

Senate File 251 - Introduced

SENATE FILE 251

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A BILL FOR

1 An Act relating to the development of an actionable strategic
2 plan to promote and support breastfeeding in the state.

3 BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF IOWA:

1 Section 1. DEPARTMENT OF PUBLIC HEALTH — BREASTFEEDING
2 QUALITY IMPROVEMENT STRATEGIC PLAN.

3 1. The department of public health shall convene a group
4 of stakeholders from various sectors to develop an actionable
5 breastfeeding quality improvement strategic plan to determine
6 the framework necessary to maximize breastfeeding support
7 and improve the breastfeeding rate among all mothers in the
8 state. The strategic plan shall include goals and strategies
9 to promote breastfeeding at the state, community, facility, and
10 individual levels by identifying potential system interventions
11 and establishing a consistent approach relative to maternity
12 care and hospital practices; workplace, peer, mother and
13 family, and health care professional supports and education;
14 and media and social marketing messaging. The strategic plan
15 shall include steps to build collaborative partnerships and
16 local coalitions among health care providers and health care
17 facilities to follow updated evidence-based best practices,
18 policies, and procedures in supporting breastfeeding as the
19 preferred long-term infant feeding method.

20 2. In developing the strategic plan, the stakeholder
21 group shall review the state's existing policies, practices,
22 and initiatives to maximize resources and to refocus and
23 coordinate efforts at the state, local, and organizational
24 levels. The stakeholder group shall analyze existing data
25 and make recommendations for strengthening the state's data
26 collection and evaluation capabilities to support the strategic
27 plan, bridge gaps in disparities, build and sustain capacity,
28 promote professional and consumer education efforts, and
29 support continuous program improvement. The stakeholder group
30 shall also analyze other state and national laws, strategic
31 plans, initiatives, and programs to determine those which may
32 be replicated or modified to meet the goals and strategies
33 identified by the stakeholder group including but not limited
34 to all of the following:

35 a. The baby-friendly hospital initiative launched by the

1 world health organization and the united nations children's
2 fund to provide evidence-based maternity care that supports
3 optimal infant feeding outcomes and the mother-baby bond
4 utilizing the ten steps to successful breastfeeding to improve
5 breastfeeding awareness, education, and support within health
6 care settings.

7 b. The American academy of pediatrics guidelines which
8 promote exclusive breastfeeding for the first six months
9 followed by breastfeeding in combination with the introduction
10 of complementary foods for one year or longer as mutually
11 desired by the mother and infant.

12 c. The 2011 surgeon general's call to action to support
13 breastfeeding specifying twenty action steps for mothers and
14 their families, communities, the health care sector, employers,
15 research and surveillance, and the public health infrastructure
16 to undertake in removing obstacles to and in supporting
17 breastfeeding.

18 d. The business case for breastfeeding initiative and
19 toolkit developed by the United States department of health
20 and human services maternal and child health bureau and the
21 national business group on health to implement policies that
22 promote breastfeeding.

23 e. The mothers' milk bank of Iowa and other milk-sharing
24 platform initiatives.

25 f. The United States department of agriculture's special
26 supplementary nutrition program for women, infants, and
27 children (WIC) program and the Medicaid program, to act as a
28 foundation in promoting breastfeeding awareness and to provide
29 skilled support not only for WIC and Medicaid participants
30 but for the general public to help women initiate and sustain
31 appropriate feeding practices, prevent difficulties, and
32 overcome barriers.

33 3. The department of public health shall submit the
34 strategic plan, which shall include goals, specific strategies,
35 action steps, policy changes, and key partnerships necessary

1 to execute the strategic plan, to the governor and the general
2 assembly by July 1, 2022.

3

EXPLANATION

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The inclusion of this explanation does not constitute agreement with
5 the explanation's substance by the members of the general assembly.

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6 This bill requires the department of public health (DPH)
7 to convene stakeholders from various sectors to develop an
8 actionable breastfeeding quality improvement strategic plan to
9 determine the framework necessary to maximize breastfeeding
10 support and improve the breastfeeding rate among all mothers
11 in the state. The bill specifies that the strategic plan
12 shall include goals and strategies by identifying potential
13 system interventions and establishing a consistent approach
14 relative to maternity care and hospital practices; workplace,
15 peer, mother and family, and health care professional
16 supports and education; and media and social marketing
17 messaging. The strategic plan shall include steps to build
18 collaborative partnerships and local coalitions to follow
19 updated evidence-based best practices, policies, and procedures
20 in supporting breastfeeding as the preferred long-term infant
21 feeding method. The stakeholder group shall review the state's
22 existing policies, practices, and initiatives; analyze existing
23 data and make recommendations for strengthening the state's
24 data collection and evaluation capabilities; and analyze other
25 state and national laws, strategic plans, initiatives, and
26 programs to determine those which may be replicated or modified
27 to meet the goals and strategies identified by the stakeholder
28 group, including those specified in the bill.

29 DPH shall submit the strategic plan to the governor and the
30 general assembly by July 1, 2022.