Minnesota Breastfeeding Coalition

Pre-Meeting Workshop for Public Health and Communities

Taking the Next Step on the Baby Friendly Journey

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Overview of this Session

Breastfeeding

• Health Benefits
• Economic Benefits
The Universal Breastfeeding Symbol

- New symbol has potential to change the world for the better

http://www.breastfeedingsymbol.org/history
When was this symbol designed/initiated?

Answer: 2006
Growing Healthy Families in Dakota County

Open up that cup

Sippy cups cut down on messes, but many speech therapists say they can cause speech problems. Drinking from an open cup or through a straw helps your child develop clear speech.

For fewer spills, let your weaning child practice with a small amount of liquid in an open cup during meals. Young children who learn that eating and drinking happen at the table create less mess and develop better eating habits.

How can I get my child to eat?

Make meal and snack times pleasant by doing your job and letting your kids do theirs!

Your job is to:
- Provide healthy food choices at meals and snacks
- Set regular meal and snack times
- Decide where food is served

Lace up your shoes – Join Simple Steps

Simple Steps is a FREE walking program that fits your lifestyle. Every step counts! Enjoy time walking with family and friends while boosting energy, reducing stress and improving your health. Join the thousands of people in Dakota County who have participated in Simple Steps since 2007.

Learn about great new places to walk in Dakota County and be active together.
In the News....

Breastfeeding Associated With Increased Intelligence, Study Suggests

ScienceDaily (May 6, 2008) — The largest randomized study of breastfeeding ever conducted reports that breastfeeding raises children’s IQs and improves their academic performance, a McGill researcher and his team have found.

In a new article, Dr. Michael Kramer reports the results from following the same group of children for over 20 years. In a new article, Dr. Michael Kramer reports the results from following the same group of children for over 20 years.

If all moms breastfed? $13 billion saved

Last update: April 5, 2010 - 8:35 PM

If all U.S. women followed medical recommendations to breastfeed their infants exclusively in the first six months, the country could save $13 billion a year in medical costs and prevent 911 deaths, according to a study in the journal Pediatrics.

Breast-feeding DOES help mothers bond with babies - because it releases the 'love' hormone

By David Derbyshire
The Daily Mail (UK), Last updated at 5:50 PM on 18th July 2008

URL: http://www.dailymail.co.uk/health/article-1036151/Breast-feeding-DOES-help-mothers-bond-babies-love-hormone.html

Breastfeeding helps mothers bond with their babies due to a massive rush of the oxytocin ‘love hormone’

Breast Is Best for Reducing Stress

By Karen Pallerito
HealthDay Reporter
Sunday, January 6, 2008; 12:00 AM
Available at: http://www.washingtonpost.com/wp-dyn/content/article/20

SUNDAY, Jan. 6 (HealthDay News) -- Breast-feeding is considered a great bond between mother and infant. And now there’s evidence to suggest it may also help kids be less stressed.

Researchers in Sweden and the United Kingdom examined data on almost 2,000 children born in 1994 to women in their mid-30s.

Relevant information was collected at birth and again at ages 5 and 10 for both children and their midwives.
Surgeon General’s Call to Action 2011

Public Health Infrastructure:

Action 20. Improve national leadership on the promotion and support of breastfeeding.

http://www.surgeongeneral.gov/library/calls/breastfeeding/
Surgeon General’s Call to Action

Mother-Baby-Dyad

- Health Care System
- Family Support
- Public Health Infrastructure
- Employment
- Community Support
- Research
Healthy People 2020 has set targets for increasing both breastfeeding initiation and exclusivity; the target for breastfeeding initiation is 80% and for exclusivity the target is 25.5%.

| Healthy People 2020 Objective: Increase the proportion of infants who are breastfed |
|---------------------------------|------------------|
| Ever                            | 81.9%            |
| At 6 months                     | 60.6%            |
| At 1 year                       | 34.1%            |
| Exclusively through 3 months    | 46.2%            |
| Exclusively through 6 months    | 25.5%            |

(Source: OSG, 2011)
Healthy Minnesota Indicator 1.2: By 2020, more Minnesota children are exclusively breastfed for six months

http://www.health.state.mn.us/healthymnpartnership/docs/hm2020posted080212.pdf
Name health benefits of breastfeeding for mom?
Health Benefits for Mom

• Lowers mother’s risk of breast and ovarian cancer
• Reduces mother’s risk of osteoporosis
• Reduces mother’s risk of diabetes
• Promotes postpartum weight loss
• Enhances mother-infant closeness
• Decreases the incidence of child abuse
Health Benefits for Mom

- Assists in healthy pregnancy spacing
- More convenient
- Cheaper than formula!
- Lowers health care costs for the family
- Environmentally friendly

Name breastfeeding benefits for baby?
Health Benefits for Baby

- Higher IQ for baby
- Enhances infant development
- Reduces risk of:
  - Allergies and Asthma
  - Ear infections
  - Respiratory infections
  - Gastrointestinal disease
Health Benefits for Baby

- Reduces risk of:
  - Diarrhea
  - SIDS (Sudden Infant Death Syndrome)
  - Childhood cancer
  - Diabetes
  - Obesity
  - High Blood Pressure
  - Cardiovascular Disease

Breastfeeding:
Cost effective for families and businesses
Families can save between $1200 - $1500 in expenditures on infant formula in the first year alone

(Source: OSG, 2011)
Economic Benefits

• Healthier infants & Healthier mothers = Fewer insurance claims
• Less sick time taken
• Work force retention
• Reduced absenteeism

(Source: OSG, 2011)
How much would the U.S. save if medical recommendations to breastfeed exclusively for 6 months were followed?

Answer: $13 billion a year plus prevent an excess of 911 deaths
Excess costs resulting from pediatric disease at current breastfeeding rates compared with projected costs if 90% of US families could comply with medical recommendations to breastfeed exclusively for 6 months (total: $12.97 billion [2007 dollars]).

Bartick M, Reinhold A Pediatrics 2010;125:e1048-e1056

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We need to work together to increase breastfeeding initiation duration and exclusivity.

Evidence that we are reaching a tipping point is mounting
Thanks for your interest and commitment to breastfeeding!