

Culture Shift: Supporting Breastfeeding

A growing body of research suggests that, in addition to the role breastfeeding plays in keeping infants healthy; breastfeeding also has an important role in reducing the risk of overweight/obesity and related chronic disease.

Overview

Many health professional organizations, including the American Academy of Pediatrics, The American Academy of Family Physicians, The American College of Obstetricians and Gynecologists, The American Dietetic Association and others recommend breastfeeding as *the* best way to feed infants and young children.

Data

National

In the Healthy People 2010 Midcourse review two new sub-objectives were added related to exclusive breastfeeding. (<http://www.healthypeople.gov/data/midcourse/pdf/FA16.pdf>) The revised Health People 2010 breastfeeding goal and objectives are:

16-19. Increase the proportion of mothers who breastfeed their babies.

Target and baseline:

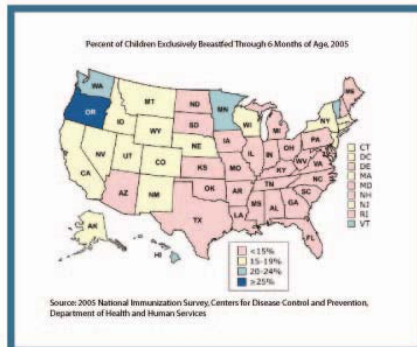
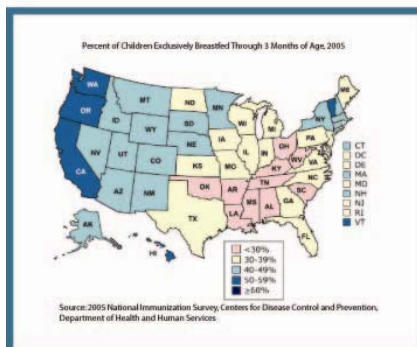
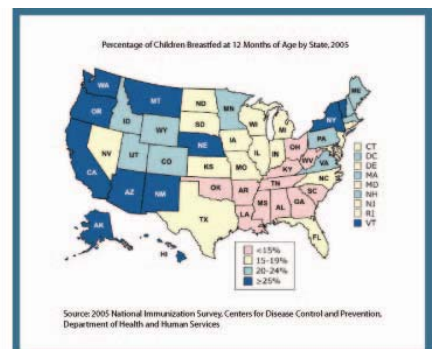
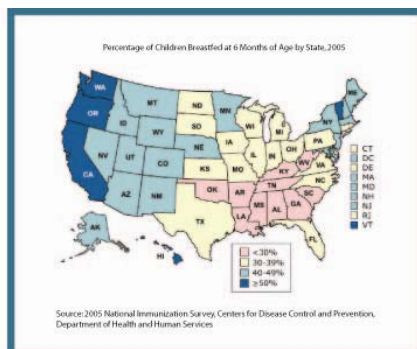
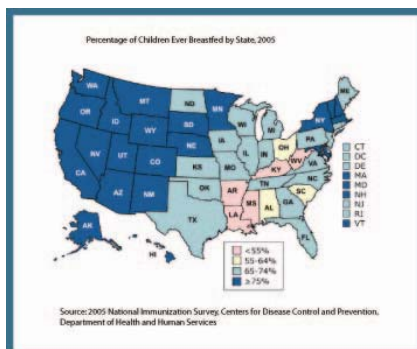
Objective	Increase in Mothers Who Breastfeed	1998 Baseline (unless noted)	2010 Target
		<i>Percent of Mothers</i>	
16-19a.	In early postpartum period	64	75
16-19b.	At 6 months	29	50
16-19c.	At 1 year	16	25
16-19d.	Exclusively through 3 months	43 (2002)	60
16-19e.	Exclusively through 6 months	13 (2002)	25

Target Setting Method: Better than the best.

Data sources: Mothers' Survey, Abbott Laboratories, Inc., Ross Products Division; National Immunization Survey (NIS), CDC, NIP and NCHS.

Breastfeeding in Minnesota

Source: http://www.cdc.gov/breastfeeding/data/NIS_data/data_2005.htm



Know Your Numbers

The American Academy of Pediatrics recommends that babies be breastfed exclusively for 6 months, and breastfed with complementary foods to a year or more. They also state "There is no upper limit to the duration of breastfeeding and no evidence of psychological or developmental harm from breastfeeding into the third year of life or longer."

Key Strategies

- Informing parents-to-be, new parents and the public about the importance of breastfeeding.
- Educating parents-to-be and new mothers about how to breastfeed and sources of information and support when they have questions.
- Health professional education about breastfeeding and breastfeeding management.
- Implementing evidence based hospital and clinic practices that support breastfeeding.
- Developing supportive workplaces.
- Encouraging and supporting women to breastfeed.
- Support materials for prenatal care providers that promote breastfeeding

Resources

- Would you like breastfeeding contacts for your county? Check out the Minnesota Breastfeeding Coalitions list in your packet.
- Interested in the effectiveness of breastfeeding on health outcomes? Check out an article from the Agency for Healthcare Research and Quality, *Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries*, April 2007 at: <http://www.ahrq.gov/clinic/tp/brfouttp.htm>
- Interested in UNICEF/WHO's Baby-Friendly Hospital Initiative? Call UNICEF Baby-Friendly USA at 1-508-888-8092, email info@babyfriendlyusa.org or visit <http://www.babyfriendlyusa.org/eng/index.html>
- Interested in clinic practices to support breastfeeding? See <http://www.aap.org/breastfeeding/tenSteps.pdf>
- Evidence for the Ten Steps to Successful Breastfeeding is an article available from the World Health Organization. Borrow it from the Minnesota Department of Health library or print at http://www.who.int/child-adolescent-health/New_Publications/NUTRITION/WHO_CHD_98.9.pdf
- Minnesota WIC Program resources: Breastfeeding information for the public (English, Spanish, Somali) <http://www.health.state.mn.us/divs/fh/wic/bf/index.html> , Breastfeeding resources for WIC staff and health professionals: <http://www.health.state.mn.us/divs/fh/wic/localagency/bf/index.html>
- Breastfeeding data from CDC: http://www.cdc.gov/breastfeeding/data/NIS_data/data_2005.htm
- La Leche League International: <http://www.lalecheleague.org/>
- American Academy of Pediatrics: <http://www.aap.org/>
- The Academy of Breastfeeding Medicine: <http://www.bfmed.org/>
- The American Academy of Family Physicians <http://www.aafp.org/online/en/home/policy/policies/b/breastfeedingpositionpaper.html>
- The American Dietetic Association http://www.eatright.org/cps/rde/xchg/ada/hs.xsl/advocacy_1728_ENU_HTML.htm

See the list of Breastfeeding Resources and References for Health Professionals, distributed with the conference materials, for additional links and helpful information.