OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH

OFFICE ON WOMEN’S HEALTH

REDUCING DISPARITIES IN BREASTFEEDING INNOVATION CHALLENGE
Welcome and Introductions
Agenda

• Welcome and Introductions
• Background
• Overview of the Challenge
• Timeline
• Resources and Organizations
• Questions
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OFFICE OF THE ASSISTANT SECRETARY FOR HEALTH (OASH): THE ROADMAP FOR A HEALTHIER NATION

HEALTH TRANSFORMATION
Catalyze a health promoting culture

HEALTH RESPONSE
Respond to emerging health challenges

HEALTH INNOVATION
Foster novel approaches and solutions

HEALTH OPPORTUNITY
Advance health opportunities for all

LEADING AMERICA TO HEALTHIER LIVES
HHS OFFICE ON WOMEN’S HEALTH (OWH)

Vision
All women and girls achieve the best possible health

Mission
The Office on Women’s Health provides national leadership and coordination to improve the health of women and girls through policy, education, and innovative programs.

Goals
- Inform and influence policies
- Educate the public
- Educate professionals
- Develop and expand innovative approaches
OFFICE ON WOMEN’S HEALTH PROGRAMS

MOVE YOUR WAY MATERNAL HEALTH

Improving the health and wellness of families through increased physical activity during pregnancy and postpartum

IT’S ONLY NATURAL

Improving breastfeeding rates among African American women

POSTPARTUM DEPRESSION

Lowering the barriers women face in talking to their health care provider about symptoms
Importance of Prioritizing Breastfeeding

**Breastfeeding**
- Reduces the risk of short- and long-term illnesses and diseases in both mother and baby.
- Associated with lowering a mother’s risk of hyperlipidemia, hypertension, diabetes, and cardiovascular disease.

**Breast milk**
- Provides the necessary nutrition for infants, changing over time to meet infants’ changing nutritional needs.

**Interventions focusing on breastfeeding**
- May have a positive impact on mothers’ cardiovascular outcomes.
Disparities in Breastfeeding

- Despite the many benefits of breastfeeding, racial and ethnic disparities exist among women initiating and continuing breastfeeding.

- The 2011 Surgeon General’s Call to Action to Support Breastfeeding
  - Provided evidence for persistent disparities and gave a national call to action

The Surgeon General has identified 20 key actions to improve support for breastfeeding.
Disparities By the Numbers

Racial Disparities
Fewer non-Hispanic Black infants (73.7%) are ever breastfed compared with Asian infants (90%), non-Hispanic White infants (86.7%) and Hispanic infants (84.1%).

WIC
Infants eligible for and receiving WIC are less likely to ever be breastfed (77.0%) than infants eligible, but not receiving WIC (82.1%), and infants ineligible for WIC (92.1%).

Age
Mothers 20 to 29 years are less likely to ever breastfeed (82.4%) than mothers aged 30 years or older (85.2%).
National competition to identify:
- Effective, pre-existing programs that increase breastfeeding initiation & continuation rates and decrease disparities among breastfeeding mothers

The goal of this innovative competition:
- Demonstrate sustainability and the ability to replicate and/or expand a program that has proven outcomes to improve breastfeeding rates and reduce disparities

The program must:
- Demonstrate evidence-based interventions to target gaps in breastfeeding education, instruction, and/or support for breastfeeding mothers in the United States
Challenge Phases

**Phase 1:**
Identification of successful programs

**Phase 2:**
Awarding plans for sustainability and replication and/or expansion

**Phase 3:**
Awarding the programs that have successfully replicated and/or expanded
Prize Award

Phase 1 FY21
- Identification of successful programs
- Up to 15 submissions may be selected
- Prize of up to $15,000

Phase 2 FY22
- Awarding plans for sustainability and replication and/or expansion
- Only Phase 1 participants will be considered
- Up to 10 submissions may be selected
- Prize of up to $30,000

Phase 3 FY23
- Awarding programs that have successfully replicated and/or expanded
- Only Phase 2 participants will be considered
- Up to 5 submissions may be selected
- Prize of up to $55,000
Challenge Timeline: Phase 1

Phase 1: Identification of successful programs

- **Submissions** due **November 16, 2020**
- **Judging** will occur **November 17, 2020 - December 1, 2020**
- **Finalists** notified by **December 2, 2020**
Eligibility & Submission Requirements

Please see all eligibility requirements on the landing page

The application for Phase 1 of the competition shall meet the following requirements:

- Entries must consist of PDF files
- All submissions must be in English.
- Participants must not use HHS or other government logos or official seals
- must not give an appearance of Federal government endorsement.
Overview of the Challenge- How to Apply

• Register by sending an entry naming an official representative to BreastfeedingChallenge@hhs.gov

• Submission of < 5 pages describing the program

• Detailed instructions are available on challenge.gov
Overview of the Challenge- Judging Criteria

Phase 1:

- Previously demonstrated effectiveness (statistical significance) in: increasing rates of initiation of breastfeeding and/or increasing rates of continuation of breastfeeding among mothers in the United States: (40%)

- Ability of the program to address racial/ethnic disparities among breastfeeding mothers in the Unites States: (20%)

- Application of evidence-based interventions to target gaps in breastfeeding education, instruction, and/or support for breastfeeding mothers in the United States: (20%)

- A description of how the program is innovative at targeting gaps in breastfeeding education, instruction, and/or support for breastfeeding mothers in the United States: (20%)
Resources and Organizations

It’s Only Natural
https://www.womenshealth.gov/its-only-natural

CDC DNPAO
https://www.cdc.gov/breastfeeding/index.htm
## Data Sources for the Breastfeeding Report Card Indicators – 2020

<table>
<thead>
<tr>
<th>Indicators</th>
<th>Data Source</th>
<th>Background</th>
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</thead>
<tbody>
<tr>
<td>Breastfeeding at 6 months</td>
<td></td>
<td>Because breastfeeding data are obtained by maternal recall when children are between 19 and 35 months of age, breastfeeding rates are analyzed by birth cohort rather than survey year.</td>
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<tr>
<td>Breastfeeding at 12 months</td>
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<tr>
<td>Exclusive breastfeeding through 3 months</td>
<td>National Immunization Survey (NIS)</td>
<td></td>
</tr>
<tr>
<td>Exclusive breastfeeding through 6 months</td>
<td></td>
<td></td>
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<tr>
<td>Breastfed infants receiving formula before 2 days of age</td>
<td></td>
<td></td>
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<tr>
<td>mPINC Scores</td>
<td>mPINC</td>
<td>CDC’s national survey of Maternity Practices in Infant Nutrition and Care (mPINC) assesses maternity care practices and provides feedback to encourage hospitals to make improvements that better support breastfeeding. Data for this report come from the 2018 mPINC survey. From 2007 to 2015, CDC administered the mPINC survey every 2 years. mPINC was revised in 2018 and these data should NOT be compared to previous mPINC survey years.</td>
</tr>
<tr>
<td>(Total, Immediate Postpartum Care, Rooming-In, Feeding Practices, Feeding Education and Support, Discharge Support, Institutional Management)</td>
<td></td>
<td></td>
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Available at [https://www.cdc.gov/breastfeeding/data/mpinc/index.htm](https://www.cdc.gov/breastfeeding/data/mpinc/index.htm).
Questions
Please see https://www.challenge.gov/ for detailed information.

If you have any additional questions or feedback about this challenge, please send an email to BreastFeedingChallenge@HHS.gov.
HOW TO CONNECT WITH US

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twitter.com/girlshealth

youtube.com/WomensHealthGov

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