Delaware WIC Program
Supporting & Promoting Breastfeeding

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Breastfeeding Coordinator

American Academy of Pediatrics
“Epidemiologic research shows that human milk provides advantages with regard to general health, growth, and development, while significantly decreasing risk for a large number of acute and chronic diseases.”

American Academy of Pediatrics
“Breastmilk should be a baby’s primary source of nutrition for the first year of life, and any baby fed breastmilk beyond the first year is very lucky.”
American Academy of Pediatrics

“It is recommended that breastfeeding continue for at least 12 months, and thereafter for as long as mutually desired.”

Am College of Obs & Gyns

“Breastfeeding lessens the mother’s post partum blood loss, allows bonding with the infant, decreases the risk of ovarian cancer and premenopausal breast cancer, [and] reduces the incidence of pregnancy-induced, long-term obesity.”

Am College of Obs & Gyns

“Breastmilk decreases the incidence and/or severity of diarrhea, asthma, ear infections, bacterial meningitis, botulism and urinary tract infections in infants. Breastfeeding has also been linked to a possible enhancement in cognitive development in children.”
Am Academy of Family Physicians

- “Evidence about breastfeeding’s health effects is growing exponentially.”
- “The promotion and support of lactation should be a high priority for family physicians.”
- “Breastfeeding is the best form of nutrition for infants.”

American Dietetic Assoc

“ADA strongly encourages the promotion and advocacy of activities that support longer duration of successful breastfeeding in order to optimize the indisputable nutritional, immunological, psychological, and economic benefits.”

World Health Organization

“Exclusive breastfeeding for 6 months is the optimal way of feeding infants. Thereafter infants should receive complementary foods with continued breastfeeding up to 2 years of age or beyond.”
DHHS Office of Women’s Health

“This Blueprint for Action on Breastfeeding reaffirms the scientific evidence that breastfeeding is the best method for feeding most newborns, and that breastfeeding is beneficial to the infant’s and mother’s health.”

USDA 2001 Study

“Our analysis indicated that a minimum of $3.6 billion would be saved if the prevalence of exclusive breastfeeding increased from current levels to those recommended by the US Surgeon General. The $3.6 billion underestimates the potential economic benefits…because it reflects the savings in treating only 3 childhood illnesses.” (OM, GI & NEC)

USDA 2001 Study (con’t)

“Estimated savings also exclude the cost of purchasing OTC medications, physician charges for treatment of NEC, and savings due to reduced long-term morbidity.”
US Surgeon General/Healthy People 2010

Goals for the nation:
- 75% BF early neonatal period
- 50% BF at 6 months
- 25% BF at 1 year

Currently (2001):
- 69.5% BF early neonatal period
- 32.5% BF at 6 months
- 18.7% BF at 1 year

Best Start Inc.

- Busy Lifestyles
- Lack of Support
- Embarrassment

Busy Lifestyles

- "Modern" women can't/won't/don't
- American ideal of "independence"
- Co-sleeping & dependency
Erickson’s Developmental Tasks

- Birth-1 Trust vs. Mistrust
- 2-3 Autonomy vs. Doubt
- 4-5 Initiative vs. Guilt
- 6-11 Industry vs. Inferiority
- 12-18 Identity vs. Role Confusion

Lack of Support

- Misinformation & mismanagement
- Breastfeeding in public
- Reliance on science & technology
- Negative comparisons
- No support in the workplace

Without the Science, It Just Wouldn’t be Gerber

When a young mother looks into her baby’s eyes, she sees hope. Every day, she looks for her baby’s eyes to hold for her little dancing. Try as one might, she will not know until her baby is ready to trust. At Gerber, we don’t know if it’s going to be the eyes of a future feminist, president or poet. But we do know that development happens when parents trust their baby’s abilities to grow and develop. Which is why we make it our business to stay ahead of the curve when it comes to understanding the current science of infant feeding and nutrition. Scientific proof is an important part of ensuring that our products, nutrition development, and research
Embarrassment

- Breasts = sex
- “Nothing shows & no one knows”
- Corrupting children
The G Word—Guilt!

Coercion or education?

Making an informed decision

But what can I do?

Breastfeeding Myths

- Do you have to drink milk to make milk?
- It’s normal for breastfeeding to hurt.
- You have to supplement for the 1st 3-4 days after birth.
- You need to limit nursings the 1st week.
- Feed from both breasts at every feeding.
- Pump to see how much milk you have.
More Breastfeeding Myths

- Breastmilk is deficient in Vit D.
- Sick mothers should “pump & dump.”
- Feminists don’t breastfeed.
- Women on medications can’t breastfeed.
- If you breastfeed you can’t eat . . .
- Feeding the breastfeeding mom costs more than buying formula.

Watch Your Language!

- “special”
- “healthier”
- “better”
- “advantages”

- Breastfeeding is none of these.
  Breastfeeding is normal.

John Grant, Former Executive Director of UNICEF

“Study after study now shows, for example, that babies who are not breastfed have higher rates of death, meningitis, childhood leukemia and other cancers, diabetes, respiratory illnesses, bacterial and viral infections, diarrheal diseases, otitis media, allergies, obesity, and developmental delays. Women who do not breastfeed demonstrate a higher risk for breast and ovarian cancers.”
John Grant, continued. . .

“Breastfeeding is no longer considered to be just a lifestyle choice, but a health choice for mother and baby. A recent study indicates that if all mothers breastfed their children for two years, breast cancer could decline in the United States by 25%.”


Look What Hides in the Phrasing

$1.00 → $0.75 is a 25% markdown
$0.75 → $1.00 is a 33% markup!

25% 33%