

Title V / Maternal and Child Health Success Story: October 1, 2017–September 30, 2018

MCH Grantee (check box):

- Bismarck-Burleigh Public Health
- Fargo Cass Public Health
- Grand Forks Public Health Department
- North Dakota State University
- South East Education Cooperative

North Dakota Maternal and Child Health Priority Area (check box):

- Increase the rate of breastfeeding at 6 months
- Reduce overweight and obesity in children

In a sentence or two, describe the problem you were trying to solve or the reason why your intervention is needed.

Increase breastfeeding duration at 6 months of age for mothers with identified social and physical determinants of health who are served through MCH programs at Bismarck-Burleigh Public Health. Additionally, help establish additional lactation support services to improve self-efficacy of those high-risk mothers.

In a brief paragraph, please share what you implemented and how it made a difference.

BBPH implemented a Geographic Information Systems Mapping Project to help identify our high-risk mothers with attempt to prioritize clients based on individual need using a triaging system.

Methods:

- * Triage system
 - * Prioritized mothers at risk for early discontinuation of breastfeeding
 - * Scored 0, 1, 2, 3, or 4 based on risk factors
- * GIS tracked the trends of breastfeeding among all triaged mothers

Results:

- * Women with higher triage scores (3 or 4) discontinued breastfeeding before their infants were 6 months of age, 25-27% more often than women with lower triage scores (0, 1 or 2).

Conclusion:

- * Lactation staff should prioritize services based on individual's identified risks
- * Geographical location plays a factor in breastfeeding duration
- * Individuals with triage scores of 3 or 4 that also *work outside of the home* are at greatest risk for not meeting their breastfeeding goals

BBPH also developed and implemented FREE on-site breastfeeding classes in order to provide additional lactation support services to those in our community.

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Are there any specific NUMBERS or OUTCOMES you can share as a result of your work?

Using the GIS data points from April 2016-September 2017 (18-months) we can see a trend:

1. Those residing in government housing/very low income housing (manufactured homes/multiple dwelling) show low rates of initiating breastfeeding.
2. Those residing in government housing/very low income housing (manufactured homes/multiple dwelling) have more risk factors for early discontinuation.
3. Approximating housing costs in Bismarck, mothers who live in areas of town > \$250,000 have little to no identified factors for early discontinuation.

The breastfeeding class has seen 46 participants since February 2018, 13% were triaged as high-risk [3's or 4's].

Were there any “AHA” or “lightbulb” moments you can share?

Our 18-month evaluation of breastfeeding rates at 6 months show that those with more than two risk factors do quit breastfeeding earlier than those who have less than two risk factors. However, those triaged as a '3' appear to do much better than those who are '4's. We have not concluded the tipping point for this phenomenon but we will be looking into it.

All this has led to the development and rebuilding of prenatal health services offered at our office which is ongoing.

As home visitors in the community we had predetermined areas of Bismarck that we knew would have risk factors or certain determinants of health that contributed to early discontinuation of breastfeeding in the critical times for mothers (2 weeks, 3 months, 6 months). Our map supported that mothers with the identified risk factors did live in the predetermined areas. The unanticipated trend we saw was the low rates of initiation of breastfeeding of those living in very low income housing.

Are there any “quotes” from anyone benefitting from this that you can share?

“Thank you so much for all your support during my breastfeeding journey. I can't believe we are a week away from 6 months. I can now say with confidence that I am looking forward to the next six months and beyond. I believe that if I hadn't met you and had your support, we might not have made it this far. Thank you for all you do. I have been and will continue to

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spread the word of the work that you and BBPH do for women. You are all amazing.” *–first-time mom [triaged as 3]*

Is there anything else you want to share?

We want to add an additional layer on the GIS map to identify the moms that have reached six months. This will show us where we will need to focus our interventions in moving forward.