

Why Breastfeeding Matters

"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

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 Childcare Providers

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

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 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>