



Creating Breastfeeding-Friendly Communities

More and more new mothers today make the choice to give their babies the healthiest start in life possible through breastfeeding. Research shows incredible health benefits of breastfeeding for both infants and mothers. The evidence is so compelling that major health organizations now encourage new mothers to breastfeed, and call on communities to provide an environment of loving support.

Breastfeeding is Healthiest for Baby

Higher IQ for baby
Enhances infant development
Reduces risk of:
Allergies and asthma
Ear infections
Respiratory infections
Gastrointestinal disease
Diarrhea
SIDS (Sudden Infant Death Syndrome)
Childhood cancer
Diabetes
Obesity
High Blood Pressure
Cardiovascular Disease

Breastfeeding is Best for Moms and Families

Lowers mother's risk of breast and ovarian cancer
Reduces mother's risk of osteoporosis
Reduces mother's risk of diabetes
Promotes postpartum weight loss
Enhances mother-infant closeness
Decreases the incidence of child abuse
Assists in healthy pregnancy spacing
More convenient
Cheaper than formula!
Lowers health care costs for the family
Environmentally friendly

Healthy People 2010 goals

The United States has set Healthy People 2010 goals for breastfeeding:

- ⌘ At least 75% of all infants breastfeeding at hospital discharge
- ⌘ At least 50% still breastfeeding at 6 months
- ⌘ At least 25% continuing to breastfeed at least until their first birthday

The World Health Organization and the American Academy of Pediatrics support breastfeeding until age 2 and as long afterward as mutually desired. The number of Wisconsin mothers who choose to breastfeed is rapidly moving toward these goals! Across the state, hospitals, clinics, businesses, childcare centers, churches, government programs such as the Special Supplemental Nutrition Program for Women, Infants, and Children Program (WIC), and other groups are working together to educate communities on the ways they can provide loving support to new breastfeeding mothers.

Breastfeeding Moms Need Loving Support

- ⌘ Affirm each mother's decision to give her baby a healthy start.
- ⌘ Help breastfeeding mothers and babies feel welcome.
- ⌘ If she desires privacy, provide a private area for a mother to breastfeed or pump her milk. (Embarrassment is the #1 reason women choose not to breastfeed). Also, let her know that mothers are welcome to breastfeed anywhere that they and their babies can legally be.
- ⌘ Learn the facts about breastfeeding so you can give proper support.