

## **California**

Suzanne Haydu, MPH, RD

Nutrition and Physical Activity Coordinator

Maternal, Child & Adolescent Health (MCAH) Division, Center for Family Health

California Department of Public Health (CDPH)

**Title:** Breastfeeding Friendly Clinics Program

**People Involved:** Suzanne Haydu, California MCAH, CDPH; Linda Cowling, California Obesity Prevention Program, CDPH; Karen Farley, California WIC Association; Robbie Gonzalez-Dow, California Breastfeeding Coalition; 15 clinics and our Expert Advisory Board.

**Background/Introduction:** The California Obesity Prevention Program of the CDPH and partners, with supplemental funding to the obesity grant from the Centers for Disease Control (CDC) and Prevention, was funded to implement a breastfeeding friendly healthcare provider certification program to increase breastfeeding duration rates in California communities of color.

### **Project Goals:**

To enhance the capacity of community safety-net health clinics that offer direct health care services to provide professional breastfeeding support to mothers after they return home from the hospital.

### **Methods**

Health Centers implemented systems to provide and bill for professional breastfeeding support services and pumps as required by the Affordable Care Act. Fifteen community clinics serving families in high-risk ethnic groups and communities that have chronically low breastfeeding duration rates were selected and funded in 2013 to:

- Participate in a statewide collaborative to develop model policies that will be used to designate a community clinic as “Breastfeeding-Friendly Certified,” in similar fashion to the designation of a hospital as Baby-Friendly and pilot test these model policies.
- Improve staff skills in lactation support and in billing Medicaid for pumps and other lactation support services through training and technical assistance to the recipient clinics, enabling them to sustain continuation of these activities beyond the term of the grant.
- Disseminate the materials developed through the collaboration and pilot testing of the policies and billing process, thus encouraging other community clinics to undertake Breastfeeding Friendly Certification and obtain reimbursement for lactation services.

**Results:** Nine policies for becoming baby-friendly clinics were developed and are going through the state approval process for public release. Lessons learned from the clinic collaborative are being compiled for the CDC project report and will be made public. Information can be found here:

<http://www.cdph.ca.gov/HealthInfo/healthyliving/childfamily/Pages/BreastfeedingFriendlyClinicsProgram.aspx>

**Summary/Discussion:** The information gathered from this program will be used to inform California state efforts in promoting and developing guidelines for the breastfeeding provision of the women’s preventive services regulation.