



Increasing Breastfeeding Among African American Women

Presented by
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Understanding The Problem

Breastfeeding rates differ substantially by race, socioeconomic level, and other demographic factors

Racial Groups	VPHP Population Mix	Breastfeeding Mix
Asian/Pacific Islander	2%	2%
African American	44%	30%
Hispanic	5%	5%
White	45%	61%
Unknown	4%	2%
Total	100%	100%



Goals and Rationale

- Increase the rate of breastfeeding among African American women in Richmond City and the county of Chesterfield from 22% (12/06) to 40% (4/30/07)
- Increase the length of breastfeeding efforts to at least four (4) weeks
- Educate members on the merits of breastfeeding such as improved health outcomes for their newborns
- Address barriers and the stigma of breastfeeding in the African American community



Intervention and Implementation

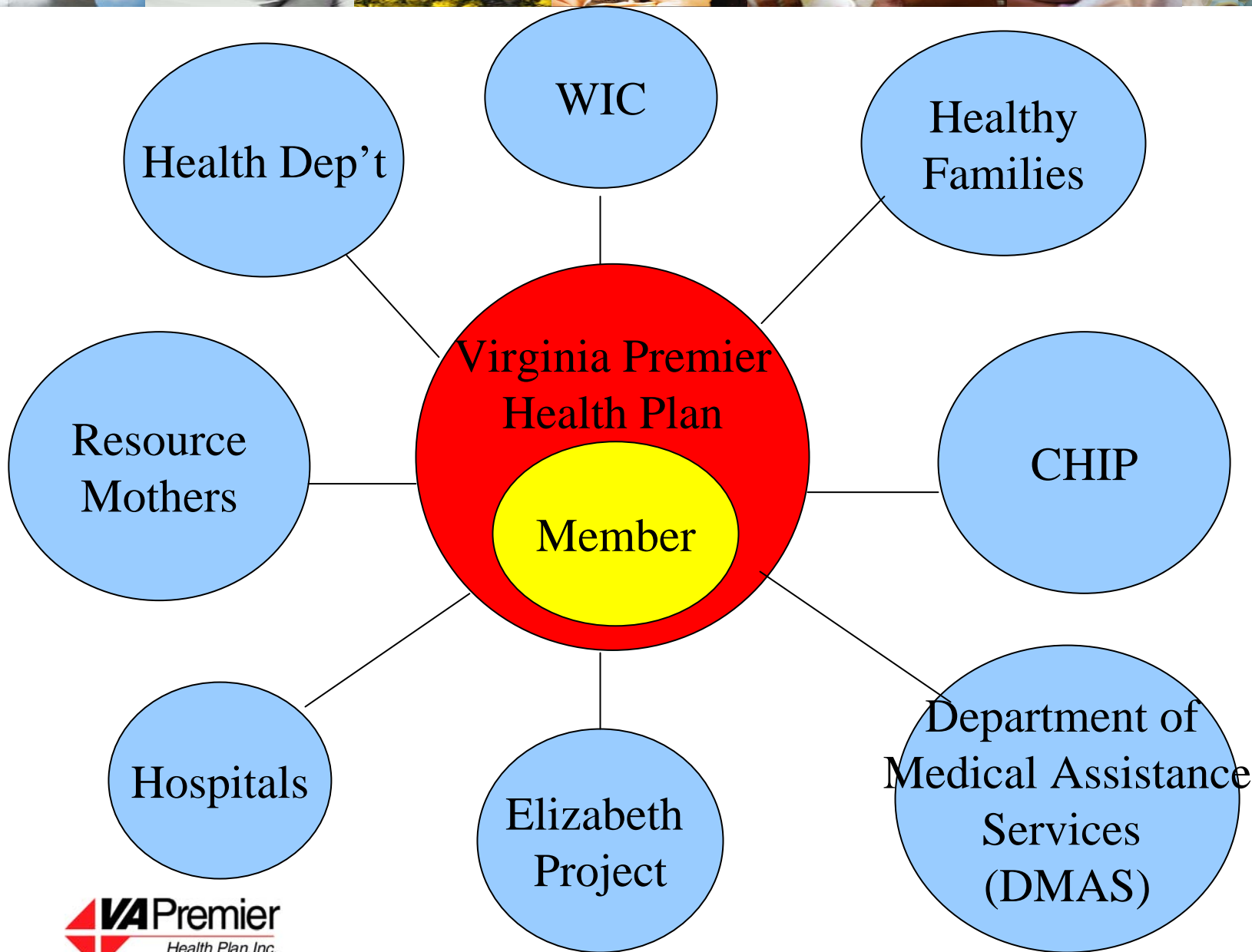
- The Department of Medical Assistance Services (DMAS) sent letters to providers and hospitals introducing the initiative and requesting their support in educating and referring members for breastfeeding.
- A universal breastfeeding referral form was developed to communicate service needs to community partners.
- All African American women who chose to breastfeed received a home visit within several days of delivery for an initial assessment, support, education and possible community referral.
- Breast pumps were supplied to members at no cost to the participant to eliminate interruption to breastfeeding when separated from their infant.



Intervention and Implementation

- Members were referred to lactation consultants as needed.
- A breastfeeding hotline was established that was linked to a RN nurse triage system so that after hours' calls were routed to a nurse.
- All members received a free breastfeeding video.
- All members were offered to enroll in a breastfeeding class through their regional hospital.







Evaluation Methods

Measures

- Breastfeeding Percentage

All Virginia Premier African American mothers of live births in Richmond & Chesterfield who attempted to breastfeed

All Virginia Premier mothers of live births in Richmond City & Chesterfield

- Length of time members breastfeed
- Evaluation of postpartum HEDIS rates

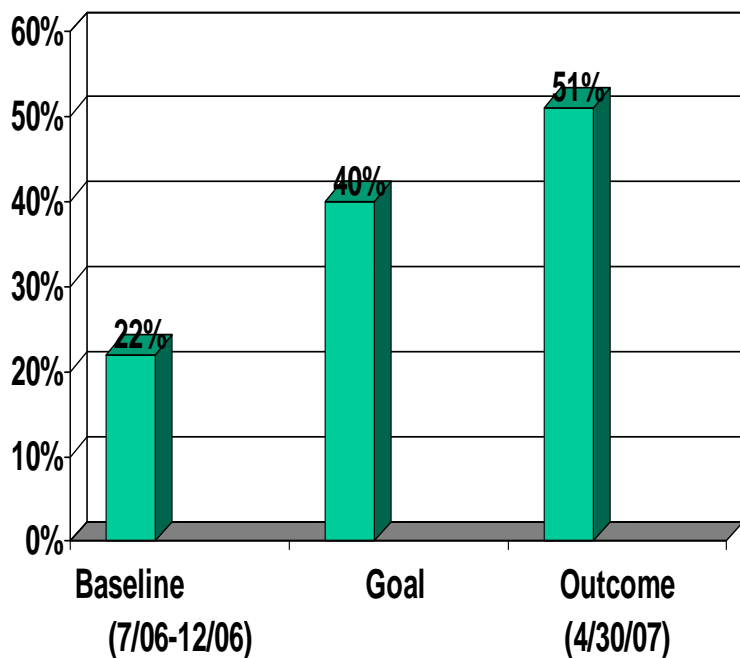
Data Sources

- Medical Claims
- Medical record reviews
- Case Management System (CCMS)
- Member interviews/assessments



Impact

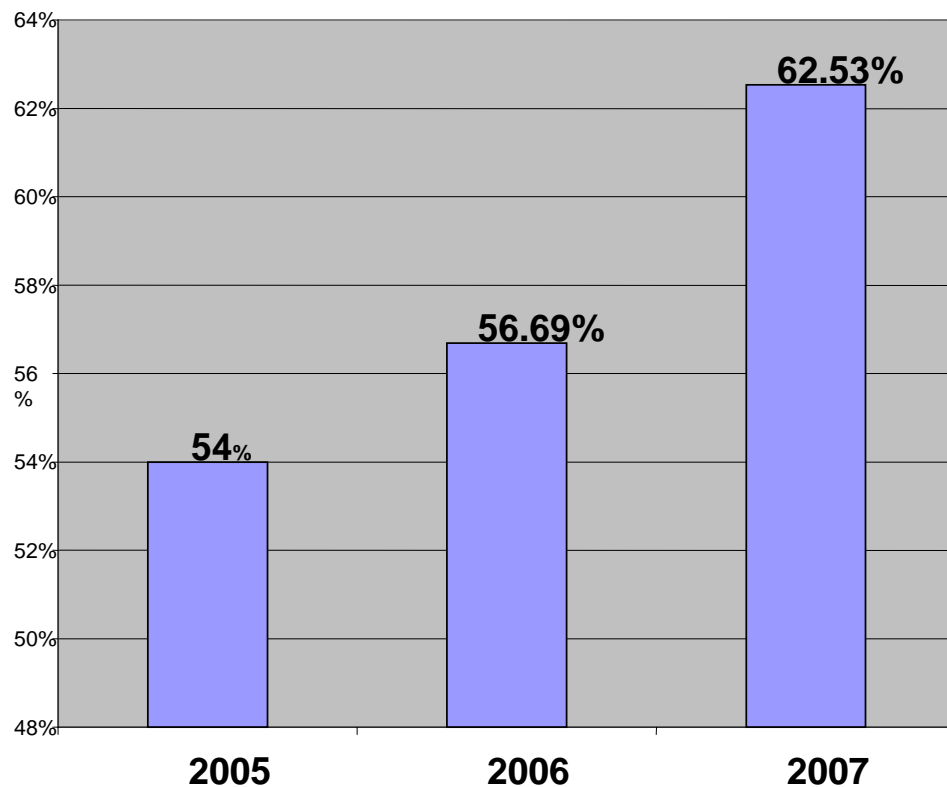
Breastfeeding Results



**37% sustained the effort
>1month**



Postpartum HEDIS Rates





Moving Forward

**Breastfeeding Among African American Women
(Virginia Premier's Entire Population)**

