

# Breastfeeding: Critical Strategy for Health

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PLATITUDES...

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OR NECESSITY?

# Healthy People 2010 Breastfeeding Goals

- 75% initiation in the early postpartum period
- 50% at 6 months of age
- 25% at 1 year of age



# AAP Policy Statement

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Human milk is the preferred feeding for all infants, including premature and sick newborns, with rare exceptions.

# CDC Breastfeeding Statistics

U.S. Children born in 2006

Provisional Data, National Immunization Survey

## Percent of U.S. Children Breastfed in early postpartum

1999	68.3%
2006	73.9%

# CDC Breastfeeding Statistics

U.S. Children born in 2006

Provisional Data, National Immunization Survey

## Percent of U.S. Children Breastfed at 6 months

1999

32.6%

2006

43.4%

# CDC Breastfeeding Statistics

U.S. Children born in 2006

Provisional Data, National Immunization Survey

## ILLINOIS

Percent of children ever  
breastfed, 2006:

69.5%

Percent of children  
breastfed at 6 mos:

38.7%



# CDC Breastfeeding Statistics

U.S. Children born in 2006

Provisional Data, National Immunization Survey

## CHICAGO

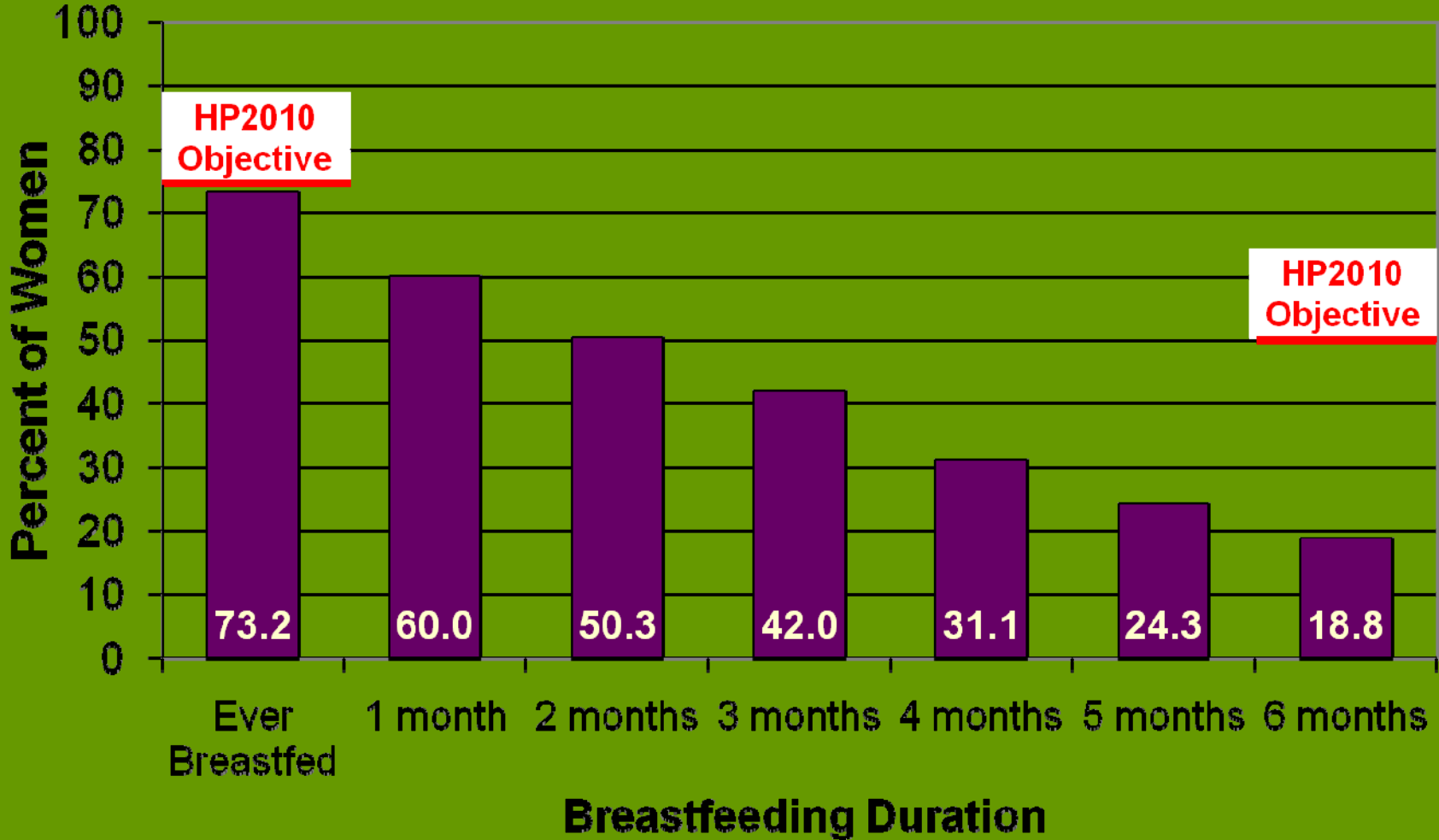
Percent of children ever  
breastfed, 2006: 69.9%

Percent of children  
breastfed at 6 mos: 35.0%

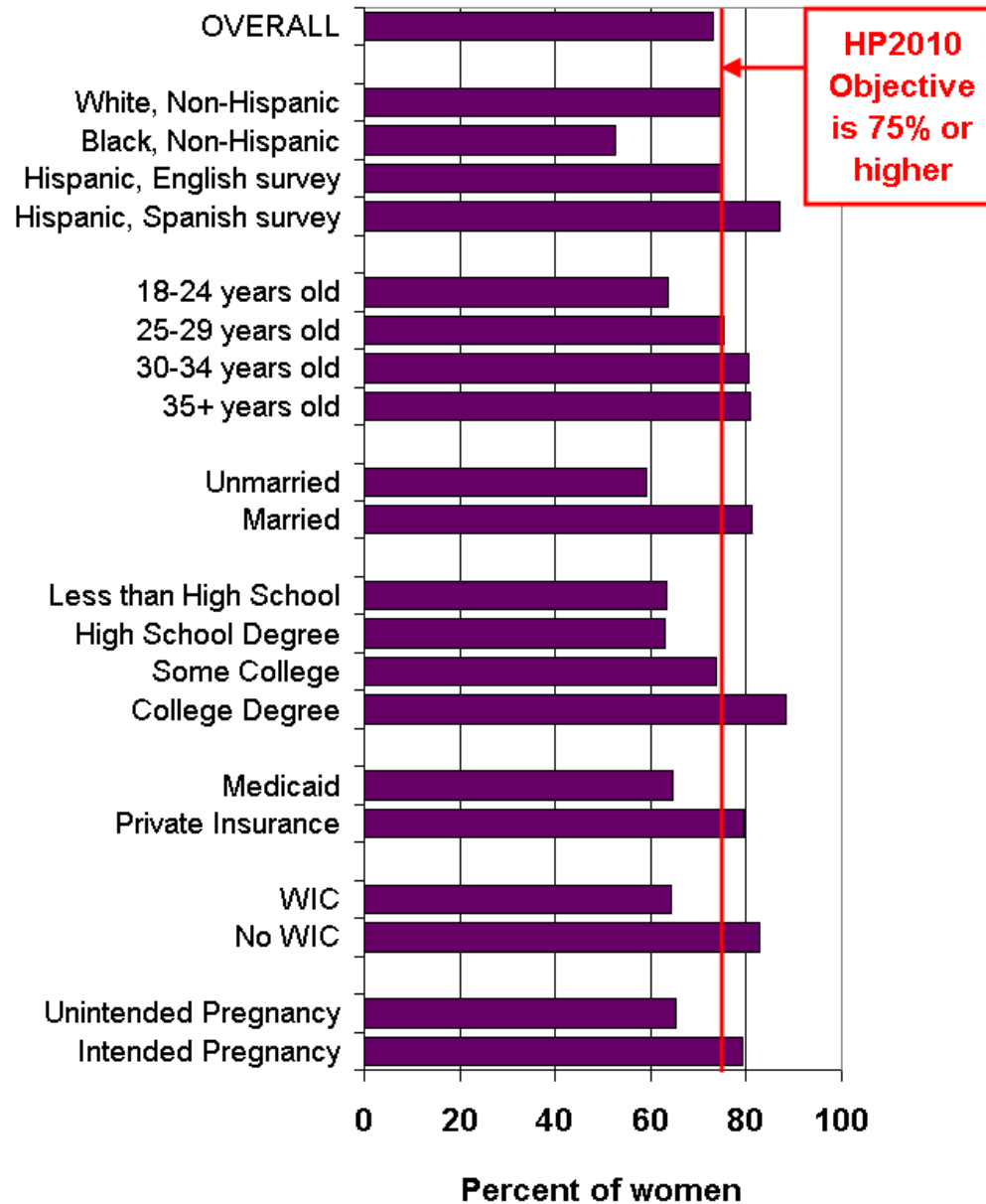
# Pregnancy-Risk Assessment Monitoring System (PRAMS) data from 2000-2006

PRAMS surveys women who have recently delivered an infant in Illinois. PRAMS asks whether or not a woman breastfed her infant, for how long she breastfed, at what age the infant received any food other than breast milk, and reasons why she chose not to breastfeed or to stop breastfeeding, as applicable.

# Breastfeeding initiation and duration by new mothers in Illinois



### Breastfeeding initiation by new mothers



# Where are the disparities?

Groups of new mothers in Illinois NOT meeting the HP2010 objective for breastfeeding initiation include: Non-Hispanic Blacks, 18-24 year olds, unmarried, high School education or less, Medicaid recipients, WIC participants, those whose pregnancy was unintended



# Why does it matter?



Photo by Flint Chaney

# Breastfeeding Reduces Risks of Chronic Disease

- Infections
- Pediatric Asthma
- Pediatric Overweight
- Diabetes
- SIDS

Experts at the CDC in Atlanta estimate that 15% to 20% of obesity could be prevented through breastfeeding.

Dietz WH. (2001) Breastfeeding may help prevent childhood overweight. *JAMA*.; 285:2506-2507.



## Possible Mechanisms for the Effect of Breastfeeding on Reduction of Childhood Overweight

- Self-regulation of intake
- More likely to try and accept new foods? (Breast milk contains flavors from foods eaten by mother; breastfed infants exposed to a variety of tastes early in life.)
- Metabolic and hormonal effects (e.g. insulin). Formula-fed infants tend to be fatter than breastfed infants at 12 months of age.

# Barriers to Breastfeeding

# Why don't women in Illinois breastfeed?

The most common reason for not breastfeeding was that the mother reported not liking breastfeeding. More than half of women who did not breastfeed cited this as a reason.

(**PRAMS**) data from 2000-2006

# Why do breastfeeding women in Illinois stop breastfeeding?

Of women who started out breastfeeding, the most common reasons for stopping were: the mother thought she was not producing enough milk and breastmilk alone did not satisfy the baby.

(**PRAMS**) data from 2000-2006

# Lack of Information



# Lack of Support



# Hospital Practices That Interfere With Breastfeeding

- Delayed First Feeding
- Restrictions on rooming-in
- Unsupportive staff
- Use of bottles

## Supportive Hospital Practices:

- Skin-to-skin contact
- Teaching about breastfeeding
- Early and frequent breastfeeding.
- Exclusive breastfeeding
- Rooming-in
- Active follow-up after discharge



# AAP Policy Statement

## Recommended Breastfeeding Practices

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- Initiate BF in the first hour.
- Keep newborn and mother together in recovery and after.
- Avoid supplemental bottles, unless medically indicated.
- Eliminate formula discharge packs.

# Improving Hospital Policies

## Baby-Friendly Hospital Initiative: The Ten Steps To Successful Breastfeeding

The BFHI promotes, protects, and supports breastfeeding through The Ten Steps to Successful Breastfeeding for Hospitals, as outlined by UNICEF/WHO.

# Effective Strategies (CDC)

- Clear hospital policies more supportive of breastfeeding result in increased breastfeeding at hospital discharge.
- Community-based peer counseling programs increase breastfeeding rates among low-income women.
- Well-designed workplace programs increase breastfeeding rates and reduce health care costs for businesses.

# Marketing of Infant Formula



# SKIN-TO-SKIN CONTACT



# Build Support in the Community

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# Build Family Support



Photo by Flint Chaney

# Breastfeeding Legislation in IL

- Ill. Rev. Stat. ch. 720 § 5/11-9 (1995) clarifies that breastfeeding of infants is not an act of public indecency. (SB 190)
- Ill. Rev. Stat. ch. 820 § 260 (2001) The Nursing Mothers in the Workplace Act. Requires that employers provide reasonable unpaid break time each day to employees who need to express breast milk, and make reasonable efforts to provide a room or other location, other than a toilet stall, where an employee can express her milk in privacy. (SB 542)



# Breastfeeding Legislation in IL

- Ill. Rev. Stat. ch. 740 § 137 (2004) creates the Right to Breastfeed Act. The law provides that a mother may breastfeed her baby in any location, public or private, where the mother is otherwise authorized to be; a mother who breastfeeds in a place of worship shall follow the appropriate norms within that place of worship. (SB 3211)
- Ill. Rev. Stat. ch. 705 § 305/10.3 (2005) Provides that any mother nursing her child shall, upon request, be excused from jury duty. (SB 517)

# Illinois' Statewide Breastfeeding Initiative

## *Creating the Blueprint for Breastfeeding*



HealthConnect One, the Illinois Department of Human Services, the Illinois WIC Program, and the University of Illinois School of Public Health are collaborating on a new statewide initiative to create a strategic plan to increase successful breastfeeding and to decrease disparities in breastfeeding rates across the state.

# Illinois' Statewide Breastfeeding Initiative

## *Creating the Blueprint for Breastfeeding*



- Analysis of existing and emerging data to identify demographic trends in statewide breastfeeding rates, and to prioritize areas in which our efforts should be focused.
- Engage stakeholders in critical thinking about priority issues and strategies.
- Publish a Blueprint for Breastfeeding, which will point the way toward decreasing demographic disparities in breastfeeding initiation and duration in Illinois.

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