



Strategies to Increase Breastfeeding in your community

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Today's Agenda

- Introductions
- Review of Breastfeeding Problem
Analysis Diagram
- Framing the Issue
- Baby Cues
- Work Place Policies
- Hospital Policies
- Resources on breastfeeding on state
web site and FHOP web site

Introduction of Presenters

- Heather Gehlert – Framing the issue of breastfeeding (Berkeley Media Studies)
- Jane Heinig – Baby cues (UC Davis)
- Karen Peters – Workplace lactation accommodation (LA Breastfeeding Task Force)
- Jeanette Panchula – Hospital Policies & Resources on the State's web site (CA MCAH & WIC)
- Katie Gillespie – Resources on FHOP's web site (FHOP/UCSF)

Webinar Objectives

1. Use a problem analysis diagram in program planning to understand the influences on breastfeeding in their community
2. Describe the key elements of 3 interventions to increase breast feeding: Baby cues, work place policies, and hospital policies.
3. Locate resources to assist in implementing interventions to increase breastfeeding

	<h2>Problem Analysis of Breastfeeding</h2>  <p>What factors influence breastfeeding in your community?</p>

Rationale for Doing a Formal Problem Analysis?

- To identify effective intervention strategies, it is necessary to understand the complex array of underlying factors that can impact health outcomes and how factors relate to one another
- Using a multilevel socio-ecological framework ensures that upstream factors are included
- Relating upstream precursors to downstream outcomes forces us to explore the pathways by which upstream factors operate in a specific situation

Steps in a Problem Analysis



1. Examine epidemiologic data
2. Examine literature and consult experts
3. Determine extent to which these factors are active in the community

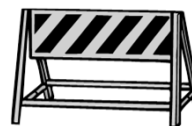
Steps in a Problem Analysis

4. Determine relative contribution of each identified factor
5. Identify the interrelationships among factors – causal pathways
6. Determine the most effective points in the causal pathways for intervention

Definitions : Precursors

Factors that have been proven to be associated with the problem

- Causal factor
- Risk factor
- Systems barriers
- Protective factors



Individual Level Precursors

Definition:

Factors that operate on the level of the individual (or for a child it could be the parent) that directly cause the outcome in question (cause/effect should be supported by peer reviewed studies)

OR

Factors that increase the risk of an individual's likelihood of having the outcome of concern (documented risk)

Upstream Factors (Social/ Economic/ Policy Level)

Social

Attitudes/policies
Classism/racism
Family policies
Social welfare
policies

Environment

Toxic exposures
Air quality
Physical hazards
Zoning/land use
Infrastructure
policy

Economy

Income inequity
Lack of jobs
Tax policy
Regulations
Occupational Health
and Safety
Corporate practices

Healthcare

Costs
Insurance policies
HC distribution
Coverage for Mental
Health/Substance
Abuse
Health regulations

Education

Funding
Class size
Standards
College access
Adult Ed policies

Safety

Police funding
Highway safety
regulations
Driving laws
Criminal laws
Gun policies

Family/Household and Local Community Precursors

Definition:

Factors that operate at the level of the family or local community or institution(s) that increase an individual's risk of developing a direct precursor

May include characteristics of local institutions such availability of healthcare provider's that are often, but not always, associated with the problem or its determinants

Family/Community Factors

Family/Household

Family structure
Educational level
Income
Genetics
Parenting style
Family connectedness
Behavioral Factors
Family Violence

Community

Extended family
Close friends
Religious affiliation
Social networks
Social cohesion
Blight
Transportation
Sources of support

Workplace

Physical/toxic hazards
Pay
Job security
Opportunities for advancement
Psychological atmosphere
Health insurance

School

Physical /toxic hazards
Relationships
Quality of teaching
Educational resources
Safety

Healthcare/Provider

Number of providers
Quality of care
Location of services
Willingness to take insurance
Costs

Social/Economic/Policy Level Precursors

Definition:

Factors that are operational at the state or national level such as cultural, health, social, legal or economic factors or policies

