

# Why Breastfeeding Matters

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*"For me, when I see breastfeeding, I give major credit to moms. It is an important bonding moment for mom and baby. I love putting the word out there for a new program that encourages breastfeeding."*

**— Childcare Provider, San Diego, CA**

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## SECTION ONE

# Benefits of Breastfeeding



## Benefits for Babies

### Lowers risk of:

- Asthma
- Childhood cancers
- Childhood obesity
- Ear infections
- Sudden infant death syndrome (SIDS)
- Type 2 diabetes

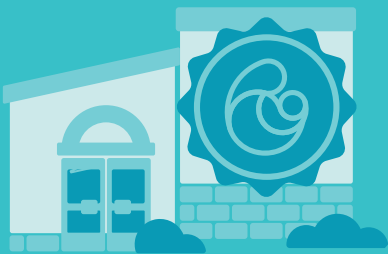


## Benefits for Families

- Assists with loss of pregnancy weight
- Supports bonding between parent and baby

### Lowers risk of:

- Certain breast and ovarian cancers
- Postpartum depression
- Type 2 diabetes



## Benefits for Childcare Providers

- Cost-effective
- Healthier babies mean a healthier childcare environment
- Happier families may equal more referrals
- Increases quality of care



## Benefits for Society

- Creates healthier future generations
- Decreases waste and is environmentally friendly
- Helps create a productive workforce
- Saves lives by reducing infant mortality
- Saves money on healthcare costs

Office of the Surgeon General. (2011). The Surgeon General's Call to Action to Support Breastfeeding. Retrieved March 01, 2018, from <https://www.surgeongeneral.gov/library/calls/breastfeeding/factsheet.html>

U.S. Department of Health and Human Services. (2018). Making the decision to breastfeed. Retrieved March 01, 2018, from <https://www.womenshealth.gov/breastfeeding/breastfeeding-benefits.html>

# Breastfeeding-Friendly Childcare is Important

**The American Academy of Pediatrics recommends exclusive breastfeeding for the first six months of life, with continued breastfeeding until 12 months or beyond.**

What percentage of families in the United States breastfeed?



**A parent's return to work or school is a critical decision point regarding breastfeeding continuation**, and a time when breastfeeding often terminates due to a parent's lack of support or accommodations.



**Access to breastfeeding-friendly childcare**



**Barriers to continued breastfeeding**



**Healthier babies, healthier moms, and healthier future generations**

**Breastfeeding support from childcare providers is significantly associated with continued breastfeeding at six months, making access and availability of breastfeeding-friendly childcare a critical support system.**

American Academy of Pediatrics. (2012). Breastfeeding and the Use of Human Milk. Retrieved March 01 2018, from: <http://pediatrics.aappublications.org/content/129/3/e827>

National Center for Chronic Disease Prevention and Health Promotion. (2016). Breastfeeding Report Card: Progressing Towards National Breastfeeding Goals. Retrieved March 01, 2018, from <https://www.cdc.gov/breastfeeding/pdf/2016breastfeedingreportcard.pdf>

M. B., R. L., & K. S. (2012). Association of Child Care Providers Breastfeeding Support with Breastfeeding Duration at 6 Months. *Maternal and Child Health Journal*, 17(4), 708-713. Retrieved March 01, 2018, from <https://link.springer.com/article/10.1007/s10995-012-1050-7>