

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



Healthcare Cost Savings Using Optimal Breastfeeding Rates

Disease	90% Exclusive Breastfeeding for 6 months National SAVINGS in Dollars/year (\$)
SIDS	4.7 Billion
Necrotizing Enterocolitis	2.9 Billion
Pneumonia/Lower Respiratory Infection	2.3 Billion
Otitis Media (Ear Infections)	0.9 Billion
Childhood Obesity	0.6 Billion
Childhood Asthma	0.6 Billion
Gastroenteritis	0.2 Billion
Leukemia	0.1 Billion
Type 1 Diabetes	0.1 Billion
Potential Cost Savings	\$12,000,000,000 per year

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

Goal

- ◆ 75% of mothers initiate breastfeeding
- ◆ 50% BF for 6 months
- ◆ 25% BF for 1 year
- ◆ 40% exclusive BF for 3 months
- ◆ 17% exclusive BF for 6 months

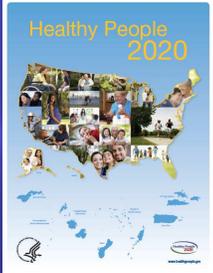
U.S. Actual (2008 provisional)

- ◆ 75% of mothers initiated breastfeeding
- ◆ 44% BF for 6 months
- ◆ 24% for 1 year
- ◆ 35% exclusive BF for 3 months
- ◆ 15% 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.

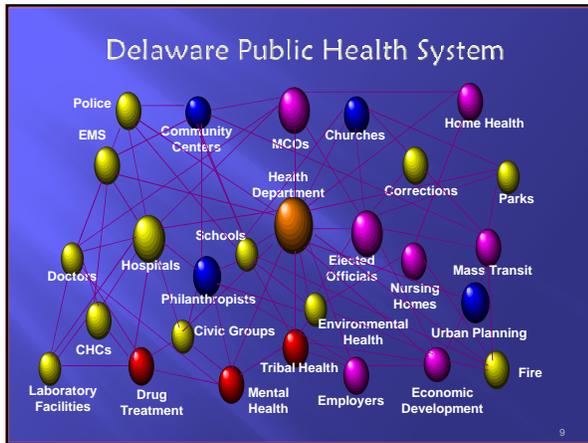
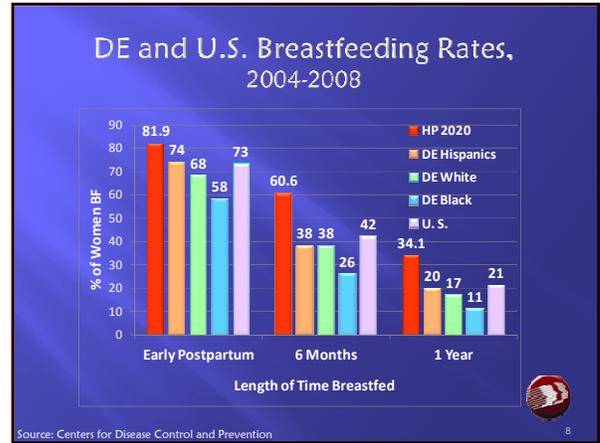
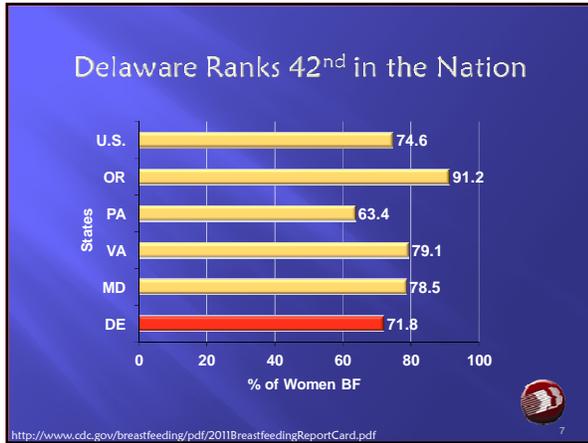


Source: www.healthypeople.gov

Objectives new to Healthy People 2020

- Worksite lactation programs → ↑ To 38%
- Breast-fed newborns receiving formula → ↓ By 15.6%
- Live births in facilities providing recommended lactating care → ↑ To 8.1%

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



- ### 2012 AAP Breastfeeding Policy Statement
- ◆ Exclusive BF for 6 months
 - ◆ Continuation of BF for 1 year or longer.
 - ◆ Monitor infant growth with World Health Organization Growth Curve Standards.
 - ◆ Hospital routines to encourage and support exclusive BF should be based on the World Health Organization (WHO)/UNICEF “Ten Steps to Successful Breastfeeding”.
 - ◆ Pediatricians should serve as breastfeeding advocates and not delegate this role to staff or non-medical lay volunteers.

- ### The 10 Steps to Successful Breastfeeding
- Have a written breastfeeding policy that is routinely communicated to all health care staff.
 - Train all health care staff in skills necessary to implement this policy.
 - Inform all pregnant women about the benefits and management of breastfeeding.
 - Help mothers initiate breastfeeding within a half-hour of birth.
 - Show mothers how to breastfeed and maintain lactation even if separated from their infants.
- Source: World Health Organization, Evidence for the Ten Steps to Successful Breastfeeding, Geneva, Switzerland: World Health Organization, 1998.

- ### The 10 Steps to Successful Breastfeeding
- Give newborn infants no food or drink other than breast-milk, unless medically indicated.
 - Practice “rooming-in.” Allow mothers and infants to remain together 24 hours a day.
 - Encourage breastfeeding on demand.
 - Give no artificial teats or pacifiers to breastfeeding infants.
 - Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.
- Source: World Health Organization, Evidence for the Ten Steps to Successful Breastfeeding, Geneva, Switzerland: World Health Organization, 1998.

Baby Friendly Hospital Initiative

- ◆ A global program sponsored by the WHO and UNICEF.
- ◆ Encourages and recognizes hospitals and birthing centers that offer an optimal level of care for infant feeding.
- ◆ Assists hospitals in giving mothers information, confidence and skills to successfully initiate and continue breastfeeding their babies or feeding formula safely.
- ◆ Gives special recognition to hospitals that promote breastfeeding.

13

10 Reasons to become Baby Friendly

10. Supports the First Lady's "Let's Move" recommendation that hospitals and health care providers use maternity care practices that empower new mothers to breastfeed.
9. Improve the CDC's Maternity Practices in Infant Nutrition and Care (mPINC) score for facilities.
8. Support the Healthy People 2020 goals.
7. Supports Surgeon General's Call to Action.
6. Upholds the National Prevention Strategy.

Source: <http://www.babyfriendlyusa.org>

14

10 Reasons to become Baby Friendly

5. Endorsed in Institute of Medicine's Early Childhood Obesity Prevention Policies.
4. The Joint Commission's Speak Up Campaign includes breastfeeding materials.
3. The Joint Commission's Perinatal Core Measure Set includes exclusive breast milk feeding.
2. CDC's Vital Signs, August 2011 issue.
1. Babies are born to be breastfed.

Source: <http://www.babyfriendlyusa.org>

15

Baby Friendly Hospitals in the U.S.



16

Baby Friendly Hospital Initiative in Delaware

- ◆ 4 out of 6 hospitals in Delaware are committed to the process.
- ◆ 3 -- Beebe and Bayhealth (Milford and Kent) -- are over halfway through the process.



17

The Business Case for Breastfeeding

- ◆ Created by Maternal and Child Health Bureau of the U.S. Department of Health and Human Services.
- ◆ Provides details of benefits to the employer and toolkits for creation of lactation programs.
- ◆ For every \$1 spent towards a lactation support program there is a \$2 - \$3 return.
- ◆ Employers provide "reasonable break time" for nursing mothers and non-bathroom areas to pump during their work day.



18

WIC Breastfeeding Peer Counselors

- ◆ Provides seamless support and encouragement of all WIC mothers from pregnancy through delivery and discharge
- ◆ Addresses barriers
 - ◆ Electric breastpumps
 - ◆ Cover-me wraps
- ◆ Increases in breastfeeding rates among WIC clients:
 - ◆ Breastfeeding initiation among WIC clients has increased from 35% in 2005 to 64% in 2010
 - ◆ Exclusive breastfeeding has increased from 34% in 2005 to 43% in 2010

19

A Healthier Delaware Begins with Breastfeeding



Work together as partners in the public health system.



20

“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



21

For more information

Our website:
www.dhss.delaware.gov/dhss/dph

Contact us:

Karyl T. Rattay, MD, MS
 302-744-4700, Karyl.Rattay@state.de.us

Lisl Phelps, RN, MSN
 302-424-7130, Lisl.phelps@state.de.us

Macy Helminiak, RN, IBCLC
 302-424-7130, Macy.helminiak@state.de.us

Joanne White, MA, RD
 741-2913 Joanne.white@state.de.us



DELAWARE HEALTH AND SOCIAL SERVICES
Division of Public Health

22