



National Breastfeeding Recommendations

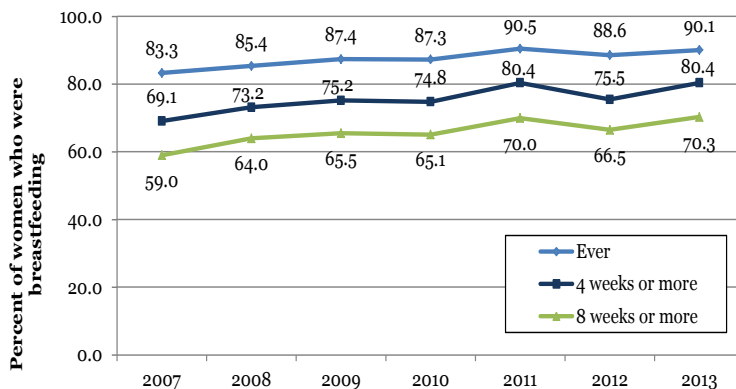
The Healthy People 2020 target for the nation is to increase the proportion of infants who are ever breastfed from 74% (2006) to 81.9% and to increase those who are breastfed exclusively through 6 months from 14.1% (2006) to 25.5%.¹

The American Academy of Pediatrics (AAP) issued a policy statement (March 2012) reaffirming its recommendation that babies be “*exclusively breastfed for about the first 6 months of life*” followed by continued breastfeeding as complementary foods are introduced.² The AAP recommends continuation of breastfeeding until 12 months of age and “*for as long as is mutually desired by the mother and baby*”.²

In 2015, the Wyoming Department of Health Maternal and Child Health (MCH) Unit selected “Improve Breastfeeding Duration” as a 2016-2020 state priority.

Breastfeeding in Wyoming

Percent of women ever breastfeeding and continuing at 4 and 8 weeks, WY PRAMS 2007-2013



Top 5 reasons for not initiating breastfeeding WY PRAMS (2013)

- Didn't want to (50.3%)
- Didn't like breastfeeding (20.9%)
- Went back to school/work (18.5%)
- Sick or on medicine (14.3%)
- Tried but it was too hard (14.0%)

The Wyoming Pregnancy Risk Assessment Monitoring System (PRAMS) is a surveillance project of the Wyoming Department of Health and the Centers for Disease Control and Prevention (CDC).

More information about PRAMS is available at: <http://www.health.wyo.gov/familyhealth/mcheprams.html>

Other Breastfeeding Facts from WY PRAMS

- Between 2007 and 2013, 87.4% of Wyoming mothers initiated breastfeeding compared to the national average of 82.5% (2010).³
- In Wyoming, about a quarter of women who had attempted breastfeeding discontinued breastfeeding before their infant was eight weeks old, reflecting the national trend for this measure (2012-2013 PRAMS).
- Women < 20 years of age were less likely to initiate (80.2%) as compared to women aged 25–34 years (90.6%). Only 68% of teen moms reported breastfeeding when their infant was 4 weeks old, as compared to 82% of older moms (2012-2013 PRAMS).
- In 2012-2013, Non-Hispanic women were more likely to initiate (90.4%) than Hispanic women (81.3%) and were also more likely to be breastfeeding at 4 weeks (79.3%) than Hispanic women (66.8%).



Maternal and Child Health Priority Overview

Breastfeeding: Information for Hospitals



About the Baby-Friendly Hospital Initiative

To earn a “baby-friendly” designation, hospital facilities must provide the recommended care for lactating mothers and their babies. The 10 standards listed below outline the required care for accreditation as outlined by the United Nations Children’s Fund (UNICEF). Powell Valley Healthcare was the first Wyoming hospital to receive accreditation (2010) and remains the only accredited facility in the state to date. As of December 2014, 2.8% of Wyoming infants were born in “baby-friendly” facilities.⁴ The national goal, set by Healthy People 2020, is to have 8.1% of US live births occur in “baby-friendly” facilities.¹

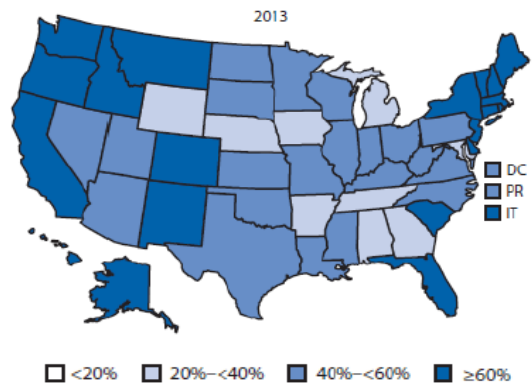
A Colorado study found that facilities could significantly increase breastfeeding rates by adhering to five of the ten maternity practices in the “baby-friendly” model. The *Colorado Can Do 5!* initiative promoted five practices to improve outcomes and found hospital facilities reporting it was a great first step toward achieving all 10 practices required for “baby-friendly” designation. The five steps found to be successful by Colorado are in *italics* below.⁵

If your hospital is interested in becoming “baby friendly” or increasing your hospital’s implementation of The Ten Steps to Successful Breastfeeding, please contact the MCH Unit, Women & Infant Health Program at 307-777-6921.

The Ten Steps to Successful Breastfeeding in Hospital Facilities⁶

1. Have a written breastfeeding policy that is routinely communicated to all health care staff.
2. Train all health care staff in skills necessary to implement this policy.
3. Inform all pregnant women about the benefits and management of breastfeeding.
4. *Help mothers initiate breastfeeding within one hour of birth.*
5. Show mothers how to breastfeed and how to maintain lactation, even if they are separated from their infants.
6. *Give newborn infants no food or drink other than breast milk, unless medically indicated.*
7. *Practice “rooming in”—allow mothers and infants to remain together 24 hours a day.*
8. Encourage breastfeeding on demand.
9. *Give no pacifiers or artificial nipples to breastfeeding infants.*
10. *Foster the establishment of breastfeeding support groups and refer mothers to them on discharge from the hospital or clinic.*

Percent of US Hospitals Implementing more than half of the Ten Steps to Successful Breastfeeding in 2013⁷



Source: CDC MMWR October 9, 2015 / 64(39):1112-7.

References and Resources:

1. U.S. Department of Health and Human Services. About Healthy People. Accessed 08/10/2016 at <http://www.healthypeople.gov/2020/about/default.aspx>.
2. American Academy of Pediatrics. Breastfeeding Initiatives. Accessed 09/06/2016 at <http://www2.aap.org/breastfeeding/faqsbreastfeeding.html>
3. Center for Disease Control and Prevention (CDC), PRAMStat System. Accessed 08/10/2016 at <https://www.cdc.gov/prams/pramstat/index.html>
4. CDC National Center for Chronic Disease Prevention and Health Promotion. Breastfeeding Report Card United States 2014. Accessed 08/10/2016 at <https://www.cdc.gov/breastfeeding/pdf/2014breastfeedingreportcard.pdf>
5. Murray K, Ricketts S, Dellaport J. Hospital Practices that Increase Breastfeeding Duration: Results from a Population-Based Study. *Birth: Issues in Perinatal Care* 2007; 34 (3): 202-11.
6. World Health Organization. Baby Friendly Hospital Initiative in the US. The Ten Steps to Successful Breastfeeding. Accessed 07/29/2016 at <https://www.babyfriendlyusa.org/about-us/baby-friendly-hospital-initiative/the-ten-steps>.
7. Perrine C, Galuska D, Dohack J, Shealy K, Murphy P, Grummer-Strawn L, Scanlon K. Vital Signs: Improvements in Maternity Care Policies and Practices That Support Breastfeeding—United States, 2007–2013. *CDC MMWR* Oct. 9, 2015 / 64(39):1112-7.



For more information:

Maternal and Child Health
Wyoming Department of Health
6101 Yellowstone Road, Suite 420
Cheyenne, WY 82002

Phone: (307) 777-6921
Fax: (307) 777-8687
E-mail: mchinfo@wyo.gov