

BREASTFEEDING

<p>Importance</p>	<p>Breastfeeding is the normal way of providing infants with the nutrients they need for healthy growth and development. Virtually all women can breastfeed if they have accurate information and support from their family, the health care system, and society at large.¹ In 2012, the American Academy of Pediatrics reaffirmed its recommendation of exclusive breastfeeding for the first six months of life, followed by continuous breastfeeding for at least one year as complementary foods are introduced.²</p>
<p>Definitions</p>	<p><u>Exclusive breastfeeding</u>: giving nothing but breast milk.</p>
<p>Healthy People 2020 Objectives</p>	<p>Increase the proportion of infants who were breastfed:</p> <ul style="list-style-type: none"> - Ever to 81.9% (MICH-21.1) - At 6 months to 60.6% (MICH 21.2) - At one year to 34.1% (MICH 21.3) - Exclusively through 3 months to 46.2% (MICH 21.4) - Exclusively through 6 months to 14.1% (MICH 21.5)

In 2011, the U.S. Surgeon General released a Call to Action to Support Breastfeeding, including that “everyone can help make breastfeeding easier.”³ Although hospitals are not intended to be the only place a mother receives support for breastfeeding, hospitals do provide a unique and critical link between breastfeeding support before and after delivery. Therefore, the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) have sponsored the Baby-Friendly Health Initiative (BFHI) as a global program designed to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding.⁴

There are three hospitals in Santa Cruz County; two are designated “Baby-Friendly” (Sutter Maternity & Surgery Center and Dominican Hospital), and the third is currently going through the application process (Watsonville Community Hospital) at the time of this report’s publication.

County-level breastfeeding data is only collected in the hospital, usually within 24-48 hours following birth, so it is unknown how long breastfeeding continues after hospital discharge. Hospital staff must select from the following three categories to describe all feeding since birth: human milk only (i.e., exclusive), formula only, or human milk and formula. In 2010, 98.2% of infants residing in Santa Cruz County were given at least some breast milk, compared to 90.8% statewide.⁵ However, *exclusive* breastfeeding is the recommendation, and only 75.5% of infants in Santa Cruz County were given human milk only, compared to 56.8% statewide. Differences by ethnicity can be seen locally and statewide, with approximately 33% higher rates for White infants compared to Latinos.

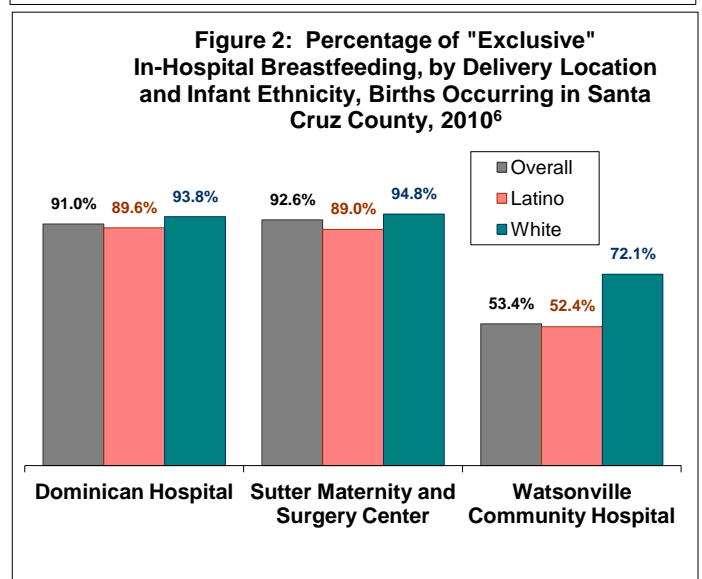
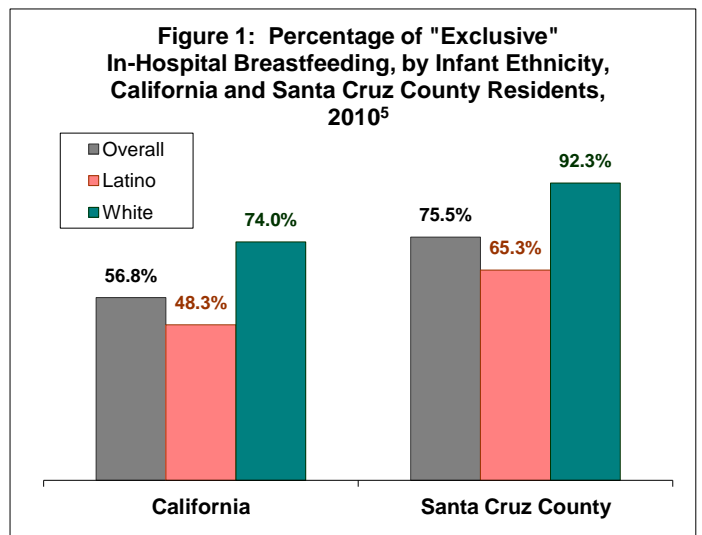


Figure 1 shows exclusive breastfeeding percentages overall and among two ethnic groups for both Santa Cruz County and California. Figure 2 compares exclusive breastfeeding percentages at the three hospitals in Santa Cruz County overall and among two ethnic groups.⁶

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Primary Prevention Activities	<p>Baby-Friendly Hospital Initiative (BFHI): a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding. The BFHI assists hospitals in giving mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies or to feed formula safely, and gives special recognition to hospitals that have done so.</p>	
	<p>Comprehensive Perinatal Services Program (CPSP): Health care practitioners in the community provide prenatal care that also includes assessments, education, childbirth education classes, support, and referrals for other needed services. All pregnant Central California Alliance for Health members and pregnancy-only Medi-Cal recipients are eligible to receive CPSP services when attending a CPSP provider for prenatal care.</p>	
	<p>Women, Infants and Children Program (WIC): The California WIC Program promotes, supports, and protects exclusive breastfeeding for approximately the first six months of life and continued breastfeeding for at least the first year. In Santa Cruz County, there is a Regalo De Amor Lactation Center for WIC participants.</p>	
	<p>Hospital Lactation Consultants: A certified lactation consultant can facilitate the breastfeeding experience while in the hospital.</p>	
	<p>Nursing Mother’s Council (NMC): NMC is a non-affiliated, non-profit organization whose mission is to support the personal breastfeeding goals of mothers with free, one-on-one assistance and education by highly trained volunteer counselors who have also breastfed.</p>	
	<p>La Leche League: An organization with the mission of helping mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.</p>	
Helpful Websites	County of Santa Cruz Health Services Agency	http://www.santacruzhealth.org/phealth/family/3breastfeeding.htm
	California Department of Public Health, Women, Infants & Children (WIC) Program	http://www.cdph.ca.gov/programs/wicworks/Pages/WICBreastfeeding.aspx
	Centers for Disease Control and Prevention	http://www.cdc.gov/breastfeeding/
	World Health Organization	http://www.who.int/topics/breastfeeding/en/
Sources	<p>(1) <i>Pediatrics</i> 129(3), pp. e827-e841, March 1, 2012 (doi: 10.1542/peds.2011-3552).</p> <p>(2) World Health Organization (WHO). Nutrition. "Exclusive Breastfeeding". http://www.who.int/nutrition/topics/exclusive_breastfeeding/en/index.html. June 12, 2012.</p> <p>(3) U.S. Department of Health and Human Services. News Release: "Everyone Can Help Make Breastfeeding Easier, Surgeon General Says in 'Call to Action'" on Jan. 20, 2012. Accessed on June 13, 2012. http://www.hhs.gov/news/press/2011pres/01/20110120a.html.</p> <p>(4) BHFI USA, "About the BHFI." Last modified 2010. Accessed June 13, 2012. http://www.babyfriendlyusa.org/</p> <p>(5) California Department of Public Health. "California In-Hospital Breastfeeding as Indicated on the Newborn Screening Test Form; Statewide and Maternal County of Residence by Race/Ethnicity: 2010." http://www.cdph.ca.gov/data/statistics/Documents/MO-BFP-CountyofResidence-RaceEthnicityReport-2010.pdf.</p> <p>(6) California Department of Public Health. "California In-Hospital Breastfeeding as Indicated on the Newborn Screening Test Form; Statewide, County and Hospital of Occurrence: 2010." http://www.cdph.ca.gov/data/statistics/Documents/MO-BFP-HospitalTotalsReport-2010.pdf.</p>	