

2008-R-25

**CIO Name:** National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition, Physical Activity and Obesity

**Project Title:** Evaluation of Breastfeeding Promotion and Support Programs for African-American Women

**Project Description and Objectives:**

In 2000, the Surgeon General released a Blueprint for Action on Breastfeeding calling for the promotion, protection and support of breastfeeding in the United States. The Blueprint recommends a variety of policy changes and programs such as improved maternity care practices, workplace lactation support, social marketing, and maternal education on breastfeeding.

Healthy People 2010 and the DHHS Blueprint for Action on Breastfeeding highlight the need to address disparities in health outcomes. Current breastfeeding initiation and continuation rates among African-American mothers are significantly lower than all other racial groups in the United States. This disparity has persisted over many years. Although many creative approaches to improve breastfeeding protection, promotion, and support for African-American women have been used, very few have been evaluated for their effect on breastfeeding outcomes, cost, and comparison to other approaches.

Community interventions exist and are being planned to increase breastfeeding among African American women. Community interventions can take place in a variety of settings including worksites, educational settings, medical settings, and federal programs that support women and children's health (e.g., family planning, early intervention, and home visitation programs). These interventions can address a variety of ways to protect, promote, and support breastfeeding including, but not limited to, motivators and barriers to initiation, duration, and exclusivity, access to and creation of consistently positive and supportive breastfeeding environments, and improving the available infrastructure. Evaluation of community interventions will help identify and document innovative, effective, and culturally appropriate population-based approaches to improve breastfeeding outcomes (initiation, duration, and

exclusivity) and reduce health disparities within this population.

CDC has a strong interest in collaborative studies evaluating existing or planned breastfeeding interventions at the local, state or national levels that have as a primary focus the improvement of breastfeeding outcomes (initiation and continuation of breastfeeding) among African-American women. The principal objective of this study is the development of knowledge regarding the effectiveness of programs that promote and support breastfeeding in the United States in a way that can help reduce health disparities for African-American mothers and children in particular.

CDC seeks impact evaluations of existing or planned breastfeeding interventions that have not yet been formally evaluated for short- or long-term outcomes. The specific impact of interest is changes in rates of breastfeeding initiation, continuation, and exclusivity among African-American women. Applicable interventions utilize a public health, population-based approach, and follow a health promotion model potentially targeting pregnant women, breastfeeding mothers, and those who support them as well as prevention of non-breastfeeding or breastfeeding cessation.

Outcomes of the proposed research should broaden the scope of scientific evidence for a particular type of intervention by providing new evidence for types of breastfeeding interventions *not* already established as effective (i.e., such as provision of professional clinical lactation consultant services to individual mothers of infants). Factors related to cost-effectiveness and generalizability to other geographic areas should also be explored.

**Awardee Activities:** Projects to be evaluated should be existing or planned interventions that address a specific aspect of the social ecological model of health promotion. Awardees will:

1. Design and conduct the evaluation. The proposed evaluation should include:
  - a. Description of the intervention population;
  - b. Criteria that will be used for selection of the control population.

- c. Evaluation methodology must include selection of appropriate control populations to demonstrate intervention impact;
  - d. A description of how the control population is comparable to the intervention population;
  - e. Plans for collaboration with other community groups focusing on health promotion within African-American communities within the scope of the proposed project; and
  - f. Cost-effectiveness evaluation of the intervention.
2. Awardee will disseminate findings to intervention directors, CDC, State health departments and other stakeholders, and the scientific community at large. CDC encourages awardees to communicate findings via peer-reviewed publication and/or presentation at relevant national conferences.
  3. Funds may be used for salaries and data collection; however, funding is *not* available for actual delivery of services.
  4. Key personnel of the evaluation team should not have any actual or perceived financial interest in or potential conflict related to managing this project, the outcome of the evaluation, or carrying out any other aspect of the evaluation or dissemination. Such conflicts of interest can include relationships with companies who manufacture products that affect protection, promotion, and support of breastfeeding initiation, duration, and exclusivity.

**CDC Activities:** CDC scientists will:

1. Provide technical assistance, as needed, in the development, implementation, and conduct of the research; and
2. Provide subject matter expertise.

**Special Requirements:**

Projects proposing to conduct evaluations of interventions already established as effective, i.e., professional clinical lactation consultant services, will not be considered.

**Additional Review Criteria:**

In addition to the standard review criteria used to evaluate the scientific and technical merit of research applications (Significance, Approach, Innovation, Investigators, and Environment) the following additional

review criteria specific to this PEP will be considered in the review process:

1. Knowledge and experience of the project team in maternal and child health issues, especially as they relate to breastfeeding, as evidenced by publications and funding;
2. The extent to which the approach accounts for complexities inherent and specific to research about infant feeding decisions; and
3. Extent to which the proposed research is in concordance with CDC's breastfeeding strategic plan.

**Funding Preferences:** None

**Other Information:**

CDC's Breastfeeding Website. Available at:

<http://www.cdc.gov/breastfeeding>

Grummer-Strawn L, et al. Racial and Socioeconomic Disparities in Breastfeeding - United States, 2004. MMWR 3/31/2006; 55(12);335-339. Available at:

<http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5512a3.htm>

The CDC Guide to Breastfeeding Interventions, available at:

<http://www.cdc.gov/breastfeeding/resources/guide.htm>

**Project Period Length:** 1 year

**Approximate Total Project Period Funding:** \$330,000 (This amount is an estimate, and is subject to availability of funds and **includes direct and indirect costs, excluding the additional academic partner administrative costs.**)

**Approximate Average Award:** \$110,000 (This amount is for the first 12-month budget period, and **includes both direct and indirect costs, excluding the additional academic partner administrative costs.**)

**Approximate Number of Awards:** 3

***NOTE:*** Applications must not exceed either the stated Project Period Length or the Approximate Total Budget Period funding per year. Applications in excess of these limits will be considered non-responsive and therefore will not be reviewed.