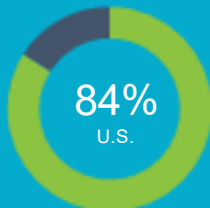
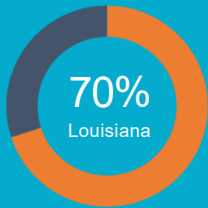


Strategies to Address Breastfeeding Rates & Disparities

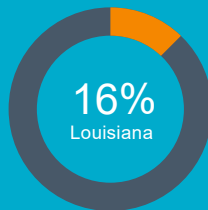
WHAT'S THE PROBLEM IN LOUISIANA?

Louisiana has low breastfeeding rates compared to U.S. national rates.¹

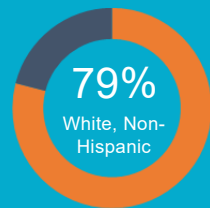
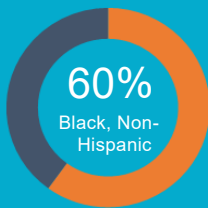
INITIATION RATE



6-MONTH EXCLUSIVITY RATE



INITIATION DISPARITIES BY ETHNICITY²



Women who deliver at a *Gift* designated facility are more likely to initiate breastfeeding, regardless of race/ethnicity.³ In 2019, 92% of live births in Louisiana occurred in *Gift* designated facilities.



To learn more about *The Gift*, visit thegiftla.org.

Racial Disparities Persist Among Hospital Practices

Compared to NH White women who delivered at a *Gift* designated facility, NH Black women were 72% more likely to report they received a "gift" pack with formula from the hospital.³

WHY IS BREASTFEEDING IMPORTANT?

SUPPORT



2 OUT OF 3

moms who intend to exclusively breastfeed are **NOT MEETING THEIR GOALS**. Many mothers stop exclusively breastfeeding **WITHIN A FEW WEEKS** due to lack of support.⁴



EQUITY

Breastfeeding allows all infants **access to the same quality of nutrition and immune protection**, regardless of income or where a person resides.



Breastfeeding exclusivity and duration are related to many short- and long-term maternal and child health outcomes. Thus, breastfeeding has implications for **reducing health disparities throughout the life course**.

HEALTH IMPACT

One maternal or child death is prevented for every 597 women who breastfeed according to national recommendations.⁵



BABY	MOM
Decreased incidence of SIDS ⁶	Lower rates of breast and ovarian cancers ⁸
Reduced risk of hospitalization for lower respiratory tract infections ⁷	Reduced risk of Type 2 diabetes ⁸
Decreased incidence of gastroenteritis ⁷	Lower rates of high blood pressure ⁹
Reduced risk of otitis media ⁸	Reduced risk of heart disease ⁹



COST SAVINGS

If breastfeeding rates increased to the level of the Healthy People 2020 Goals, about **\$4.3 billion in medical and non-medical costs could be saved** in the United States annually.⁵



Breastfeeding can save families about \$1,400 in formula costs during the first year.¹⁰



Employers whose companies provide breastfeeding support report up to a 3:1 return on investment.¹¹

Strategies to Address Breastfeeding Rates & Disparities

PARTNERSHIPS



EDUCATION & COMMUNITY SUPPORT

Training for Physician Offices, Communities & Child Care Settings
New Orleans Breastfeeding Center Grand Rounds
Consistent Breastfeeding Messaging & Information

Find local breastfeeding support at LABreastfeedingSupport.org or download the Cofective Mobile App



SUPPORT
AT ALL
LEVELS

PREGNANT & NEW MOMS



Family Coaching and Support
Learn more at PartnersForHealthyBabies.org

Cafe au Lait Louisiana
Breastfeeding Support for
Families of Color
Find on Facebook

SUPPORTIVE ENVIRONMENTS & POLICIES



LouisianaBreastfeeding.org

Infant Feeding Expertise and Implementation Support

WHAT CAN YOU DO?

- Establish consistent breastfeeding messaging** using free mobile app and patient education tools available at Cofective.com
- Connect mothers to local breastfeeding support** using LABreastfeedingSupport.org
- Attend community breastfeeding trainings** to build confidence and skills to help moms achieve their breastfeeding goals
- Encourage businesses and communities to become breastfeeding-friendly** through:
 - Louisiana Workplace Breastfeeding Support program: LouisianaBreastfeeding.org
 - Well-Ahead designation program: WellAheadLA.com
 - Breastfeeding Welcome Here project: LouisianaBreastfeeding.org
- Participate in or start a breastfeeding network or coalition in your community.** Learn more at LouisianaBreastfeeding.org

REFERENCES

¹ CDC, Ntnl Imm Survey, 2016

² LA PRAMS, 2018

³ LA PRAMS, 2016-2018

⁴ Perrine, C.G., et al. *Pediatrics*. 2012 Jul;130(1): 54-60

⁵ Bartick, M.C., et al. *Maternal & Child Nutrition*. 2017;13,e12366

⁶ Vennemann, M., et al. *Pediatrics*. 2009;123(3): 406-410

⁷ Ip, S. et al. *Breastfeeding Medicine*. 2009;4(s1): S17-30

⁸ Ip, S. et al. *Evid Rep Technol Assess (Full Rep)* 2007;(153): 1-186

⁹ Schwarz, E.B., et al. *Obstetrics & Gynecology*. 2009;113(5): 974-984

¹⁰ Consumer Reports, Baby Formula Buying Guide. May 2016

¹¹ Cohen, R., et al. *American Journal of Health Promotion*. 1995;10(2): 148-153

ACKNOWLEDGMENTS

We would like to acknowledge the Texas 10 Step Program and its "Breastfeeding Makes a Difference!" infographic for serving as inspiration for this document.

