

Breastfeeding and Public Health



DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health

Breastfeeding Benefits:

- ◆ Protects against infection
- ◆ Reduces chronic disease risk
- ◆ Reduces allergies
- ◆ Prevents overweight and obesity
- ◆ Aids in development
- ◆ Maternal-infant bonding
- ◆ Improves maternal health
- ◆ Saves money



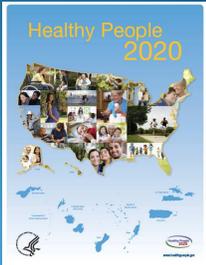
Healthy People 2010 — How Did we Fare as a Nation?

Goal	U.S. Actual
• 75% of mothers initiate breastfeeding	• 75% of mothers initiated breastfeeding
• 50% BF for 6 months	• 43% BF for 6 months
• 25% BF for 1 year	• 22% for 1 year
• 40% exclusive BF for 3 months	• 33% exclusive BF for 3 months
• 17% exclusive BF for 6 months	• 13% exclusive BF for 6 months

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

Healthy People 2020

- ◆ 81.9% of infants should be breastfed in the early post partum period.
- ◆ 60.6% should continue through 6 months.
- ◆ 34.1% should continue through 1 year.

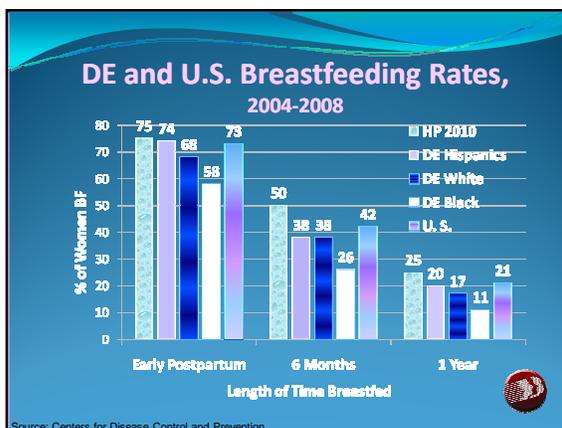


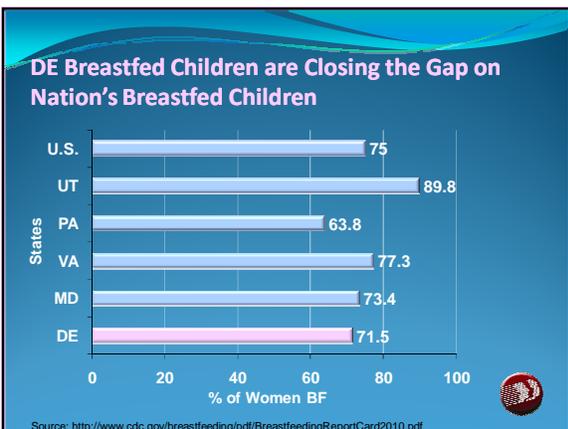
Source: www.healthypeople.gov

Objectives new to Healthy People 2020

- 1.) "To increase the percentage of employers who have worksite lactation programs to 38%."
- 2.) "To decrease the percentage of breast-fed newborns who receive formula supplementation within the first 2 days of life to 15.6%."
- 3.) "Increase the percentage of live births that occur in facilities that provide recommended care for lactating mothers and their babies to 8.1%."

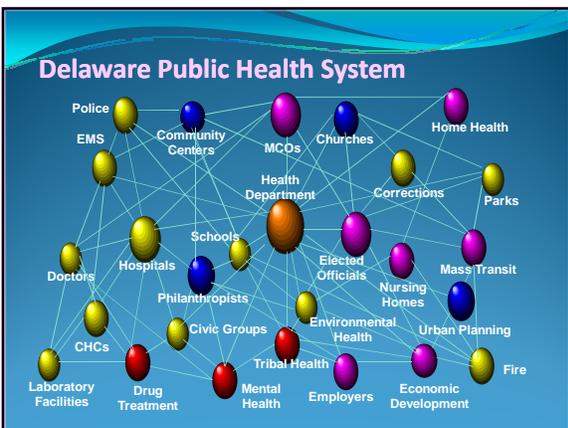
Source: <http://www.healthypeople.gov/2020/topic/objectives2020/pdfs/HP2020objectives.pdf>





What Can We Do?

Ensuring Breastfeeding Success =
Responsibility of the Entire
Public Health System!



The Surgeon General's Call to Action to Support Breastfeeding

The "Call to Action" identifies 20 steps to remove obstacles to breastfeeding.

Surgeon General Regina M. Benjamin, MD, MBA

Mothers and their Families

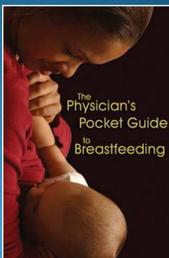
1. Give mothers the support they need to breastfeed their babies.
2. Develop programs to educate fathers and grandmothers.

Communities

3. Strengthen programs for mother-to-mother support.
4. Use community-based organizations to promote and support breastfeeding.
5. Create a national campaign to promote breastfeeding.
6. Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding.

Health Care

7. Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding.
8. Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community.
9. Provide education and training in breastfeeding for all health professionals who care for women and children.



Health Care (cont.)

10. Include basic support for breastfeeding as a standard of care for midwives, obstetricians, family physicians, nurse practitioners, and pediatricians.
11. Ensure access to services provided by International Board Certified Lactation Consultants.
12. Identify and address obstacles to greater availability of safe banked donor milk for fragile infants.



Employment

13. Work toward establishing paid maternity leave for all employed mothers.
14. Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees.
15. Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies.
16. Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.



Research and Surveillance

17. Increase funding of high-quality research on breastfeeding.
18. Strengthen existing capacity and develop future capacity for conducting research on breastfeeding.
19. Develop a national monitoring system to improve the tracking of breastfeeding rates as well as the policies and environmental factors that affect breastfeeding.
20. Improve national leadership on the promotion and support of breastfeeding.



A Healthier Delaware Begins with Breastfeeding



Work together as partners in the public health system.



"Many barriers exist for mothers who want to breastfeed, they shouldn't have to go it alone. Whether you're a clinician, a family member, a friend, or an employer, you can play an important part in helping mothers who want to breastfeed."

- Surgeon General Regina M. Benjamin, MD, MBA



For more information

Please visit our website:

www.dhss.delaware.gov/dhss/dph

Contact me at:



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