The theme for World Breastfeeding Week, August 1-7, 2014, is *Breastfeeding A Winning Goal for Life*. The focus of this theme is the United Nations’ Millennium Development Goals (MDGs.) The MDGs are eight goals that all United Nations Member States have agreed to try to achieve by 2015. The goals were established in 2000. The goals are:

1. To eradicate extreme poverty and hunger;
2. To achieve universal primary education;
3. To promote gender equality and empowering women;
4. To reduce child mortality rates;
5. To improve maternal health;
6. To combat HIV/AIDS, malaria, and other diseases;
7. To ensure environmental sustainability; and
8. To develop a global partnership for development.

Increased breastfeeding rates is an essential part of these goals. Breastfeeding saves infant lives even in developed countries. Bartick and Reinhold reported in 2010 that if United States families complied with medical recommendation to breastfeed exclusively for six months, the United States could prevent an excess of 911 deaths, mostly infant deaths but some young children deaths.\(^1\)

The World Breastfeeding Week (WBW) 2014 objectives are:

1. To provide information about the MDGs and how they relate to breastfeeding and infant and young child feeding;
2. To showcase the progress made so far and the key gaps in breastfeeding and infant and young child feeding;
3. To call attention to the importance of stepping up actions to protect, promote and support breastfeeding as a key intervention in the MDGs and in the post 2015 era; and
4. To stimulate interest among young people of both genders to see the relevance of breastfeeding in today’s changing world.

Watch this site for more WBW information - [http://worldbreastfeedingweek.org/](http://worldbreastfeedingweek.org/) The United States Breastfeeding Committee has declared the month of August to be Breastfeeding Month in the United States.

Increasing exclusive breastfeeding to at least six months is a *Winning Goal for Life*. The Healthy People 2020 Target is for 25.5 percent of babies to be exclusively breastfeeding at six months of age. The 2013 Breastfeeding Report Card reported the United States six month exclusive breastfeeding rate to be 16.4 percent. Kansas’ rate was 15.1 percent. There are many projects working to protect, promote and support breastfeeding in Kansas. For more information about these programs check these websites.

[http://www.high5kansas.org/](http://www.high5kansas.org/)
[http://kansasbusinesscase.com/](http://kansasbusinesscase.com/)

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Kansas Baby Behavior Campaign

The Kansas Nutrition and WIC Services program is training all Kansas WIC staff about baby behavior. The UC Davis Human Lactation Center received funding from a USDA Special Project Grant to investigate inappropriate infant feeding practices. The Center conducted a study in conjunction with the California WIC Program from 2006-2009. The study found that many of the parents participating had unrealistic expectations for their infants’ behavior. The Center developed a curriculum and educational tools to help WIC families and WIC staff members understand normal baby behavior. Information was included about normal infant sleep and crying and baby cues. Over the study period, clinics receiving the training reported an increase in exclusive breastfeeding and fewer participants reported inappropriate infant feeding practices such as too early introduction of solid foods. Significantly fewer infants in the intervention group weight-for-age were over the 95th percentile.

Kansas WIC staff must attend these trainings and Kansas WIC is excited to be able to offer this training to other interested health professionals. There will be several trainings around Kansas in 2014 at the low cost of $20 with continuing education included. If interested in attending, sign up on KS Train at WIC: 2014 Kansas Baby Behavior Campaign Regional Training (1048763)

In the News

- Are the benefits of breastfeeding overstated? Media attention surround a new study in the journal, Social Science & Medicine has resulted in inaccurate and incomplete reporting on the proven impact of breastfeeding on public health. Read more:
  - The Huffington Post: "Shouting 'Fire' in a Room of Scientists: Breastfeeding and Sensationalism"
  - Breastfeeding Medicine blog: "Reports on breastfeeding sibling study are vastly overstated"
  - Baby Milk Action: "Did US researchers really find breastfeeding to be ineffective or harmful?"

- 54% of Indian Health Service obstetric hospitals are now Baby Friendly. Read more. Scroll to 2-25-14 post.
- Congratulations to Virginia for support of breastfeeding moms in schools. Read more.
- The bisphenol A (BPA) debate continues. Is it dangerous to humans? Read more on low dose guidelines and the newest FDA study. Controversy about the safety of BPA continues.
- Why are breastfed babies so smart: new study.
- Suggestions to retain and increase WIC caseload can be found in this WARMRegards article

Thought for the Day

“When an actress takes off her clothes onscreen but a nursing mother is told to leave, what message do we send about the roles of women? “—Anna Quindlen

Actress Selma Blaire and son Arthur