BREASTFEEDING PRACTICES OF THE VIETNAMESE COMMUNITY

**Prevention of “cold” state illness by not breastfeeding exclusively.**
Mothers feel obligated to return to work shortly after giving birth to support family.

Lack of support tailored to Vietnamese-speaking families seeking breastfeeding support, especially for immigrant families.

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**“Hot” & “Cold” states affect both mother and infant’s diet for proper breastfeeding.**
Belief that formula is superior to breastmilk based on perceived quality and costs.
Negative perspective on colostrum and, therefore, it gets discarded.

**UC San Diego, Center for Community Health: Lactation Supportive Environments**
San Diego County Breastfeeding Coalition
Women, Infants, & Children - Southeast San Diego

**Vietnam stands to lose USD $1.5 billion annually due to future cognitive losses associated with inadequate breastfeeding rates.**

**TRENDS & NORMS**

- “Hot” & “Cold” states affect both mother and infant’s diet for proper breastfeeding.
- Belief that formula is superior to breastmilk based on perceived quality and costs.
- Negative perspective on colostrum and, therefore, it gets discarded.

**BARRIERS**

- Prevention of "cold" state illness by not breastfeeding exclusively.
- Mothers feel obligated to return to work shortly after giving birth to support family.
- Lack of support tailored to Vietnamese-speaking families seeking breastfeeding support, especially for immigrant families.

**SUPPORT**

- UC San Diego, Center for Community Health: Lactation Supportive Environments
- San Diego County Breastfeeding Coalition
- Women, Infants, & Children - Southeast San Diego

**GLOBAL BREASTFEEDING RATES, 2006-2016**

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**Sources:**

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**Vietnamese Population**
San Diego County: 80,830
Mid-City Region: 11,674

**Third Largest** population in San Diego County and the **Largest** in City Heights.