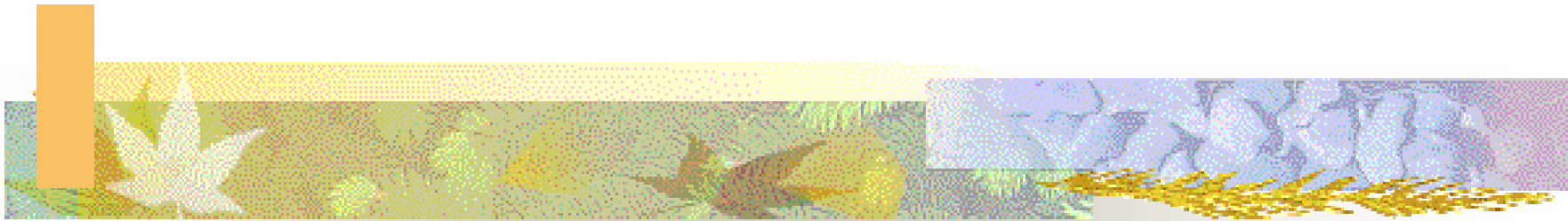


Preventing Childhood Obesity

November 7, 2008

Breastfeeding: Protective Effects



Susan S. Jackman, MS, RD, CLC

Breastfeeding Coordinator

Connecticut Department of Public Health

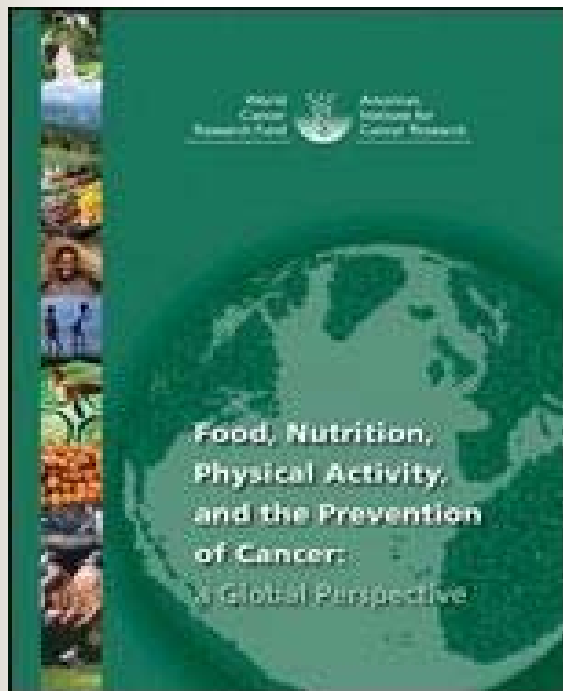
susan.jackman@ct.gov

The Evidence is Clear....



Breastfeeding is protective against childhood obesity

Food, Nutrition, Physical Activity and the Prevention of Cancer: a Global Perspective



*“The evidence on cancer as well as other diseases shows that sustained, exclusive breastfeeding is protective for the mother as well as the child. **This is the first major report concerned with the prevention of cancer to make a recommendation specifically on breastfeeding, to prevent breast cancer in mothers and to prevent overweight and obesity in children...** This recommendation has a special significance. While derived from the evidence on being breastfed, it also indicates that policies and actions designed to prevent cancer need to be directed throughout the whole life course.”*

World Cancer Research Fund / American Institute for Cancer Research. Food, Nutrition, Physical Activity, and the Prevention of Cancer: a Global Perspective. Washington DC: AICR, 2007

<http://www.dietandcancerreport.org>



Breastfeeding and Maternal and Infant Health Outcomes in Developed Countries

*“We screened over 9,000 abstracts.We found that a history of breastfeeding was associated with a reduction in the risk of acute otitis media, non-specific gastroenteritis, severe lower respiratory tract infections, atopic dermatitis, asthma (young children), **obesity**, type 1 and 2 diabetes, childhood leukemia, sudden infant death syndrome (SIDS), and necrotizing enterocolitis.”*

Evidence Report/Technology Assessment Number 153
Agency for Healthcare Research and Quality/U.S. Department of Health and Human Services
AHRQ Publication No. 07-E007 April 2007

<http://www.ahrq.gov/clinic/tp/brfouttp.htm>



POLICY STATEMENT:

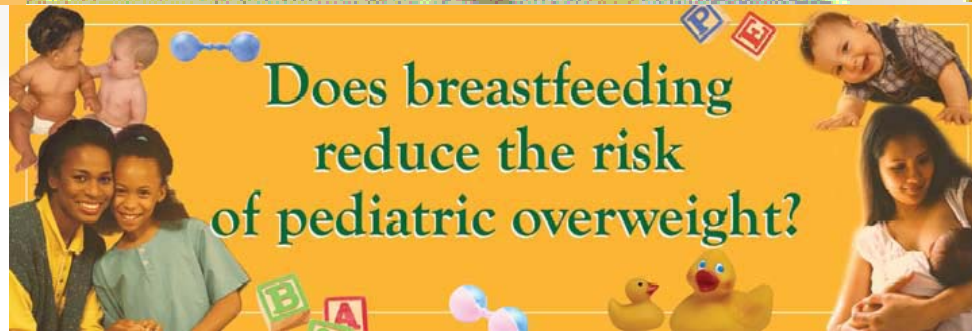
Breastfeeding and the Use of Human Milk

“Pediatricians and parents should be aware that **exclusive breastfeeding** is sufficient to support optimal growth and development **for approximately the first 6 months of life** and provides continuing protection against diarrhea and respiratory tract infection. **Breastfeeding should be continued for at least the first year of life** and beyond for as long as mutually desired by mother and child.”

ACADEMY OF PEDIATRICS Section on Breastfeeding
PEDIATRICS Vol. 115 No. 2 February 2005



<http://pediatrics.aappublications.org/cgi/reprint/115/2/496>



“...breastfeeding is associated with a reduced odds of pediatric overweight ...(longer duration, less chance of overweight)...The 3 meta-analyses reported in these review articles suggest a 15-30% reduction in odds of overweight from breastfeeding.”

**Research to Practice Series, No. 4, July 2007
National Center for Chronic Disease Prevention and Health Promotion
Division of Physical Activity**

http://www.cdc.gov/nccdphp/dnpa/nutrition/pdf/breastfeeding_r2p.pdf

Healthy People 2010 targets:

75% In early postpartum period

50% Any breastfeeding at 6 months

25%Any breastfeeding at 1 year

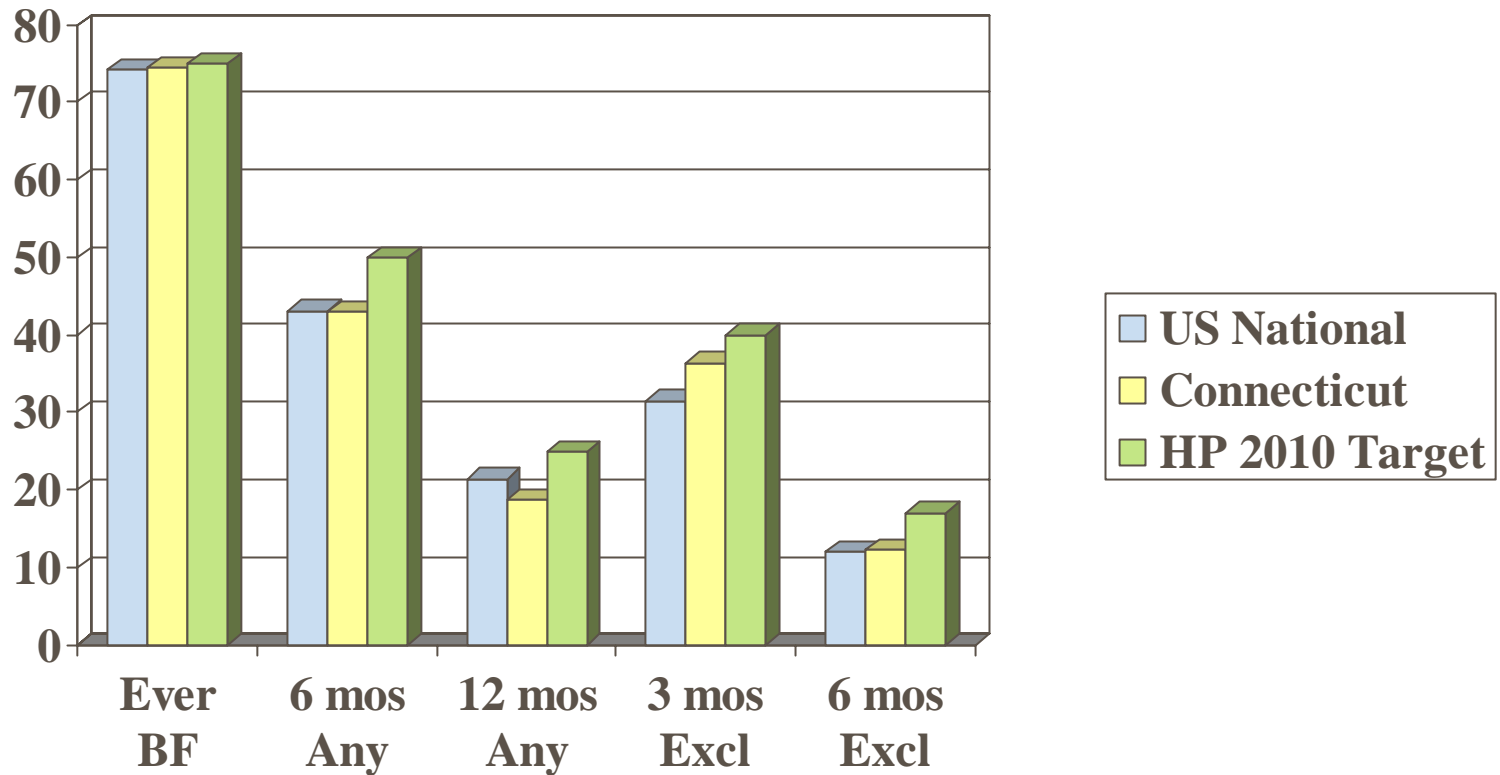
40%Exclusive breastfeeding at 3 months

17%Exclusive breastfeeding at 6 months



How is Connecticut doing?

National Immunization Survey, Centers for Disease Control and Prevention,
Department of Health and Human Services, 2005



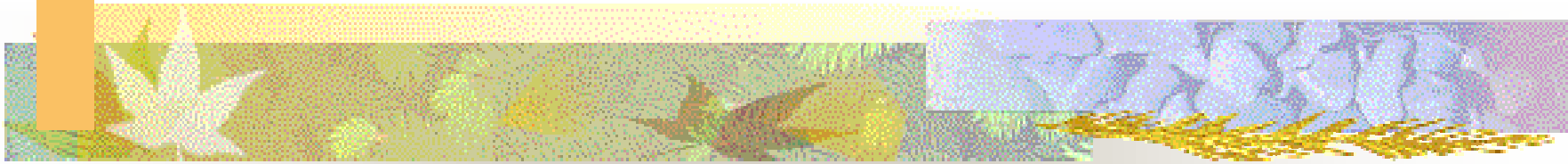
Evidence-Based Interventions



- **Maternity Care Practices**
- **Support for Breastfeeding in the Workplace**
- **Peer Support**
- **Educating Mothers**
- **Professional Support**
- **Media and Social Marketing**

The CDC Guide to Breastfeeding Interventions, 2005
http://www.cdc.gov/breastfeeding/pdf/breastfeeding_interventions.pdf

What is Connecticut doing ...



to protect, promote and support breastfeeding?



Maternity Care Practices

- *Baby Friendly Hospital Initiative (BFHI)* designation is the “gold standard” for hospital practices that support BF
www.babyfriendlyusa.org
- Hartford Hospital and Middlesex Hospital have BFHI designation, representing 12% of live births
- “Letter of intent” submitted by others



Support for Breastfeeding in the Workplace

- **Workplace accommodation statute in place**
Connecticut General Statutes, Section 31-40w
- ***The Business Case for Breastfeeding* HRSA
worksite initiative <http://ask.hrsa.gov>**
 - **CT Breastfeeding Coalition** www.breastfeedingct.org
received funding to pilot *The Business Case*
 - **CT Business and Industry Association** assisting
with promotion of *The Business Case*

The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING-FRIENDLY WORKSITE

BREASTFEEDING AND WORKING: EVERYONE BENEFITS



BOTTOM LINE BENEFITS

Benefits for BABIES

- Lower risk of infections, illnesses, and obesity
- Health benefits last well beyond infancy, especially for infants enrolled in daycare

Benefits for FAMILIES

- Breastfeeding mothers recover from pregnancy faster and have less risk of breast cancer
- Families save \$3,000 - \$4,000 per year

Benefits for BUSINESS

- Healthier babies means lower company health care costs
- Mothers and fathers of breastfed babies take less sick leave
- Companies that support breastfeeding employees are able to retain their maternity workforce at significantly higher rates

*Breastfeeding and working can work for everyone!
Find out how it can work for you today!*

WWW.WOMENSHEALTH.GOV



Published 2010 by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau.

"HRSA, the Social Security Administration and the Small Business Administration are working together to help small businesses and individuals understand the importance of breastfeeding." *Small Business Administration*

The graphic on this page was created by the U.S. Department of Health and Human Services, Health Resources and Services Administration, by Design Matters, Inc.

We gratefully acknowledge the support of the U.S. Department of Labor, Bureau of Labor Statistics, Office of Labor Market Programs.

For more information, visit www.womenshealth.gov.



Peer Support

- **La Leche League of Connecticut**
<http://www.llusa.org/CT/CT.html>
- **Hispanic Health Council/Hartford Hospital**
Breastfeeding: Heritage and Pride Peer
Counseling Program to be replicated at Yale-
New Haven Hospital
- **WIC breastfeeding education/support groups**
- **Many other hospital and community-based
groups (call 2-1-1)**



Professional Support

- **International Board Certified Lactation Consultants: 157 in CT**
- **Certified Lactation Counselor training provided to WIC Program nutrition staff**
- **Annual conferences provide high quality CE: La Leche League of CT and CBC**
- **DPH and CT Chapter AAP co-sponsored 2 teleconferences for physicians in 2008**

Media and Social Marketing



- **CBC Priority**
- **Culturally appropriate images and messages**
- **USDHHS - The National Women's Health Information Center**

www.4woman.gov/breastfeeding



“Protection, promotion and support of breastfeeding are critical public health needs”

**The CDC Guide to Breastfeeding Interventions
USDHHS, Centers for Disease Control and Prevention,
2005**

Breastfeeding

