

Baltimore County Health Coalition

2016 Quarterly Meeting

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Agenda

- Welcome from the Health Officer
- Introductions
- Community Health Improvement Planning
- Breastfeeding Friendly initiative
- Data Discussion - Syphilis Rates
- Announcements

Community Health Improvement Planning

- Partnership Steering committee
- Strategic Plan revision
- Mobilizing for Action through Planning and Partnership (MAPP)

Subcommittee Report Childhood Obesity

Breastfeeding Friendly Initiative
NACCHO Grant Team

Elise Andrews

Why Breastfeeding?

The AAP recommends

breastfeeding exclusively for the first 6 months...



...but only half of moms still breastfeed at 6 months.

CDC, as of 2012

Babies breastfed for 2 months are 4 times more likely to be obese* as those breastfed for one year.



breastfed for 2 mos.

breastfed for 1 yr.

*By elementary school age

It's good for mom, too!
Women who breastfed for at least 6 months decrease their risk of dying from:

↓ HEART ATTACK
BY 17%

↓ OTHER CANCERS
BY 10%



Other benefits for baby:
stronger defense against ear, respiratory tract, urinary tract, and other common childhood infections.



Children who were breastfed for one year perform better on intelligence tests at ages 3 and 7.



Breast milk contains at least **100 ingredients** not found in cow's milk.

One breast milk nutrient, DHA, has been shown to increase babies' IQ.



AN EVERYDAY HEALTH INFOGRAM

In partnership with: **WHAT TO EXPECT**

What Can You Do?

BREASTFEEDING SUPPORT
WORLD BREASTFEEDING WEEK, 1-7 AUGUST 2013



WHAT MUMS CAN DO



BEFORE YOUR BABY ARRIVES, GET THE FACTS ON BREASTFEEDING.

WHEN YOUR BABY'S BORN, TRY TO GIVE THE FIRST BREASTFEED WITHIN AN HOUR.

YOU'LL NEED HELP WITH LEARNING TO BREASTFEED & SO WILL YOUR BABY. DON'T BE AFRAID TO ASK FOR IT!

MAKE SURE YOU GET PLENTY OF HEALTHY FOOD, WATER & REST.

BREASTFEEDING SUPPORT
WORLD BREASTFEEDING WEEK, 1-7 AUGUST 2013



WHAT DADS CAN DO



HELP AROUND THE HOUSE, REDUCE STRESS FOR YOUR PARTNER & MAKE SURE SHE GETS ENOUGH REST.

'BURD' THE BABY AFTER A FEED — DAD'S CHEST IS GREAT FOR THIS!

CARE FOR THE BABY IN WAYS OTHER THAN FEEDING (BATHS, DIAPER CHANGES, WALKS).

BREASTFEEDING SUPPORT
WORLD BREASTFEEDING WEEK, 1-7 AUGUST 2013



WHAT FAMILY AND FRIENDS CAN DO



PROVIDE EMOTIONAL SUPPORT & PRACTICAL HELP (DELIVER GROCERIES, COOK MEALS, CLEAN THE HOUSE).

TAKE CARE OF BIG BROTHERS & SISTERS.

LISTEN & BE SUPPORTIVE. BOOST MUM'S CONFIDENCE IN BREASTFEEDING.

BREASTFEEDING SUPPORT
WORLD BREASTFEEDING WEEK, 1-7 AUGUST 2013



WHAT CAN BE DONE IN THE WORKPLACE



GIVE ENOUGH MATERNITY LEAVE FOR MUMS TO GET BREASTFEEDING ESTABLISHED.

MAKE IT EASIER FOR MUMS TO RETURN TO WORK BY PROVIDING TIME & A PLACE TO BREASTFEED OR EXPRESS & STORE MILK.

SUPPORT YOUR COLLEAGUES WHILE THEY'RE BREASTFEEDING — IT'S NOT ALWAYS EASY TO BALANCE WORK & BEING A NEW MUM!

BREASTFEEDING AND WORK
LET'S MAKE IT WORK!




WHAT EMPLOYERS CAN DO



RESPECT NATIONAL LAWS ON PAID MATERNITY LEAVE

PROVIDE PLACE AND TIME TO EXPRESS (PUMP) MILK

PROVIDE OPTIONS FOR MOTHERS:

- ON-SITE CHILD CARE
- FLEXIBLE WORK SCHEDULES
- TELEWORKING
- PART-TIME WORK

LET MOTHERS BRING THEIR BABIES TO WORK

BREASTFEEDING SUPPORT IN THE WORKPLACE SAVES BUSINESSES MONEY

BREASTFEEDING AND WORK
LET'S MAKE IT WORK!




WHAT CO-WORKERS CAN DO



BE SUPPORTIVE OF THE MOTHER WHO NEEDS TIME AND FLEXIBILITY TO BREASTFEED

ENCOURAGE NEW MOTHERS WITH A POSITIVE, ACCEPTING ATTITUDE

RECOGNIZE THAT THE MONTHS AFTER HAVING A BABY ARE SPECIAL

BREASTFEEDING SUPPORT IN THE WORKPLACE MAKES A DIFFERENCE TO WORKING PARENTS

Action Plan Update FY 2016

Reduce primary and secondary syphilis rates

- DHMH data showed an increase rates 2012-2014
- Epidemiological profile created
- Action plan created

New Subcommittee Report Decreasing Syphilis Rates

- CDC and DHMH consult
- MACHO blog
- Consulting with PG County
- 2016 new infections
- Outreach with special populations
- How do you increase awareness?

Jan Markowitz, PhD



Announcements from the Group



Questions