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


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
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


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.
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