



**Department
of Health**

**Evidence-Based Public Health:
Supporting the New York State
Prevention Agenda**

**MODULE 4:
EXERCISE**

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Background

- Increasing breastfeeding is a public health goal.
 - HP2020, CDC, WHO, APHA, NYS Prevention Agenda.
- *Infants should be fed exclusively breast milk for the first 6 months of life to achieve optimal growth, development and health,*” with continuation through 12 months.
 - WHO, DHHS, AAP, ACOG, AAFP, etc.
- **Exclusive Breast Milk Feeding:** defined as giving no other food or drink – not even water – except breast milk.
 - WHO, Joint Commission, NYSDOH, NYS/NYC Vital Records

Breastfeeding Provides Health Benefits to Infants

Short Term Benefits

- 72% Reduction in hospitalization from lower respiratory diseases in the first year of life
- 64% Fewer episodes of gastroenteritis
- 50% Reduction in otitis media

Source: US Department of Health and Human Services. The Surgeon General's Call to Action to Support Breastfeeding, Washington, DC; 2011.

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Long-Term Benefits of Breastfeeding to Children

- Lower total cholesterol levels
- Lower systolic and diastolic blood pressure
- Lower risk of type-2 diabetes
- Higher scores on intelligence tests

World Health Organization, Long-Term Effects of Breastfeeding, Systematic Review, 2013

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Breastfeeding Provides Health Benefits to Women

Short Term Benefits

- Reduction in postpartum bleeding, anemia
- Faster return to pre-pregnancy weight
- Reduced risk of excess maternal weight gain

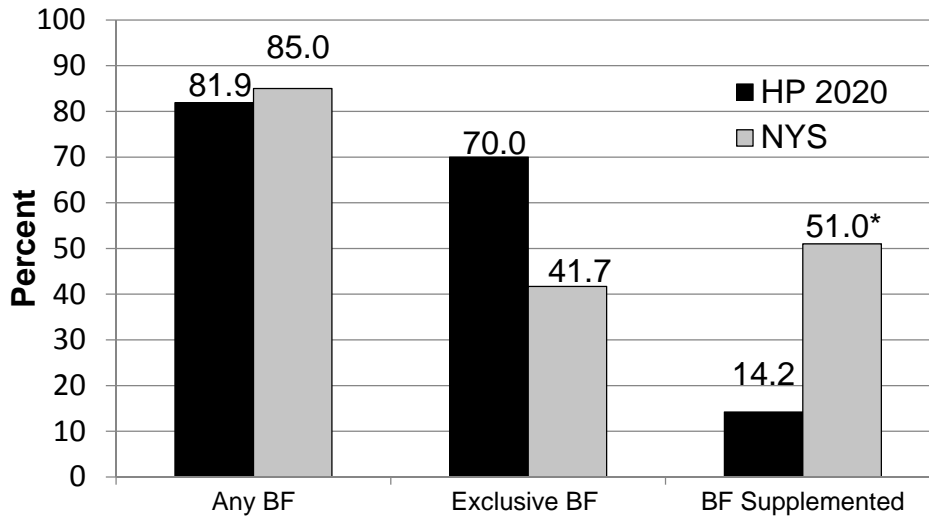
Long Term Benefits

- Reduced risk of breast cancer
- Reduced risk of ovarian cancer

Source: US Department of Health and Human Services. The Surgeon General's Call to Action to Support Breastfeeding, Washington, DC; 2011.

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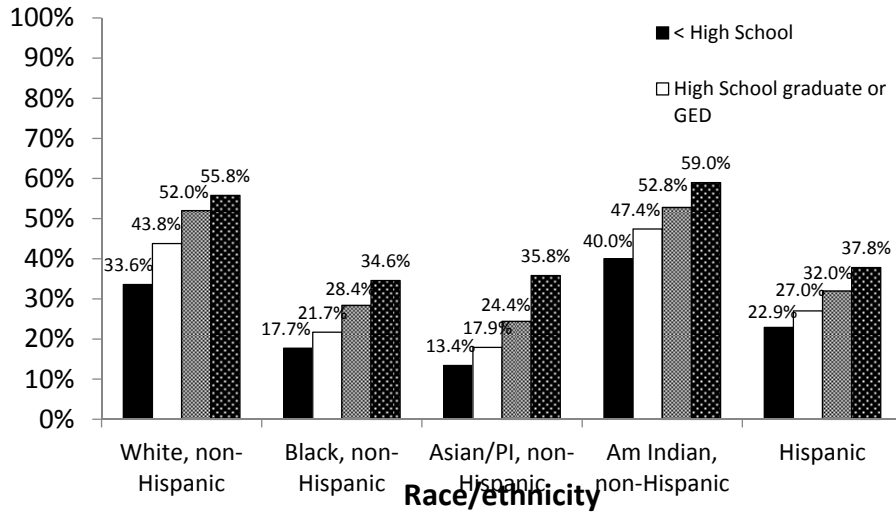
Breastfeeding Metrics - HP 2020 vs. NYS 2013



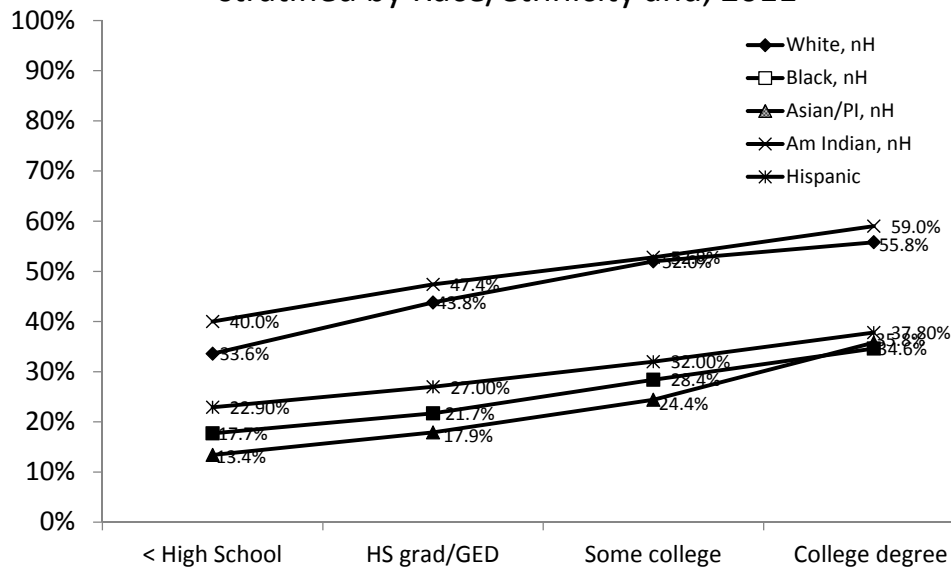
Source: NYSDOH, Birth Certificate, 2013

*CDC Breastfeeding Report Card 2014: NIS shows that NYS has the highest % of breastfed infants receiving formula before 2 days of age in the U.S.

Exclusive Breastfeeding Maternal Education, stratified by Race/Ethnicity, 2011



Exclusive Breastfeeding by Maternal Education, stratified by Race/ethnicity and, 2011



Exercise

- **Small Groups with 5-6 Each**
 - A problem described by NY State Senator Nestle
 - Form groups to work in teams
 - Discuss and write-down, following worksheet guidance
 - Background/epidemiologic issue
 - Programmatic questions (intervention, evaluation, managerial, policy)
 - Avoid getting caught up in solutions and outcomes at this point