

BREASTFEEDING FRIENDLY Community Health Centers

Every 1,000 babies not breastfed are related to an additional:

212 days in
the hospital

2,033
physicians visits

609
prescriptions

Exclusively breastfeeding every baby for
the first six months of life could save:

\$13,000,000,000



UC San Diego
SCHOOL OF MEDICINE

San Diego Breastfeeding Friendly Community Health Clinics (CHCs) Initiative

The University of California San Diego's Center for Community Health in partnership with the County of San Diego Health and Human Services Agency (funded through First 5 San Diego) is leading a countywide initiative to support Breastfeeding Friendly Community Health Centers. The project addresses 10 key areas that promote exclusive breastfeeding of infants until six months of age and continuing breastfeeding with appropriate complementary foods for at least 12 months. The initiative aims to:

- Increase the number of Community Health Centers in San Diego County with policies and procedures (**including Workplace Lactation Accommodation**) that promote breastfeeding initiation and continuation.
- Reduce the barriers to initiating and maintaining exclusive breastfeeding.
- Increase breastfeeding rates and promote healthier moms, babies and future adults.



Breastfeeding is one of the **most highly effective preventive** measures a mother can take to protect the health of her infant. It can address many acute and chronic health issues for both mother and baby.

The success rate among mothers who want to breastfeed can be greatly improved through active support from their clinicians, healthcare leaders, workplaces, communities, policymakers, families and friends. It is critical that we take action across the country to support breastfeeding.

Why Breastfeeding Friendly CHC Environments?

Breastfeeding rates differ substantially by race, socioeconomic level and other demographic factors. CHCs are the main providers of primary health care services for medically underserved communities and vulnerable populations. Support and counseling by health professionals can be a key tool in reducing health inequalities.

Breastfeeding services:

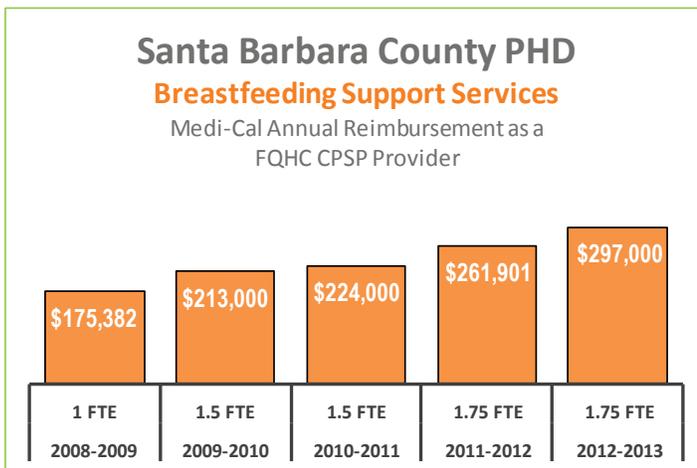
- Are effective and low cost early interventions that promote initiation and duration of breastfeeding rates.
- **Can generate revenue for CHCs** through the use of a sustainable financial model that utilizes Lactation Consultants or Certified Lactation Counselors to provide breastfeeding services.

Financially Sustainability

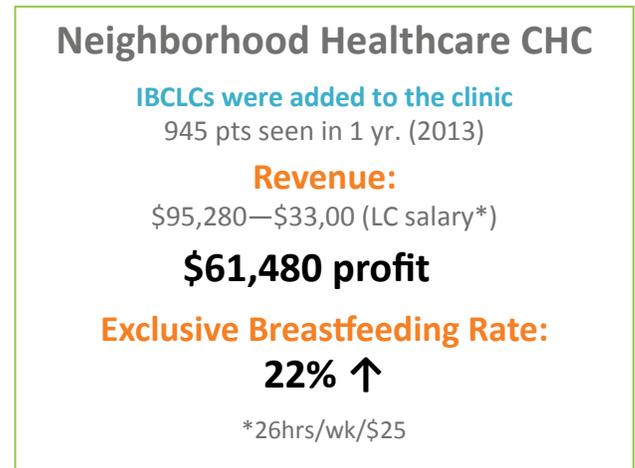
The use of Lactation Consultants or Certified Lactation Counselors for breastfeeding support services is a cost-effective solution that provide safe and effective care with ensuing improvements in breastfeeding initiation, duration, and exclusivity—all of which result in reduced health care claims and enhanced clinical revenue.

Historically, billing mechanisms for breastfeeding services and suppliers' reimbursement have been unclear, but breastfeeding support became a required Essential Health Plan Benefit under the Affordable Care Act (ACA) Clinical Preventive Services, encouraging providers to access these benefits while providing mothers with the necessary lactation support. Medi-Cal regulations around breastfeeding services have also been streamlined and simplified.

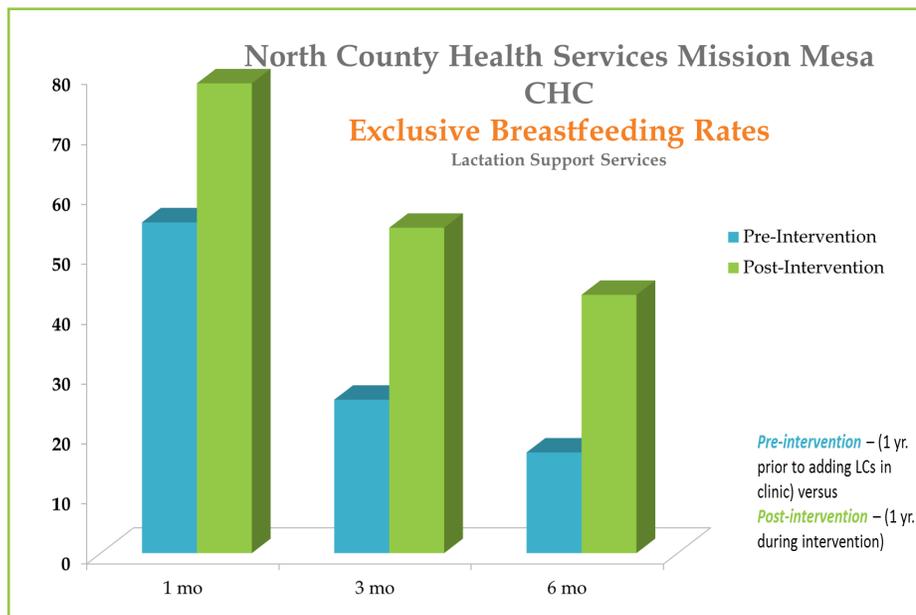
Generating new revenue through breastfeeding services is possible and some CHCs in California are already benefiting from the provision of breastfeeding support services.



In 5 years, Medi-Cal reimbursement for breastfeeding services significantly increased in Santa Barbara County PHD .



Neighborhood Healthcare CHC had an annual increase of 22% in exclusive breastfeeding rates after adding IBCLCs the clinic.



NCHS Mission Mesa CHC Exclusive Breastfeeding Rates significantly increased with the addition of LCs' services (1 yr during intervention).

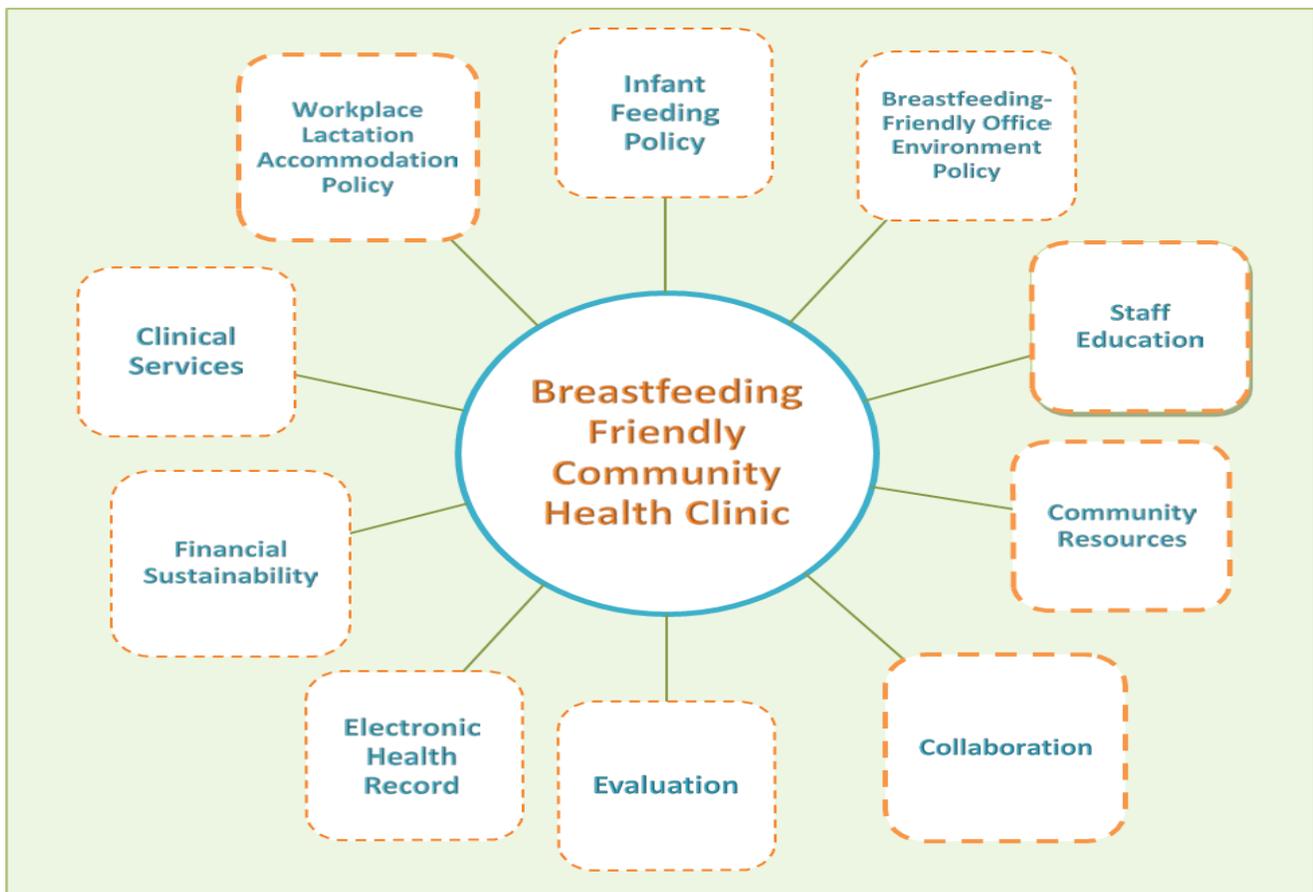
Community Health Clinic Workplace Environment

The workplace is also important component of this initiative. Conditions in the workplace have a substantial effect on breastfeeding duration and current breastfeeding rates indicate that the lack of support in the workplace is a significant barrier to breastfeeding for many working mothers. The Breastfeeding Friendly Community Health Clinics initiative includes the implementation of Breastfeeding Friendly Work Environments at San Diego Clinics and it aims to provide working mothers with the necessary resources to continue exclusive breastfeeding of infants until 6 months of age and continuing breastfeeding with appropriate complementary foods for at least 12 months.

Some of the benefits of implementing Breastfeeding Friendly Work Environments in Community Health Clinics include:

- Benefits to mothers' families
- Satisfaction and positive impact on the mothers' work experience
- Improved productivity, staff loyalty, and employer retention.

10 Steps to Breastfeeding Friendly CHCs



Interested in bringing these services to your clinic?

Set up an appointment. Please email lwlactation@ucsd.edu.