DNPAO Strategic Priorities

Reaching All Americans Across the Lifespan by Supporting

A Healthy Start for Infants
- Breastfeeding
- Early Child Nutrition
- Vitamins & Minerals

Children & Youth Growing Up Strong & Healthy
- Good Nutrition & Healthy Food Environments
- Physical Activity & Access to Environments Designed for Physical Activity
- Healthy Weight Management & Obesity Prevention

Adults & Older Adults Maintaining a Healthy Lifestyle
The Importance of Nutrition from Birth to Two Years

- Establishing healthy behaviors and eating patterns early in life can have long-lasting impacts
  - Starts with ensuring babies get the nutrition they need
  - Continues with the introduction and transition to family foods
  - Is supported by family practices and within Early Care and Education settings and in schools
Getting a Healthy Start from Birth to Two Years: An Overview

- Highlights of surveillance data
  - Breastfeeding and maternity care practices
  - Solid food introduction and eating patterns
  - Micronutrient malnutrition

- Education and training of health care providers
  - Supporting training on breastfeeding and early child nutrition
  - New resources and future directions

- Resources for parents and caregivers
  - CDC’s Infant and Toddler Nutrition website
  - Videos and infographics
Highlights of Surveillance Data
Breastfeeding Rates

- CDC’s National Immunization Survey
  - Conducted annually among caregivers of children 19-35 months
  - Primary objective is assessing vaccine coverage
    - Questions on breastfeeding added in 1999
  - National and state data disseminated annually

76.1
76.7
79.2
80.0
81.1
82.5

46.6
47.5
49.4
51.4
51.8
55.3

24.6
25.3
26.7
29.2
30.7
33.7

Data Source: National

* Met Healthy People 2020 goal!

Breastfeeding Initiation by Race/ethnicity among Children Born in 2009–2014

Breastfeeding initiation among black women, select states

<table>
<thead>
<tr>
<th>State</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>52.5%</td>
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<tr>
<td>Arkansas</td>
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<tr>
<td>Mississippi</td>
<td>41.7%</td>
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<tr>
<td>Wisconsin</td>
<td>48.5%</td>
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</tbody>
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DNPAO’s Maternity Practices in Infant Nutrition and Care (mPINC) Survey

- Started in 2007; conducted every other year
- Census – ALL birth facilities in U.S. states and territories (~3100 facilities)
- 82-83% response rate
- Total score, comprised of 7 domains of care (0-100)
  - Labor and Delivery
  - Feeding of Breastfed Infants
  - Breastfeeding Assistance
  - Contact Between Mother and Infant
  - Discharge Care
  - Staff Training
  - Structural and Organizational Aspects
Average Maternity Practices in Infant Nutrition and Care (mPINC) Total Score, 2007–2015

State and Individualized Benchmark Reports
Complementary Foods and Beyond
Transitions: Starting Complementary Foods

16% - Introduced to solid foods before 4 months old
38% - Introduced to solid foods between 4 to <6 months old
33% - Introduced to solid foods between 6 to <7 months old

What are U.S. Children 6 to 11 Months Old Eating?

- **69%** Ate FRUIT on a given day
- **57%** Ate VEGETABLES on a given day
- **21%** Ate GRAINS on a given day
- **14%** Ate SWEETS on a given day

What are U.S. Children 19 to 23 Months Old Eating?

- Ate FRUIT on a given day (69%)
- Ate VEGETABLES on a given day (45%)
- Ate GRAINS on a given day (87%)
- Ate SWEETS on a given day (63%)


- Iron is an important mineral for young children
  - Helps red blood cells carry oxygen through the body
  - Helps support a child’s ability to learn

- Iron deficiency can occur if a child is not getting enough iron in their diet

- 15% of children 12 to 23 months of age are iron deficient

Surveillance Summary Highlights

- Breastfeeding
  - Breastfeeding rates are increasing but disparities remain

- Maternity care practices
  - Hospital support for breastfeeding is increasing and state-level data can be used to help support efforts to promote breastfeeding

- Complementary food introduction
  - More than half of U.S. children begin complementary foods before recommended

- Eating patterns of young children
  - A higher percentage of children 6 to 11 months old ate a vegetable compared to children in the second year of life
Education and Training of Health Care Providers
The Role of Physicians: From the Beginning

- Physicians play a critical role in promotion and support of breastfeeding
  - Prenatally
    - When most women make feeding choice
    - Breastfeeding often not adequately discussed
  - Birth hospitalization
    - Advocates for improved maternity care practices
  - Postnatal outpatient clinic visits
Barriers & Attitudes on Physician Support of Breastfeeding

- Poorly trained
  - 70% of female physicians in Mississippi reported no training in lactation management during medical school or residency\(^1\)

- Lack of understanding of role in breastfeeding
  - Only 77% of pediatricians and 58% of OB/GYNs agreed it was their role to assist breastfeeding mothers in the hospital\(^2,3\)

- Lack confidence
  - Younger pediatricians (<45 years) were less confident in their ability to manage breastfeeding problems compared to older pediatricians (≥ 45 years)\(^4\)

Impacts of Physician Breastfeeding Training

- Implementation of a breastfeeding curriculum among 6 different residency programs

- Results indicated:
  - Trained residents improved their breastfeeding knowledge, practice patterns, and confidence
  - Improved breastfeeding initiation and duration, including exclusive breastfeeding

Physician Engagement and Training: Breastfeeding

- American Academy of Pediatrics
  - Section on Breastfeeding
  - Project Advisory Committee

- Landscape Analysis
  - Environmental scan
  - Key informant interviews
  - Membership views

- Developed an Action Plan
Project Advisory Committee

- American Academy of Pediatrics
- The American College of Obstetricians and Gynecologists
- American Academy of Family Practitioners
- Academy of Breastfeeding Medicine
- National Medical Association
- American College of Osteopathic Pediatricians
- National Hispanic Medical Association
- Reaching Our Sisters Everywhere (ROSE)
- Assoc. of Women’s Health, Obstetric, and Neonatal Nurses
- U.S. Breastfeeding Committee
Action Plan

- Ensure clinicians have **knowledge and clinical skills** to support breastfeeding

- Ensure medical students experience a **standardized curriculum**

- Promote a **continuum of education** from medical school through continuing medical education

- Create a **culture of support** for breastfeeding as the norm within the medical community

Action Plan (continued)

- Educate about *existing disparities* and attempt to close gaps

- Integrate training on *equity and cultural differences* throughout curriculum

- Delineate the *scope of practice* for the physician, other health care professionals and lay support personnel and ensure collaboration
Current Resources and Future Directions

- Action Plan has been published and is available
- Continued efforts to advance the items outlined in the Action Plan are underway
  - Stage I: The Case for Breastfeeding Education
  - Stage II: Resource Development
  - Stage III: Resource Dissemination
The Role of the Pediatrician: Birth to two years

- Pediatricians can play a key role in the lives of young children
  - Children go to the doctor... a lot
    - Birth to 11 months: 7 well-baby visits
    - 12 months to 24 months: 4 well-child visits
    - Maybe a few ‘sick visits’ as well
  - A source of information
    - Parents and caregivers trust pediatricians’ advice
    - Pediatricians provide anticipatory guidance on feeding during well-child visits
Anticipatory Guidance from Pediatricians

- **89% to 92%** of pediatricians discuss a variety of healthy eating behaviors with parents at most or all well-child visits
  - Limiting or avoiding juice and sugar-sweetened beverages
  - Eating a variety of fruits and vegetables

- **40% or fewer** pediatricians discuss responsive feeding behaviors
  - Understanding hunger and fullness cues
  - Not providing food as a reward or as a punishment
  - Creating positive meal-time environments

Source: American Academy of Pediatrics Provider Survey, 2017
Current Resources and Future Directions

- American Academy of Pediatrics developed Continuing Medical Education (CME) modules
  - A series of mini modules for health care providers
  - Providers can receive CME and Maintenance of Certification Part II credit
  - Topics areas include:
    - Sound nutrition
    - Supportive environments
    - Responsive relationships
- Web portal of resources
- Future work will promote dissemination

Website: https://ihcw.aap.org/Pages/EFHALF_clinician.aspx
More Resources: State and Community Health Media Center

- Includes ads/materials produced by federal, state, or local health agencies, non-profit organizations, & others
- Includes audience research
- Saves time and money for producing and placing market-tested advertising

- Coming Soon
  - Materials available from The American Academy of Pediatrics

Website: https://nccd.cdc.gov/chmc
Resources for Parents and Caregivers
A Parent’s Perspective: We Listened

- Empathy: Identifying parent’s concerns
  - Timing of food introduction
  - Difficulties navigating feeding transitions
  - Overall health and well-being of their child

- CDC held an Expert Panel in 2016 on Early Child Nutrition
  - Empathy work helped frame the meeting
  - Key findings from panel
    • Support and confidence
    • Trustworthy and consistent information
    • Achievable
CDC’s Infant and Toddler Nutrition Website

- Compiles information and practical strategies and tips for parents and caregivers
- Clear, consistent, and credible information
- Topics cover birth to 24 months of age:
  - Breastfeeding
  - Formula feeding
  - Feeding from a bottle
  - Foods and drinks for 6 to 24 month olds
  - Mealtime
  - Vitamins and minerals
Good nutrition during the first 2 years of life is vital for healthy growth and development. Starting good nutrition practices early can help children develop healthy dietary patterns. This website brings together existing information and practical strategies on feeding healthy foods and drinks to infants and toddlers, from birth to 24 months of age. Parents and caregivers can explore these pages to find nutrition information to help give their children a healthy start in life.

Website: https://www.cdc.gov/nutrition/InfantandToddlerNutrition/index.html
Resources for Parents and Caregivers: American Academy of Pediatrics

Website: https://ihcw.aap.org/Pages/EFHALF_parents.aspx
Summary: Nutrition from Birth to Two Years

- Surveillance highlights
  - Breastfeeding rates and maternity care practices
  - Food introduction, eating patterns, and iron status

- Education and Training
  - Physician education and training on breastfeeding: Action Plan
  - Continuing medical education modules: Early Child Nutrition

- Resources for Parents and Caregivers
  - CDC’s Infant and Toddler Nutrition website
  - American Academy of Pediatrics: Videos and infographics
Thank you!

Questions?

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For more information, contact CDC
1-800-CDC-INFO (232-4636)

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention.