



# Strategies to Increase Breastfeeding in your community

March 23, 2011

Family Health Outcomes Project  
University of California San Francisco  
web: <http://fhop.ucsf.edu> email: [fhop@fcm.ucsf.edu](mailto:fhop@fcm.ucsf.edu)

## 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

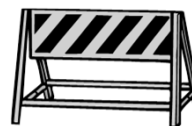
## Steps in a Problem Analysis

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

