

A close-up photograph of a woman with dark hair kissing a baby on the forehead. The baby is lying down, wearing a white hospital gown with a small floral pattern. The woman's hand is visible, resting on the baby's back. The background is softly blurred, suggesting a hospital or home setting. The overall tone is warm and intimate.

# BREASTFEEDING SUPPORT

Key Components of  
Breastfeeding

# OVERVIEW

National & International  
Perspective

Baby Friendly Hospital  
Initiative (BFHI)

Supporting Mothers

# WHY YOU ARE HERE!

“Even though it is a natural act, breastfeeding is also a learned behavior. Virtually all mothers can breastfeed provided they have accurate information, and support within their families and communities and from the health care system. They should also have access to skilled practical help ... who can help to build mothers’ confidence, improve feeding technique, and prevent or resolve breastfeeding problems.”

WHO, 2003

# BREASTFEEDING RECOMMENDATIONS

AAP, WHO, and UNICEF recommend exclusive breastfeeding for about the first 6 months of life with continued breastfeeding, along with appropriate complementary foods, for up to 2 years of age or older

## Joint Commission Core Measures

- PC-05: Exclusive breast milk feeding (during the newborn's entire hospitalization)

## Health People 2030

- Increase the proportion of infants who are breastfed exclusively through age 6 months (MICH-15)
- Increase the proportion of infants who are breastfed at 1 year (MICH-16)

# BREASTFEEDING GOALS

### Healthy People 2030 Breastfeeding Objectives

Healthy People 2030 Breastfeeding Objectives*	Baseline	Target
Increase the proportion of infants who are breastfed exclusively through 6 months of age.	24.9%†	42.4%
Increase the proportion of infants who are breastfed at 1 year.	35.9%†	54.1%

\*[Healthy People 2030 Breastfeeding Objectives](#) 

†Baseline rates represent infants born in 2015, [National Immunization Survey – Child](#).

# NATIONAL BREASTFEEDING DATA & STATISTICS

Only 1 in 4 infants is  
exclusively breastfed as  
recommended by the time  
they are 6 months old

## Breastfeeding

CDC > Breastfeeding

### Breastfeeding

About Breastfeeding +

**Data & Statistics -**

Facts

Breastfeeding Report Card

Breastfeeding Rates +

Maternity Care Practices +

mPINC Ten Steps Assessment Tool +

Public Opinions About  
Breastfeeding

Breastfeeding and Infant Feeding  
Practices +

Guidelines & Recommendations +

Breastfeeding and Special  
Circumstances +

Resources Library +

Frequently Asked Questions  
(FAQs)

## Data & Statistics

We focus on gathering data to better understand behaviors, practices, and policies related to breastfeeding disparities. This helps guide our strategic priorities to improve the health and quality of life for all.

For breastfeeding, CDC's Division of Nutrition, Physical Activity, and Obesity tracks:

- National and state-level breastfeeding rates.
- Maternity care practices at hospitals.
- Public opinion about breastfeeding.
- Breastfeeding and infant feeding practices.



### Data, Trends, and Maps

Interactive database with national and state data on breastfeeding behaviors as well as environmental factors.



### Facts

The latest statistics on breastfeeding in the United States.



### Breastfeeding Report Card

National and state information on breastfeeding rates and practices.

# INTERNATIONAL BREASTFEEDING GOALS

- Goal to increase global exclusive breastfeeding rates among children under 6 months to at least 50% by 2025
- Recent statistics

**5 BREASTFEEDING | THE GOAL** By 2025, increase to at least 50% the rate of exclusive breastfeeding in the first six months

**WHY IT MATTERS**

**BENEFITS OF BREASTFEEDING**

1 2 3 4 5 6 Babies who are fed **nothing but breastmilk** from birth through their first 6 months of life get the **best start**

Exclusive breastfeeding provides babies: **the perfect nutrition** & everything they need for healthy growth and brain development

**Protection** from respiratory infections, diarrhoeal disease, and other **life-threatening ailments**

Protection against **obesity & non-communicable diseases** such as asthma and diabetes

**RECOMMENDED ACTIONS**

**LIMIT FORMULA MARKETING**

**WHAT?** Significantly limit the marketing of breastmilk substitutes

**HOW?** Strengthen the monitoring, enforcement and legislation related to the International Code of Marketing of Breastmilk Substitutes

**SUPPORT PAID LEAVE**

**WHAT?** Empower women to exclusively breastfeed

**HOW?** Enact six-months mandatory paid maternity leave and policies that encourage women to breastfeed in the workplace and in public

**STRENGTHEN HEALTH SYSTEMS**

**WHAT?** Provide hospital and health facilities-based capacity to support exclusive breastfeeding

**HOW?** Expand and institutionalize the baby-friendly hospital initiative in health systems

**SUPPORT MOTHERS**

**WHAT?** Provide community-based strategies to support exclusive breastfeeding counseling for pregnant and lactating women

**HOW?** Peer-to-peer and group counselling to improve exclusive breastfeeding rates, including the implementation of communication campaigns tailored to the local context

**SCOPE OF THE PROBLEM**

Globally, only **38%** of infants are exclusively breastfed

Suboptimal breastfeeding contributes to **800,000** infant deaths

GLOBAL TARGETS

World Health Organization

1000 DAYS

# BABY-FRIENDLY HOSPITAL INITIATIVE (BFHI)

- Baby Friendly USA
- Ten Steps to Successful Breastfeeding
- Neo-Baby Friendly Hospital Initiative



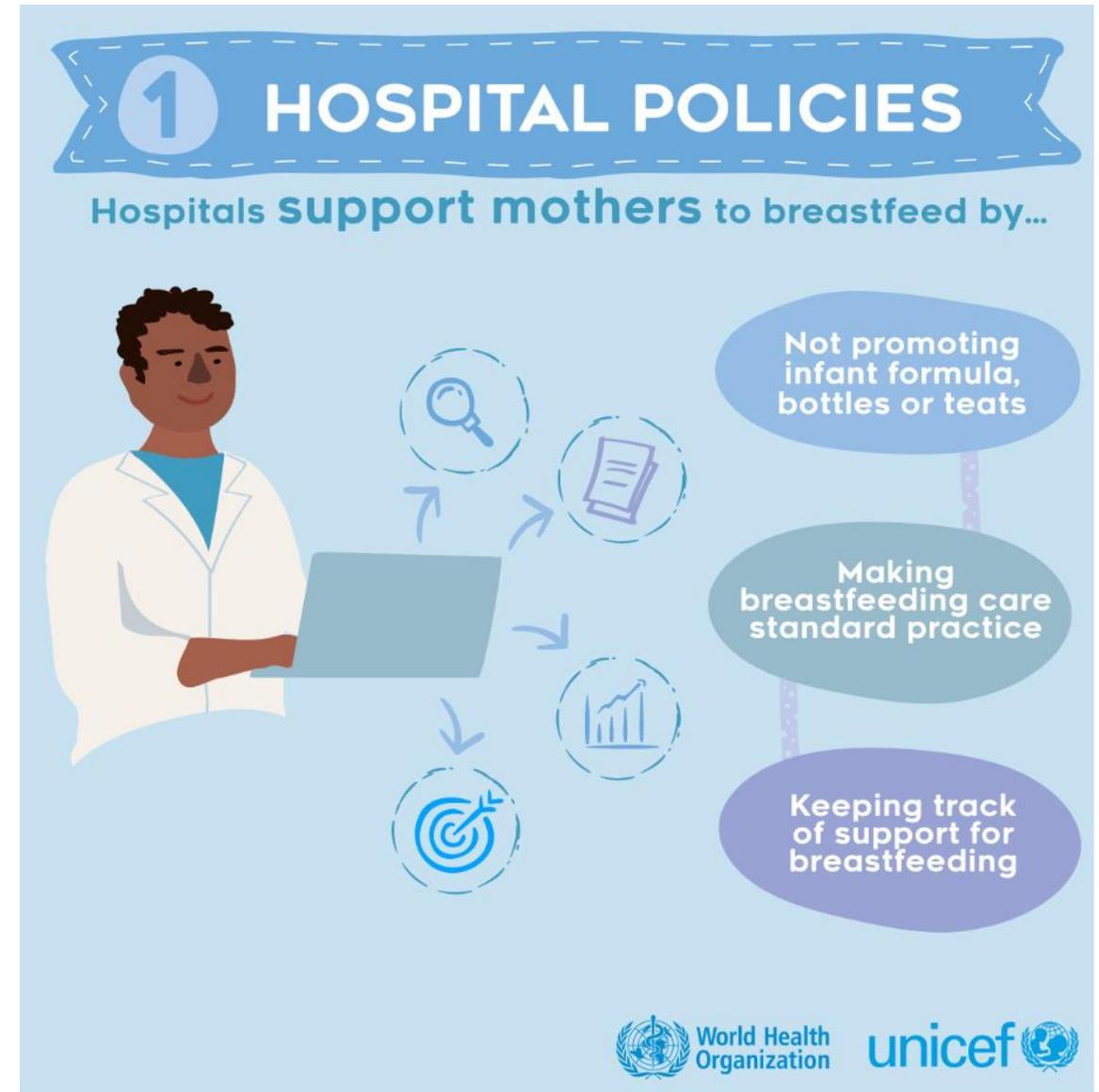
# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

1. Have a written infant feeding policy that is routinely communicated to all health care staff.

## Neo BFHI:

1: Have a written breastfeeding policy that is routinely communicated to all health care staff.



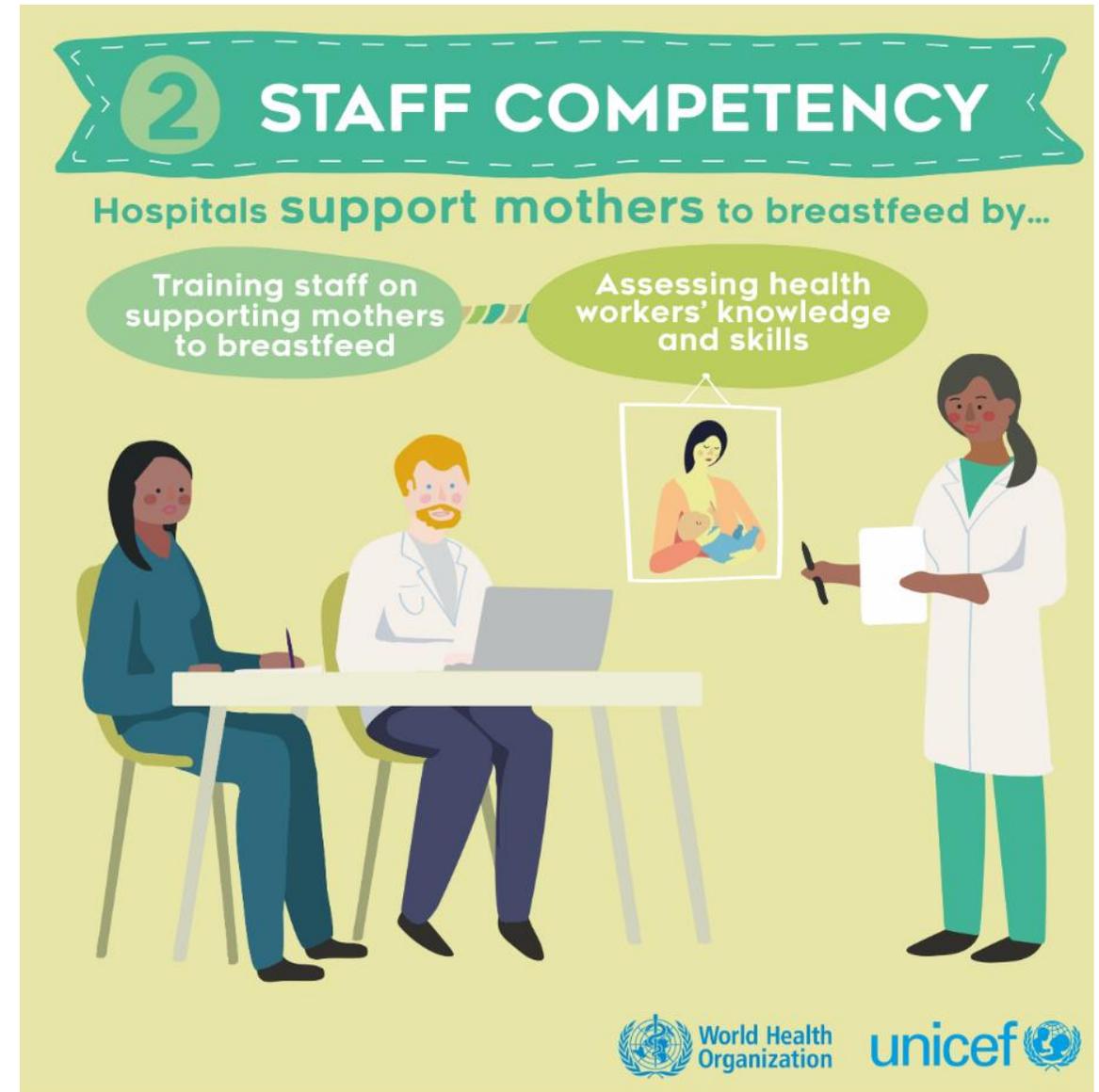
# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

2. Train all health care staff in the skills necessary to implement this policy.

## Neo BFHI:

2: Educate and train all staff in the specific knowledge and skills necessary to implement this policy.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

3. Inform all pregnant women about the benefits and management of breastfeeding.

## Neo BFHI:

3: Inform hospitalized pregnant women at risk for preterm delivery or birth of a sick infant about the benefits of breastfeeding and the management of lactation and breastfeeding.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

4. Help mothers initiate breastfeeding within one hour of birth.

## Neo BFHI:

4: Encourage early, continuous and prolonged mother-infant skin-to-skin contact/Kangaroo Mother Care.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.

## Neo BFHI:

5: Show mothers how to initiate and maintain lactation, and establish early breastfeeding with infant stability as the only criterion.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

6. Give infants no food or drink other than breast-milk, unless medically indicated.

## Neo BFHI:

6: Give newborn infants no food or drink other than breast milk, unless medically indicated.



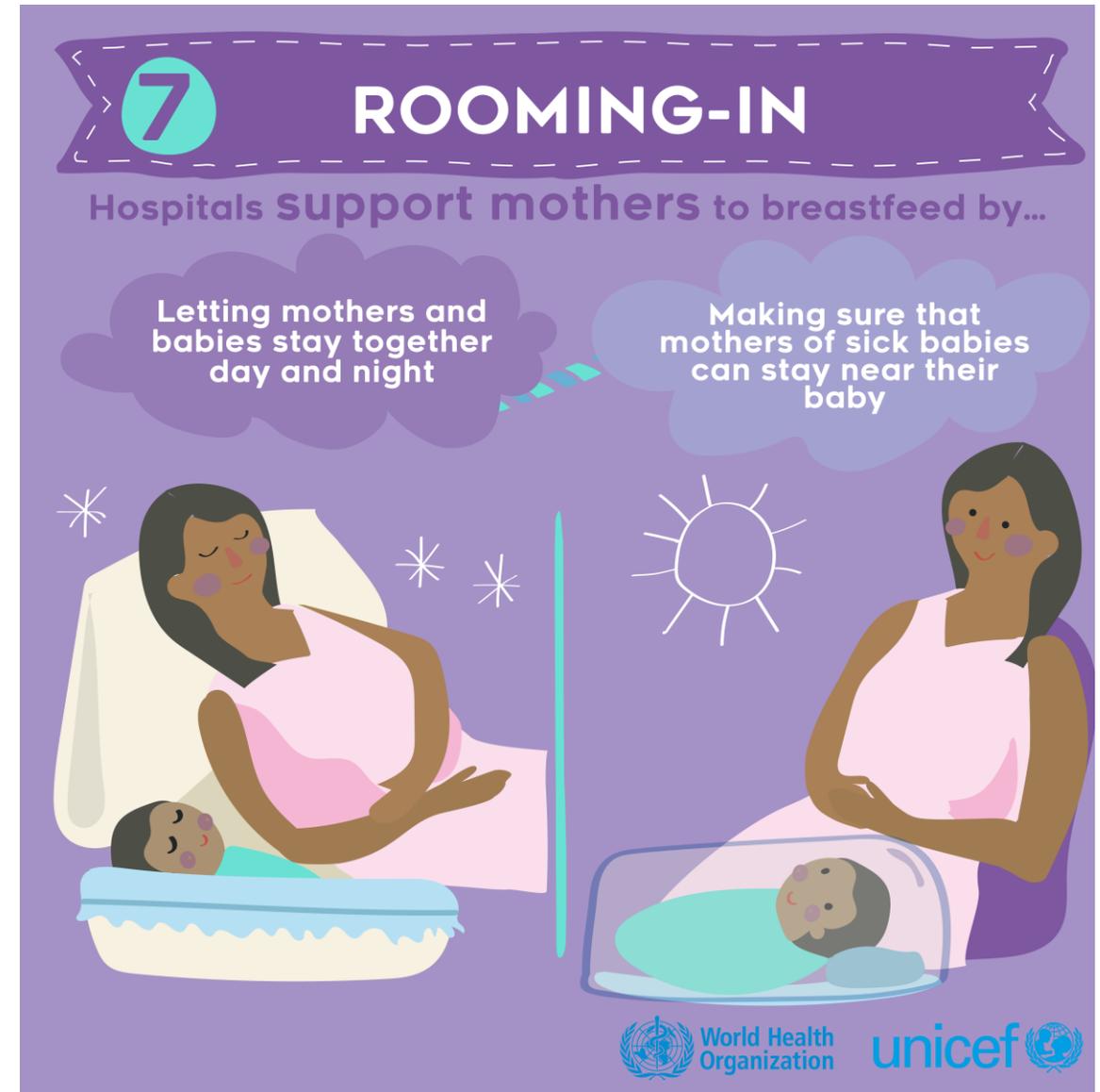
# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

7. Practice rooming in – allow mothers and infants to remain together 24 hours a day.

## Neo BFHI:

7: Enable mothers and infants to remain together 24 hours a day.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

8. Encourage breastfeeding on demand.

## Neo BFHI:

8: Encourage demand breastfeeding or, when needed, semi-demand feeding as a transitional strategy for preterm and sick infants.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

9. Give no pacifiers or artificial nipples to breastfeeding infants.

## Neo BFHI:

9: Use alternatives to bottle feeding at least until breastfeeding is well established, and use pacifiers and nipple shields only for justifiable reasons.



# 10 STEPS TO SUCCESSFUL BREASTFEEDING

## BFHI:

10. Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or birth center.

## Neo BFHI:

10: Prepare parents for continued breastfeeding and ensure access to support services/groups after hospital discharge.



# THE IMPACT OF THE BFHI

- A group-randomized trial from the late 1990s found increased rates of exclusive breastfeeding at 3 months to 43% in hospitals that implemented the Ten Steps, compared to only 6% in the hospitals that did not receive the intervention
- A 2016 systematic review on maternity and newborn care demonstrated clearly that adherence to the Ten Steps impacts rates of breastfeeding (early initiation immediately after birth, exclusive breastfeeding and total duration of any breastfeeding)
- One US study found that adherence to six of the specific maternity care practices could reduce the odds of early termination of breastfeeding 13-fold

# BREASTFEEDING SUPPORT

“Given the importance of breastfeeding on the health of mothers and children, it is critical that we take action to support breastfeeding. Women who choose to breastfeed face numerous barriers—only through the support of family, communities, clinicians, healthcare systems, and employers will we be able to make breastfeeding the easy choice.”

Jerome M. Adams, MD, MPH U.S.  
Surgeon General



# BREASTFEEDING GOALS

60% of mothers stop  
breastfeeding sooner  
than they planned

(CDC, 2023)

# WHY DO MOTHERS STOP BREASTFEEDING EARLY?

“Mothers who feel prepared, knowledgeable, and confident about breastfeeding typically have better outcomes after birth.”

(Brown, 2016)

- Education needs
- Decreased self-efficacy
- Issues with lactation and latching
- Concerns about infant nutrition and weight
- Concerns about pumping and volume
- Mother’s concern about taking medications while breastfeeding
- Unsupportive work policies and lack of parental leave
- Cultural norms and lack of family support
- Unsupportive hospital practices and policies

# DISPARITIES IN BREASTFEEDING

- Black infants are 15% less likely to have ever been breastfed than white infants
- Infants in rural areas are less likely to ever breastfeed than infants living in urban areas
- Fewer non-Hispanic Black infants are ever breastfed compared with Asian infants, non-Hispanic White infants and Hispanic infants
- Infants eligible for and receiving WIC assistance are less likely to ever be breastfed than infants eligible, but not receiving WIC, and infants ineligible for WIC
- Younger mothers aged 20 to 29 years are less likely to ever breastfeed than mothers aged 30 years or older

# POLICIES & SUPPORT

- Legislative & Policy Support
  - Patient Protection and Affordable Care Act 2010 – [Section 4207](#)
  - [Pump for Nursing Mothers Act](#)
  - [Take Action \(usbreastfeeding.org\)](http://usbreastfeeding.org)
- [Breastfeeding State Laws](#)
- Organizational support including CDC, DHHS, WPSI...
- [Business Case for Breastfeeding](#)
- [Normalize Breastfeeding](#)

# BREASTFEEDING SELF-EFFICACY

results in longer  
breastfeeding duration and  
higher exclusive  
breastfeeding rates in the  
early postpartum period

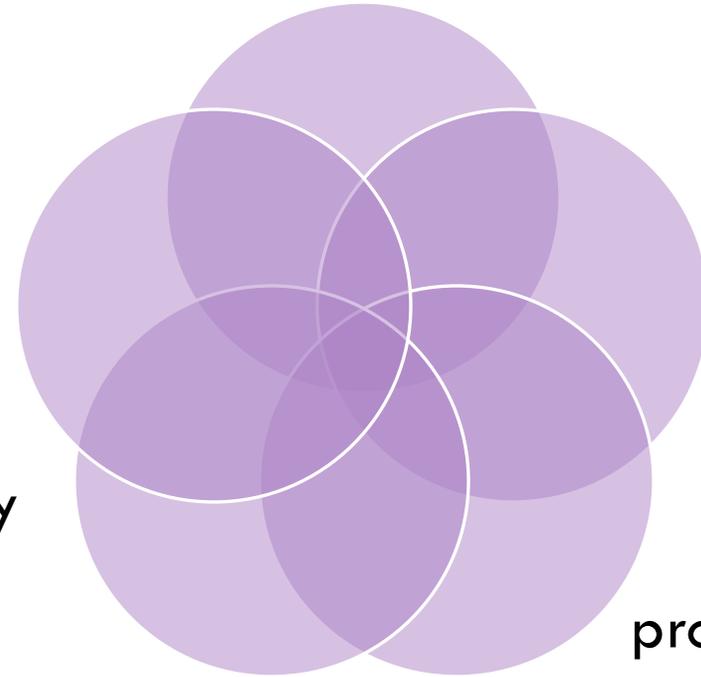
# BREASTFEEDING EDUCATION

Study of 1130  
mothers found:

92% wished  
they had  
breastfed  
longer

48% felt they  
received  
sufficient  
information on  
finding support  
after birth

18% were happy  
with prenatal  
breastfeeding  
education  
received



94% felt  
breastfeeding  
promotion  
addressed  
health benefits

10% believed  
breastfeeding  
promotion messages  
prepared them for  
breastfeeding  
reality

# WHAT DO MOTHERS NEED TO KNOW?

- Breast is not best. It is the biological norm.
- Inclusive benefits of breastfeeding
- Realistic expectations & goals
- Tools for success after delivery



# BREASTFEEDING IS A LEARNED BEHAVIOR

- Seeing is believing
- Suckling instinct
- Women who see family and/or peers breastfeeding and/or receive positive praise from partners or their own mothers for breastfeeding have higher confidence and commitment to breastfeeding when compared to women that don't

# SUPPORT SYSTEM

- Mothers who have emotional support and information have higher breastfeeding rates.
- Either negative or positive the decision process of infant feeding choices are highly influenced by a woman's social network
- Widen your audience



# PATERNAL INVOLVEMENT & SUPPORT

- Mothers are more likely to reach their breastfeeding goals if a supportive father of the baby is involved
- Fathers with high self efficacy promote maternal confidence
- Be inclusive & talk in facts with education provided
- Resources:
  - <https://www.newdadmanual.ca/>

# BREASTFEEDING SUPPORT RESOURCES

Every breastfeeding mother should be provided with:

- The names and phone numbers of individuals and medical services that can provide advice, counseling, and health assessments related to breastfeeding
- Lists of various local peer support groups and services

What resources are available for mothers you care for?

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