

Breastfeeding – *Let's Talk About It*





Why Talk About Breastfeeding?

Benefits to babies



- Less acute and chronic illnesses
- Savings of >\$3.5 billion in health care costs
- Almost 1000 fewer infant deaths/year



Why Talk About Breastfeeding?

Benefits to Mothers

- Reduced chronic diseases
- Enhanced mother baby bonding
- Weight maintenance





Why Talk About Breastfeeding?

Benefits to families

- Formula costs money
- Illness costs money –
 - For every 1000 babies not breastfed there are an extra 2,033 MD visits, 212 hospitalization days, 609 prescriptions





Why Talk About Breastfeeding?

Benefits to Society



- Lower health care costs – the more sick folks the more it costs each of us
- Less pollution
- Less in the landfills
- Less water use

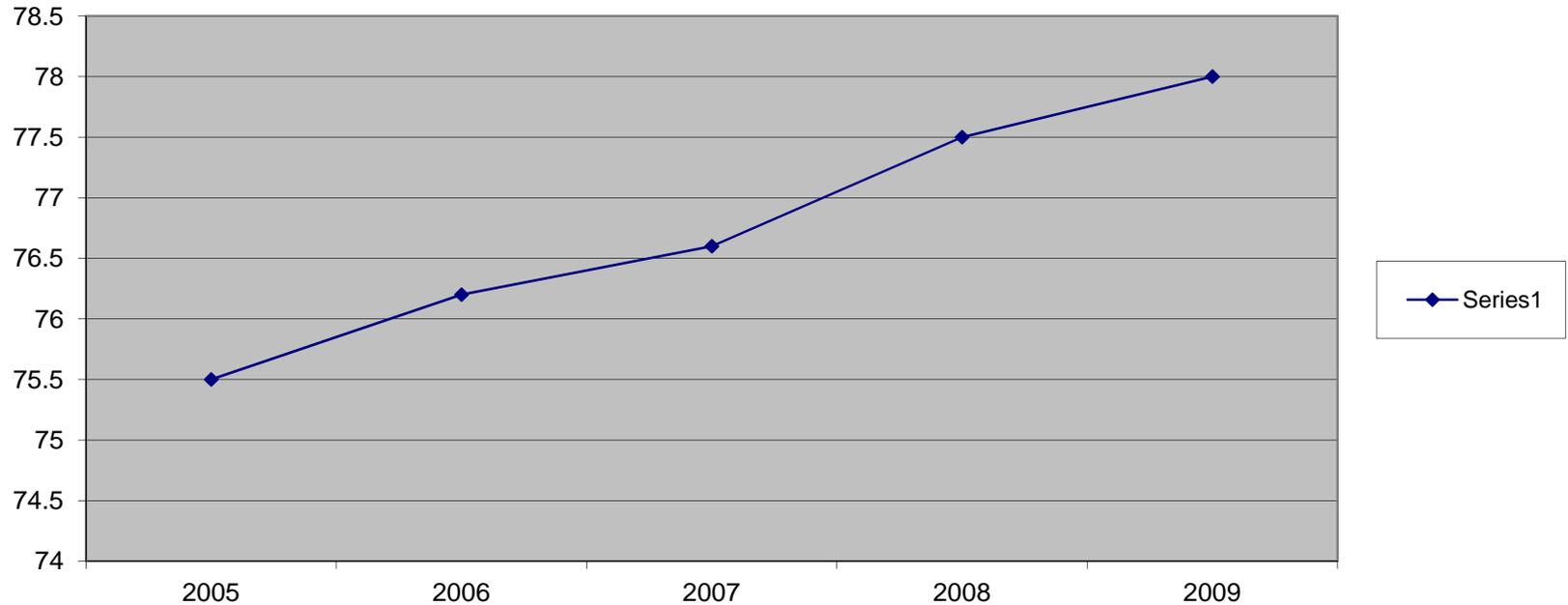


Why Talk About Breastfeeding? Babies Are Born to Breastfeed





How Does KS Measure Up?





Healthy People 2020 Objectives

- Increase BF initiation to 81.9%
- Increase any BF at 6 months to 60.6%
- Increase percent of infants BF at 1 year to 34.1%
- Increase exclusive BF through 3 months to 46.2%
- Increase exclusive BF through 6 months to 25.5%

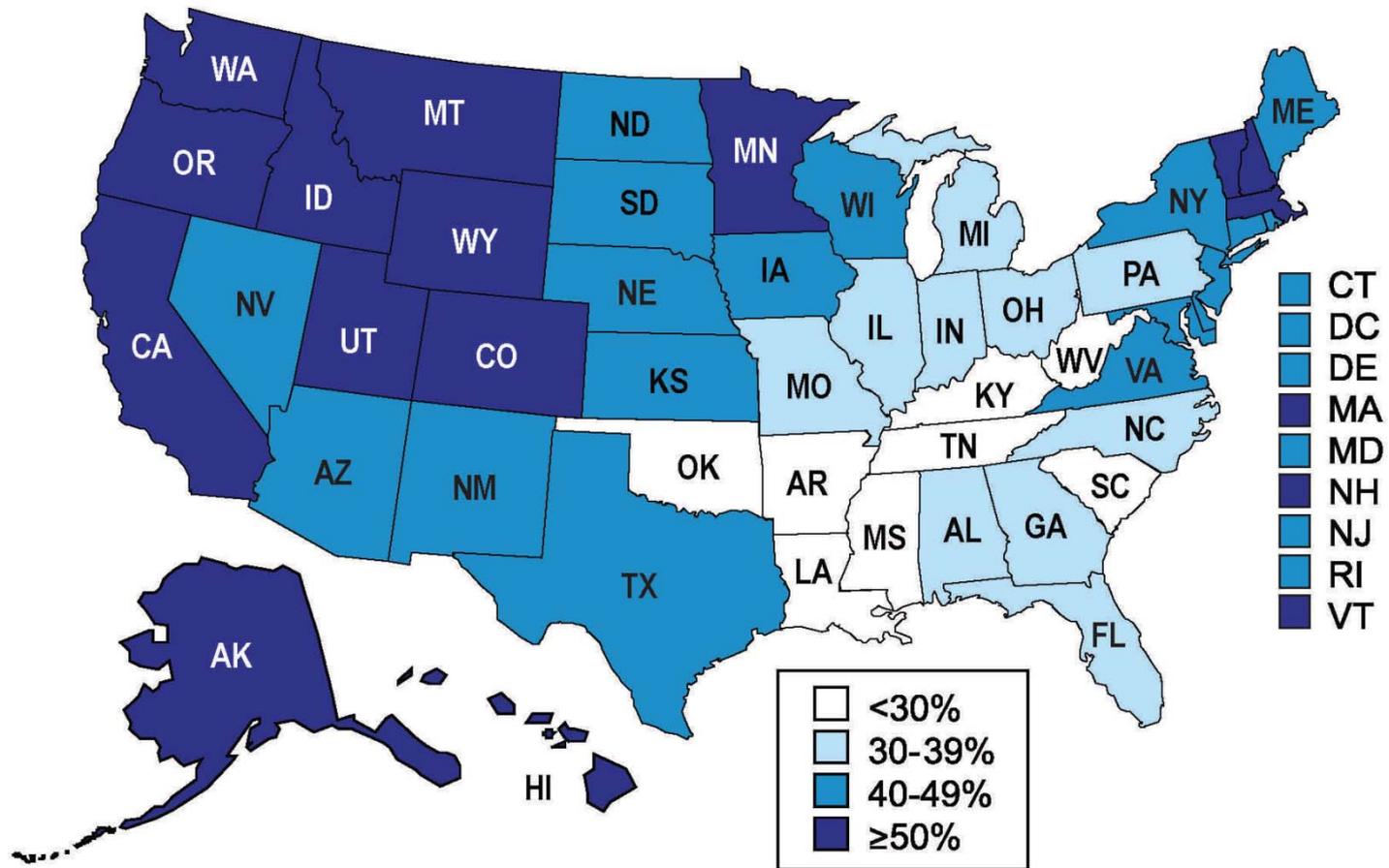


Breastfeeding Report Card

<http://www.cdc.gov/breastfeeding/pdf/BreastfeedingReportCard2010.pdf>



% Children Breastfed at 6 months





Healthy People 2020 Objectives



Healthy People 2020 reflects a vision of a society in which all people live long, healthy lives. This decade, several new features will help make this vision a reality, most notably an interactive website that includes evidence-based interventions and resources to support achieving Healthy People goals and objectives.



ksbreastfeeding.org



*Kansas
Breastfeeding
Coalition Inc.*



Healthy People 2020 Objective
Increase the proportion of employers
that have worksite lactation support
programs to 38%

Baseline – 25%



Healthy People 2020 Objectives

- Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers and their babies to 8.1%
- 3.78 % of 2007 live births in the US occurred in these facilities (2010 Breastfeeding Report Card)
- 0% as in NONE of 2008 live births in KS



Baby Friendly Hospital Initiative 10 Steps

- Written bf policy communicated to staff
- Staff training
- All pregnant women informed about bf
- BF initiation with one hour of birth
- Mothers shown how to initiate and maintain bf

10 Steps

- Nothing but breastmilk
- Rooming In
- Encourage breastfeeding on demand
- No pacifiers or artificial nipple
- Information given to mom on where to find help



High 5 for Mom and Baby

- Training for hospitals on 5 practices
- Resource Kit
- Support
- Networking



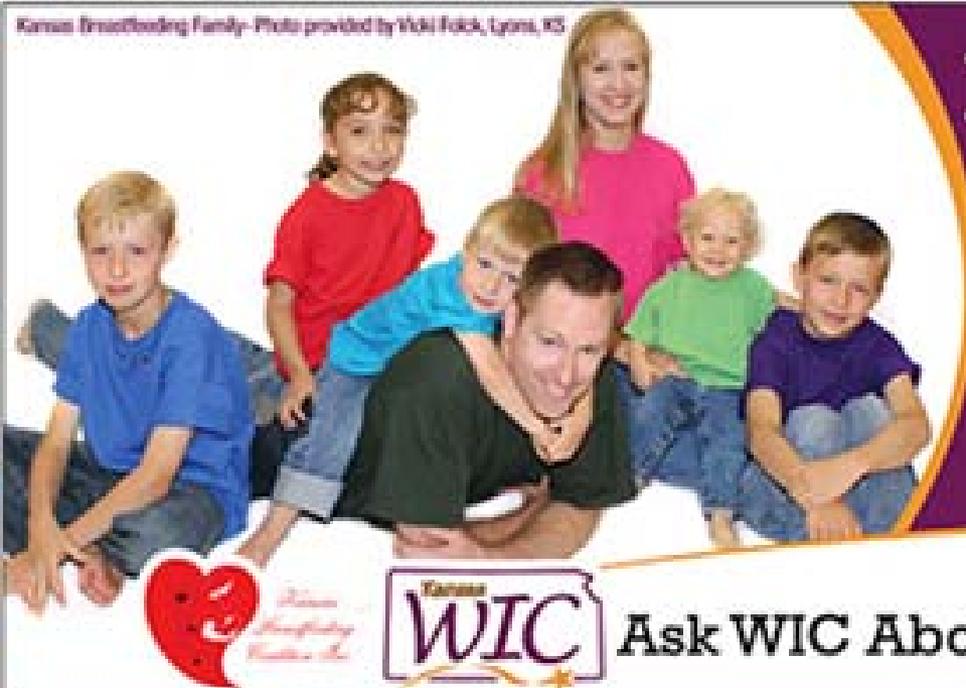


Healthy People 2020 Objective

- Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life.
- Baseline is 24.2% of breastfed newborns born in 2006 received formula in the first 2 days of life.
- Reduce to 14.2%



Kansas Breastfeeding Family- Photo provided by Vicki Falck, Lyons, KS



Breast feeding Let's Talk About It

Read Our Story-
ksbreastfeeding.org



Ask WIC About Breastfeeding—kansaswic.org





<http://www.surgeongeneral.gov/topics/breastfeeding/index.html>



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