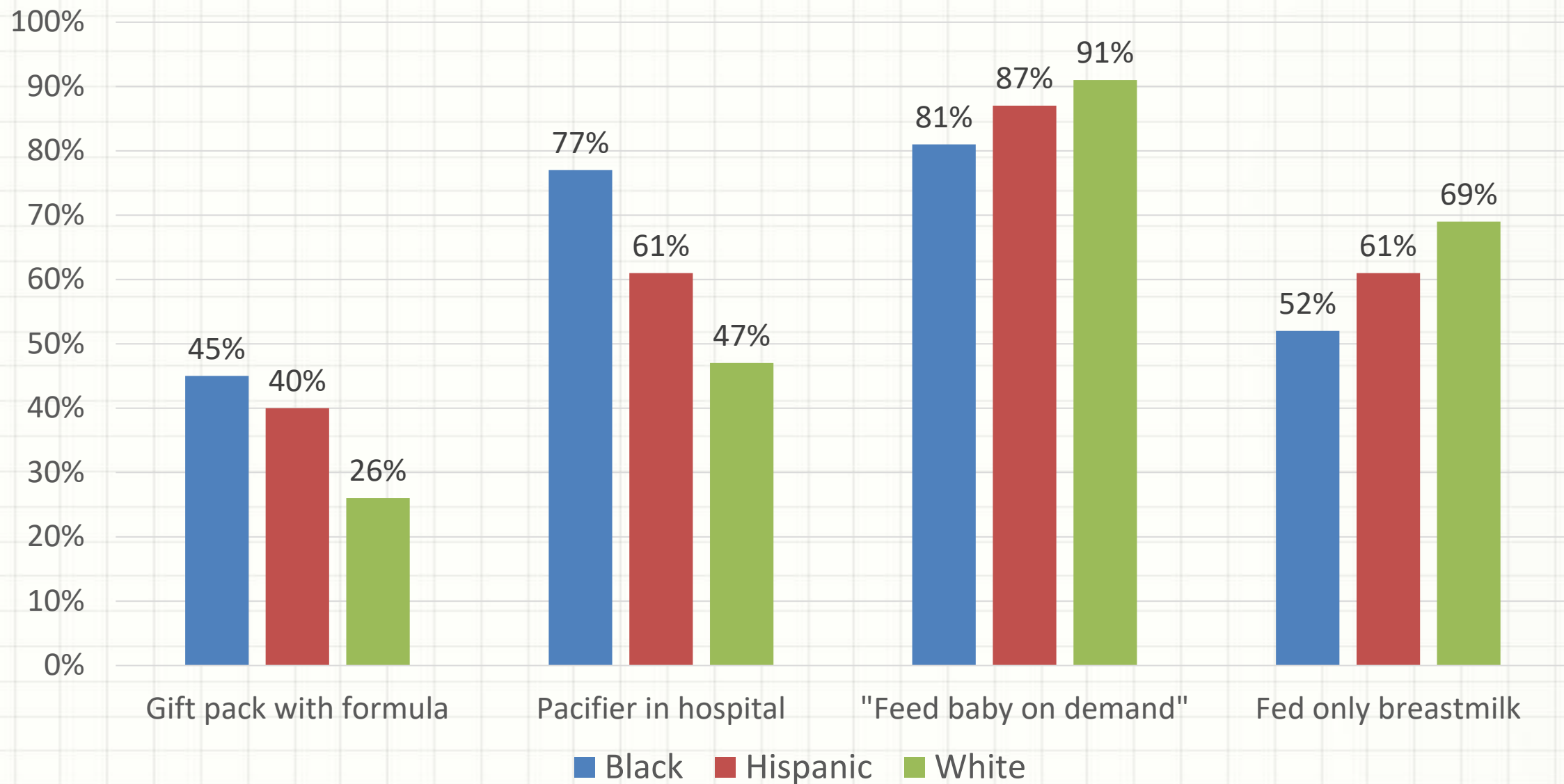
To access the full PRAMS report:

<https://www.dhs.wisconsin.gov/publications/p02500-2019.pdf>

Breastfeeding Duration



Hospital Practices



Wisconsin Perinatal Quality Collaborative (WisPQC)

- Perinatal Quality Collaboratives
- WisPQC established in 2014
- First HMF quality improvement initiative launched in 2017 (supported by MCH Title V Block Grant funding)
- CDC funding in 2017
- Second initiative launched in 2022

Driver Diagram

- Social ecological framework
- Borrowed heavily from other driver diagrams
- Informed by data and the literature

Social Ecological Model

Primary Drivers: Hospital Setting

- Promotion of infant/parent bonding
- Support and education for lactating parent
- Support and education for staff
- System support

Outcome Measures

- HO1: % of infants that received any human milk during hospitalization
- HO2: % of newborns that received only human milk during the entire hospitalization

Process Measures

- HP1: Immediate skin-to-skin contact after vaginal delivery
- HP2: Skin-to-skin contact after Cesarean delivery
- HP3: Rooming-in
- HP4: Initiation of milk expression within 6 hours lactating parent/infant separation
- HP5: Post-discharge follow-up visit scheduled
- HP6: Educational activities/attendance

Structure Measures

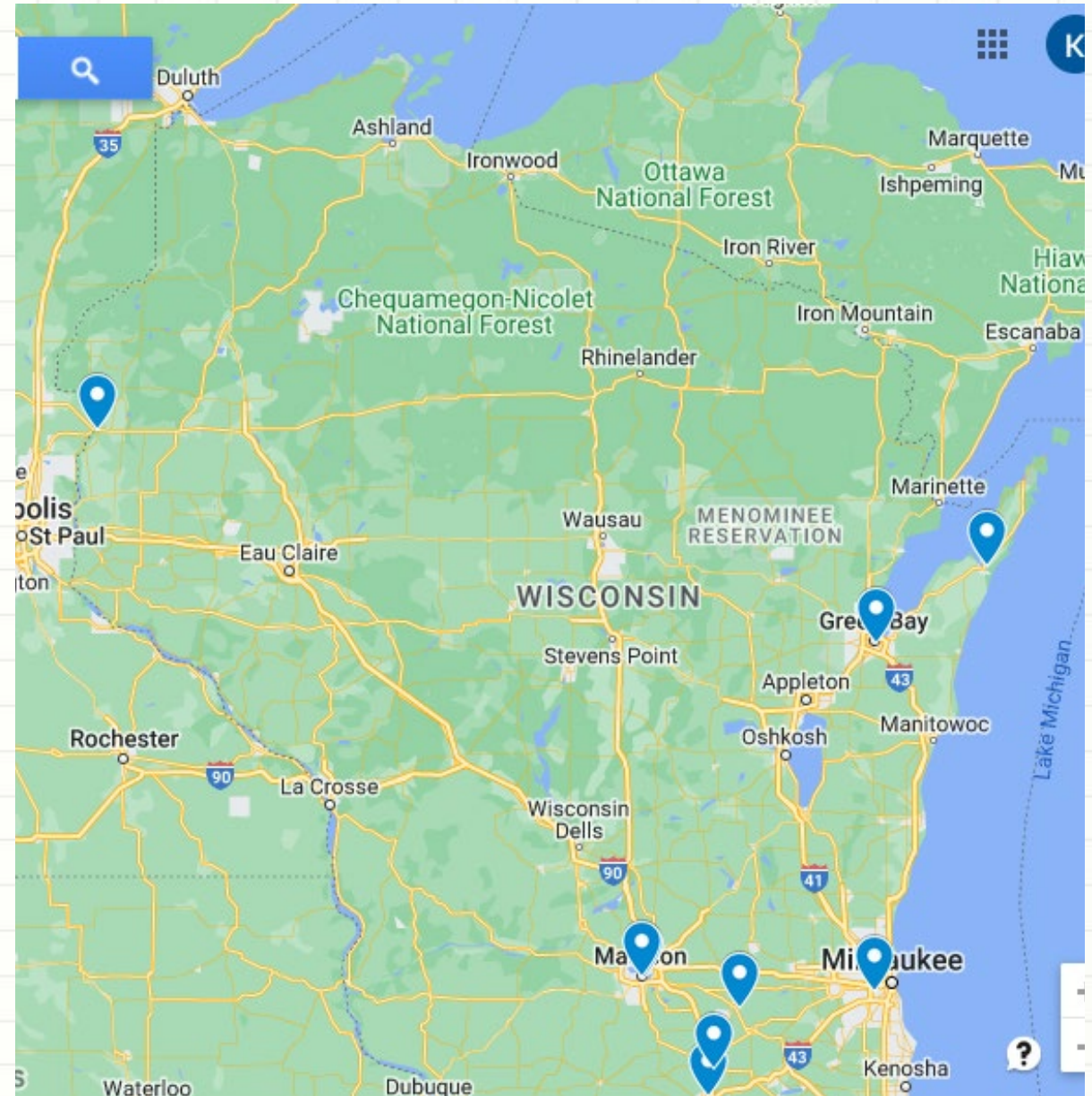
- HS1: Lactation support availability, access
- HS2: Written policies/protocols/procedures
- HS3: Acquisition of infant formula
- HS4: Donor milk program and policies

Patient Experience

- HPP1: Received prenatal human milk feeding education
- HPP2: Separation during transition before starting rooming-in
- HPP3: Staff teaching breastfeeding techniques AND demonstration of how to express milk
- HPP4: Feeding cues and pacifiers
- HPP5: Formula counseling for human milk feeding birthing persons
- HPP6: Formula preparation and feeding techniques
- HPP7: Identify and solve human milk feeding problems
- HPP8: Discharge follow-up

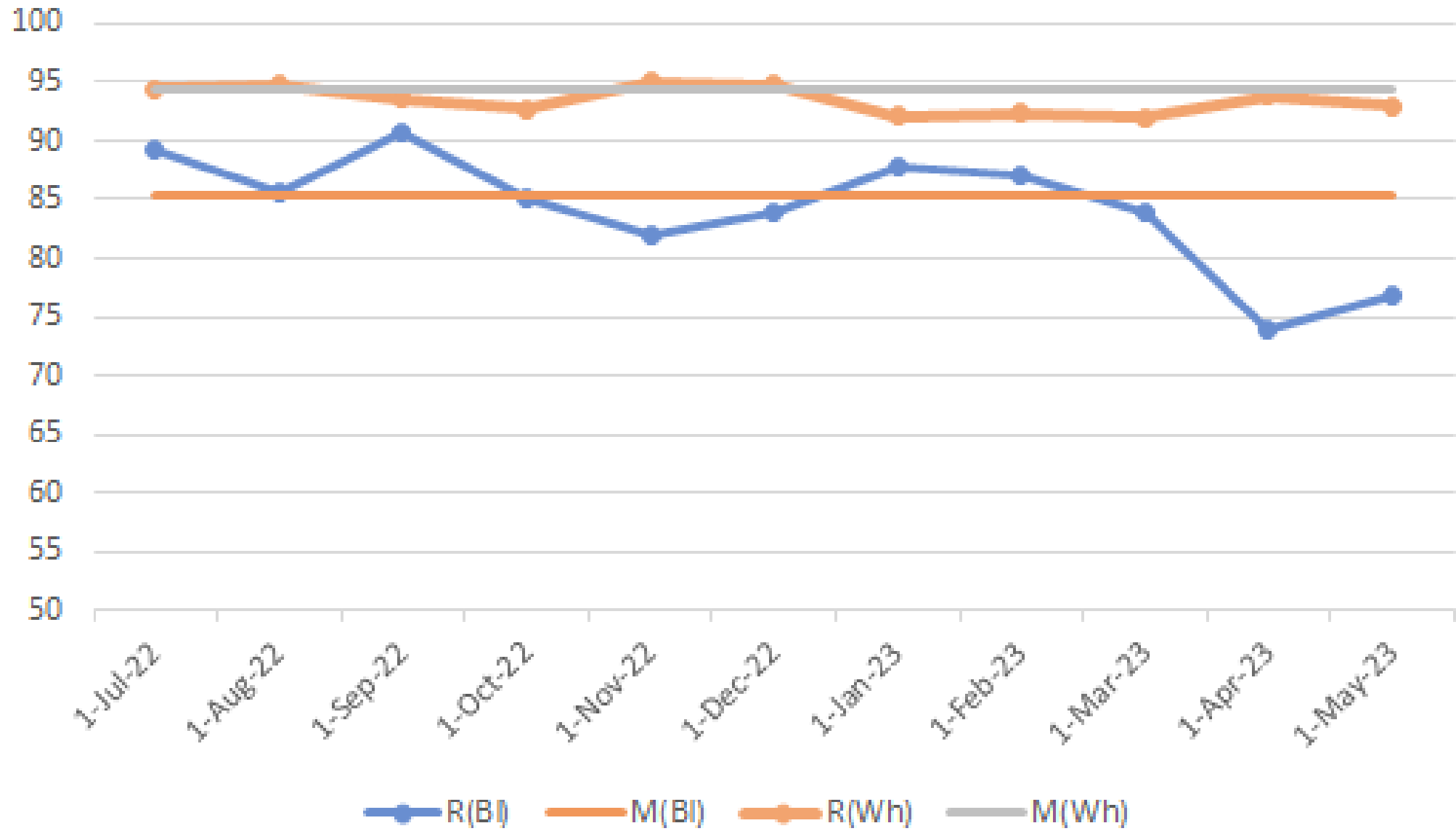
Teams

- Aurora West Allis Medical Center
- Bellin Health
- Beloit Health System
- Door County Medical Center
- Fort HealthCare
- SSM Health St. Mary's Hospital Madison
- SSM Health St. Mary's Janesville
- St. Croix Health
- UnityPoint Health - Meriter

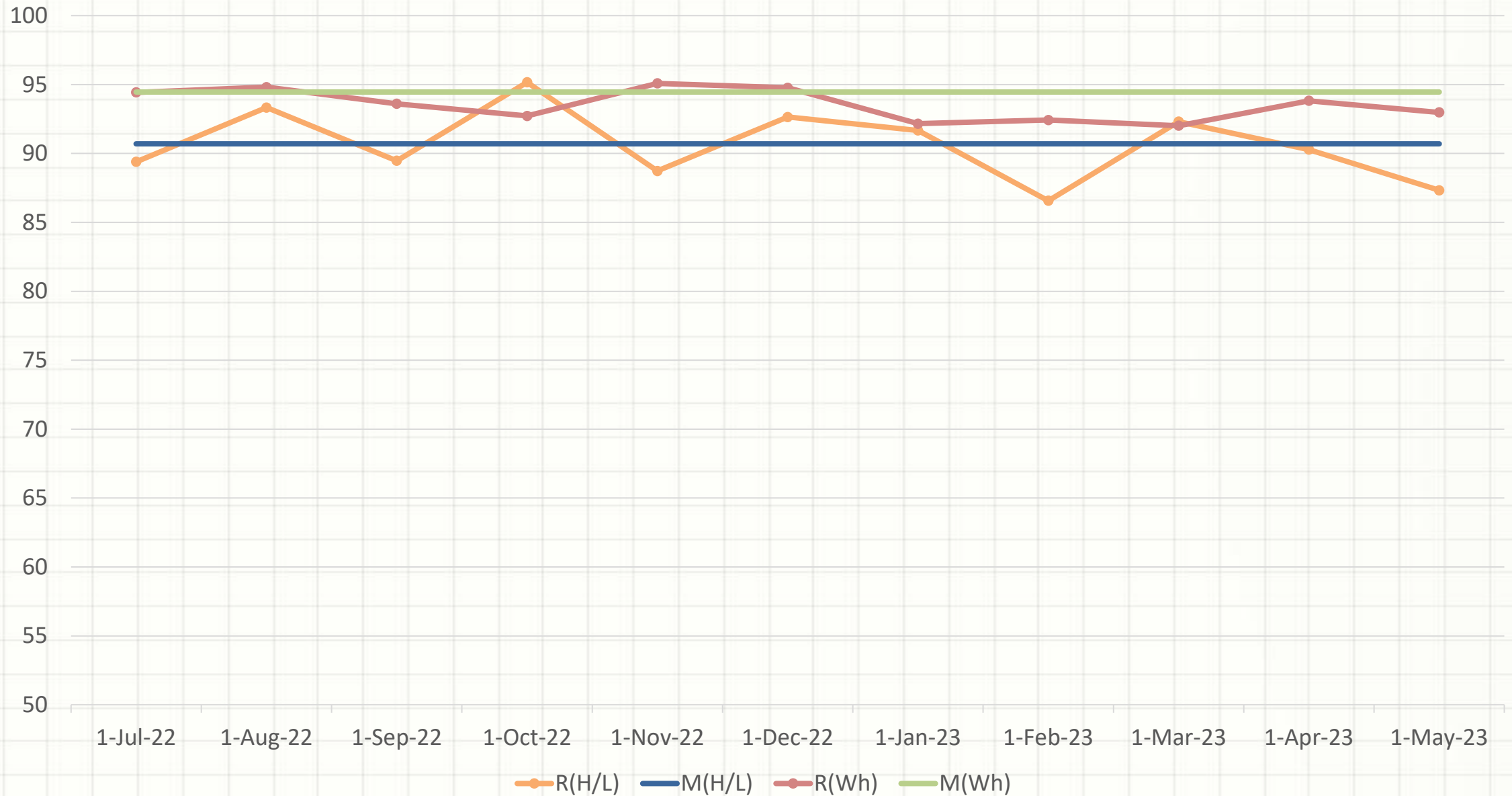


	Births, 2020 (preliminary)	Exclusive Breastfeeding Rates (1/1/2022-12/31/2022)
Aurora West Allis Medical Center	3474	49.02
Bellin Health	1397	60.62
Beloit Health System	387	46.51
Door County Medical Center	104	74.59
Fort Healthcare	319	77.46
SSM Health St. Mary's Madison	2029	66.19
SSM Health St. Mary's Janesville	463	57.14
St. Croix Health	248	-
UnityPoint Health Meriter	4798	75.51
COHORT MEAN	1469	63.68
COHORT MEDIAN	463	63.41
STATE MEAN	665	62.60
STATE MEDIAN	378	65.28
STATE BENCHMARK	NA	76.79

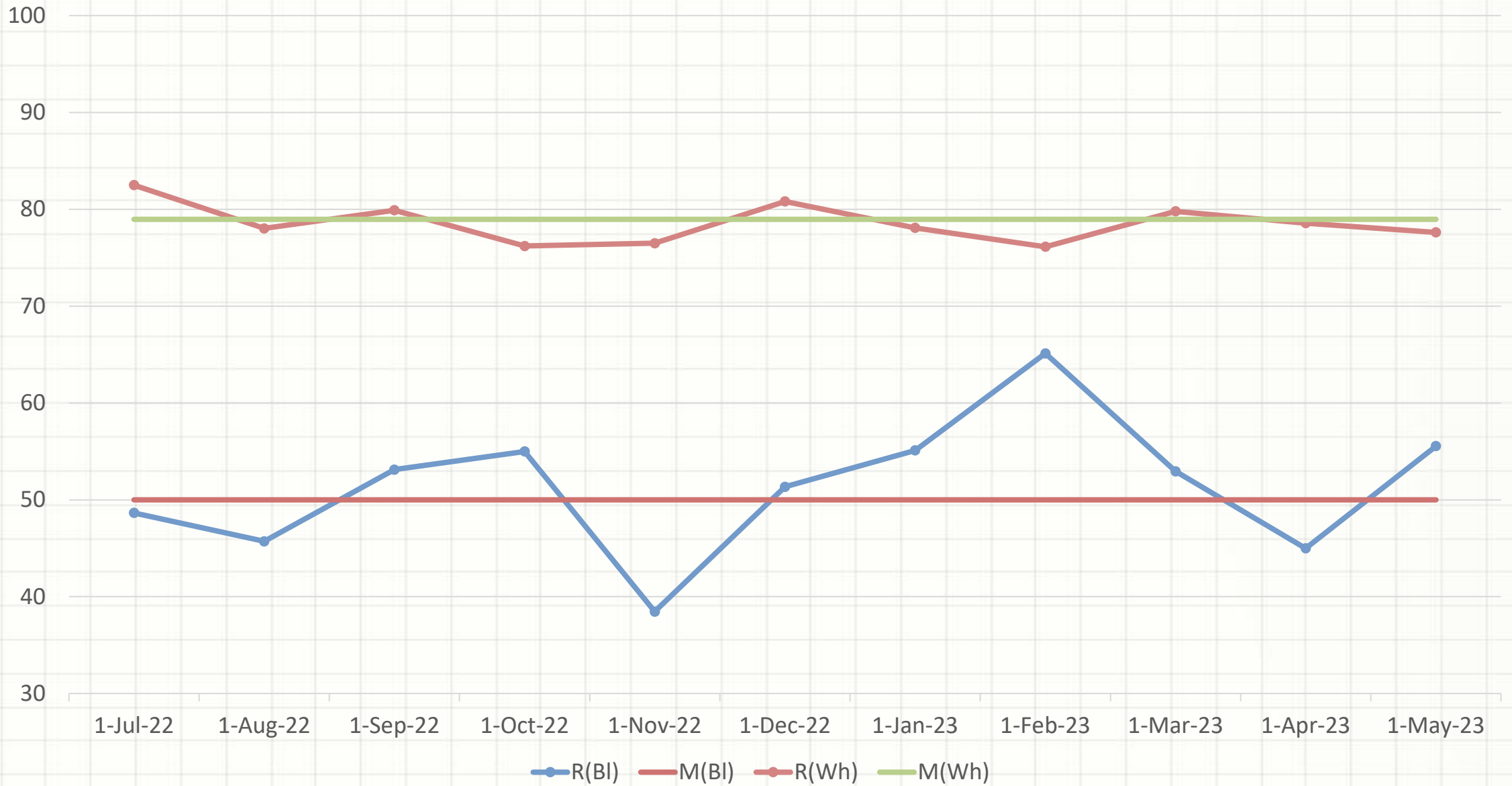
HO1: Any human milk, White and Black



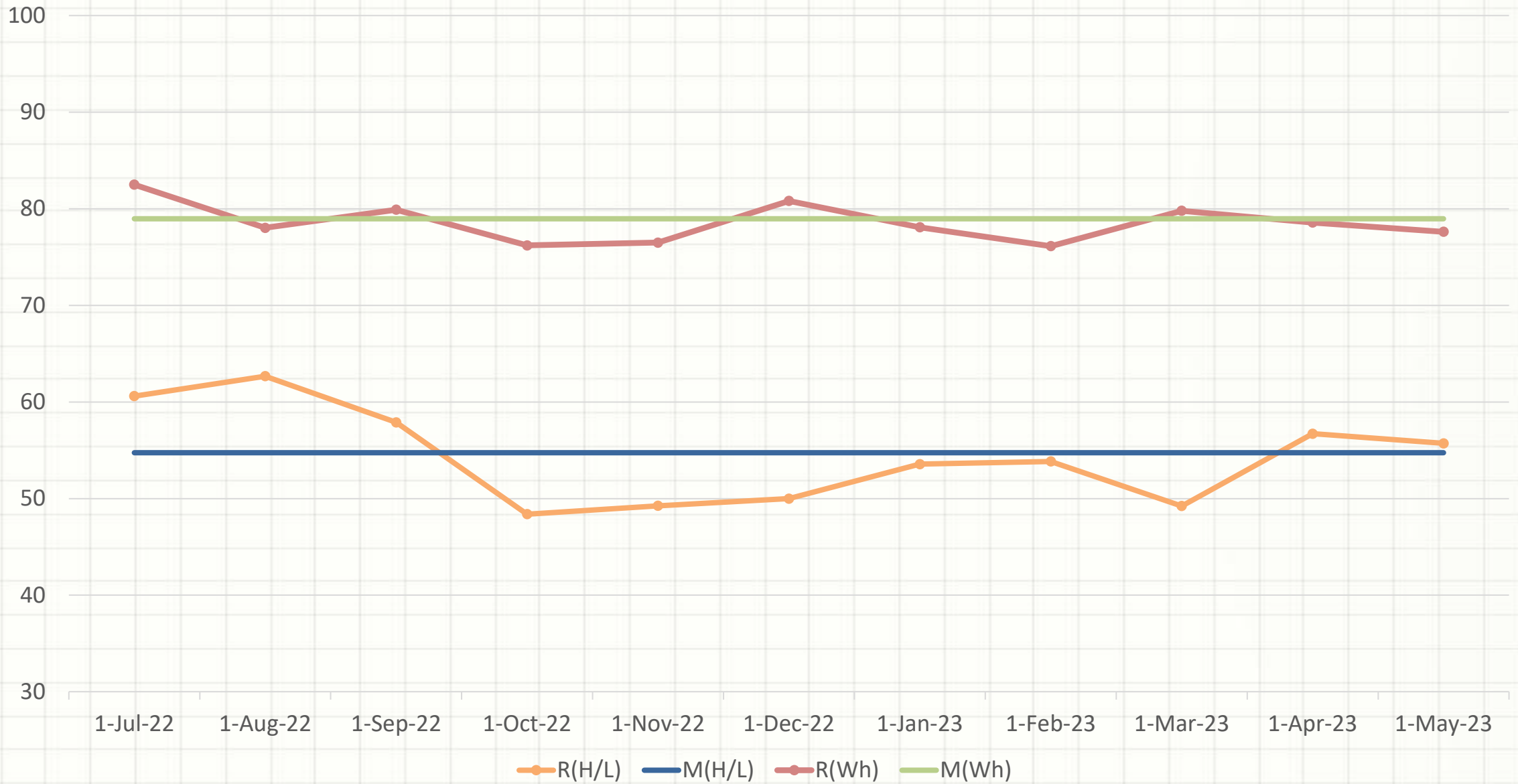
HO1: Any human milk, White and Hispanic



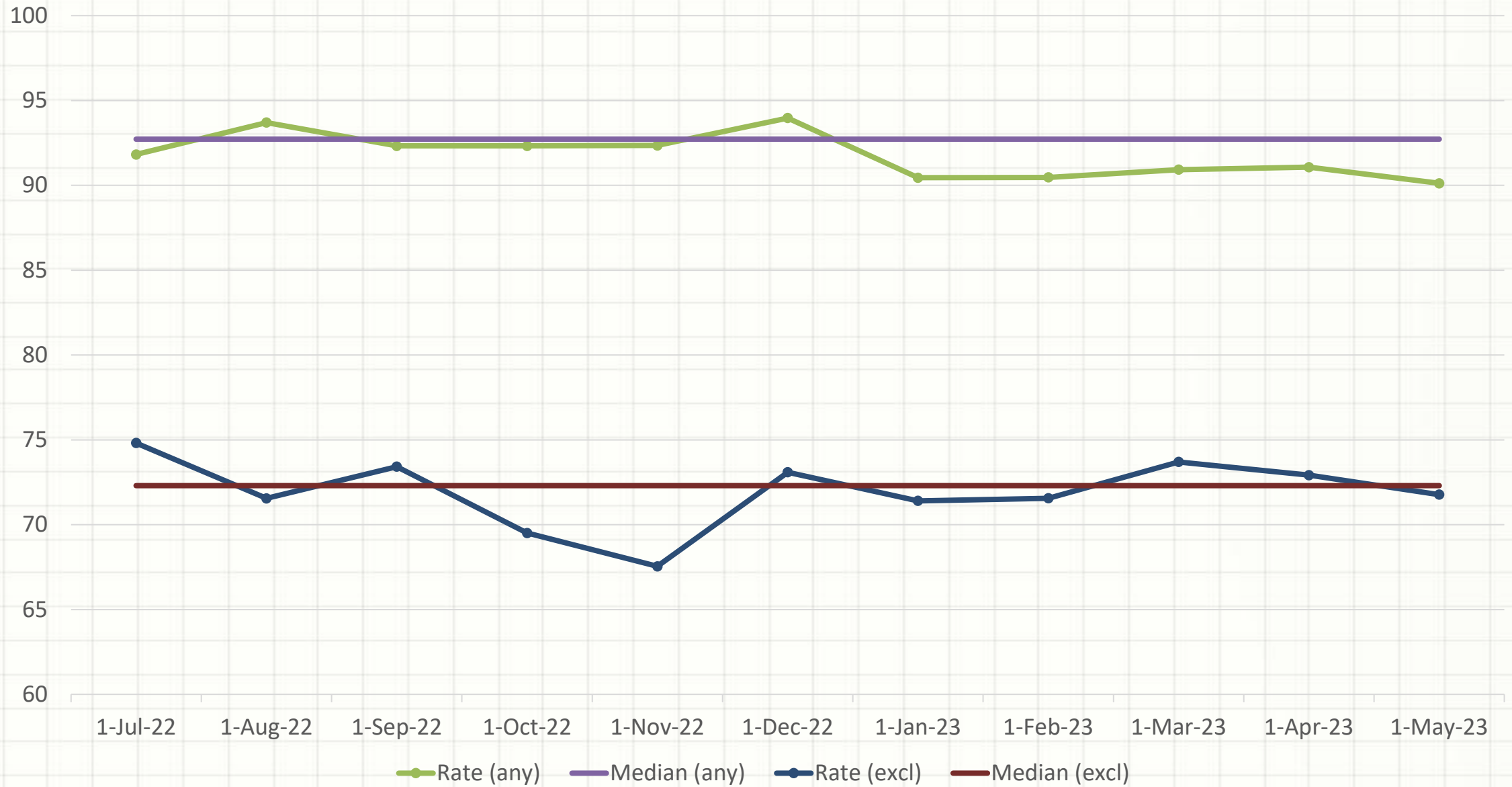
HO2: Exclusive human milk, Black and White



HO2: Exclusive human milk, Hispanic and White



Any vs. Exclusive, Aggregate



Next Steps

- Support for first two cohorts
- Expert group
- NICU initiative
- Collaborating with community-based groups
 - Prenatal care
 - Post-hospitalization care



Thank you.

For questions,
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