

Surgeon General's Call to Action

A Roadmap to Improving Support for Breastfeeding Mothers

- **Mothers and their Families:** emphasizes the need to educate and inform families about the importance of breastfeeding, and provide the ongoing support mothers need to continue.
- **Communities:** calls upon the entire community to support breastfeeding mothers, including the provision of peer counseling support, promotion of breastfeeding through community-based organizations and traditional and new media venues, and the removal of commercial barriers to breastfeeding.
- **Health Care:** urges the health care system to adopt evidence-based practices as outlined in the Baby-Friendly Hospital Initiative, provide health professional education and training, ensure access to skilled, professional lactation care services, and increase availability of banked donor milk.
- **Employment:** calls for paid maternity leave and worksite and child care accommodations that support women when they return to work.
- **Research and Surveillance:** emphasizes the need for additional research, especially regarding the most effective ways to address disparities and measure the economic impact of breastfeeding, and calls for a national monitoring system.
- **Public Health Infrastructure:** calls for enhanced national leadership, including creation of a federal interagency work group, and increasing the capacity of the United States Breastfeeding Committee and affiliated state coalitions.
(<http://www.usbreastfeeding.org/NewsInformation/NewsRoom/201101SGCTA/tabid/190/Default.aspx>)

ILCA wrote a great thank you letter to the surgeon general: The International Lactation Consultant Association, which represents a profession of more than 22,000 International Board Certified Lactation Consultants from 75 countries of the world, and the U.S. Lactation Consultant Association, the national affiliate of ILCA that serves the lactation community in the United States, would like to express our profound appreciation for today's launch of the U.S. Surgeon General's *Call to Action to Support Breastfeeding*...

In closing, we would like to again thank you for what we consider to be an amazing gift, not only to the lactation community who now have support to strengthen their advocacy efforts, but to the millions of mothers and babies whose health and very lives will be affected in positive ways forever. Your partners in making breastfeeding easy for new moms!

(http://www.utahbreastfeeding.org/files/ILCA_USLCA_Letter_SurgeonGeneral.pdf)

PUBMED Spotlight

What Predicts Intent to Breastfeed Exclusively?

Breastfeeding Knowledge, Attitudes, and Beliefs in a Diverse Urban Population. Conclusions: Maternal knowledge about infant health benefits, as well as comfort with breastfeeding in social settings, was directly related to intention to exclusively breastfeed. Prenatal interventions that address these issues may increase exclusive breastfeeding intention and duration. *Division of Maternal-Fetal Medicine, Department of Obstetrics and Gynecology, School of Medicine, Chapel Hill, North Carolina.* Published in *Breastfeed Med*, Feb 2011.

(<http://www.ncbi.nlm.nih.gov/pubmed/21342016>)

The effect of a postnatal education and support program on breastfeeding among primiparous women: A randomized controlled trial.

Conclusions: Although the postnatal education and support program improved breastfeeding knowledge among women in the study, this increase in knowledge did not translate to an increase in the duration of full breastfeeding to six months. *Mutah University, Jordan.* Published in *Int J Nurs Stud*, Feb 2011.

(<http://www.ncbi.nlm.nih.gov/pubmed?term=Khreshneh%20R%2C%20Suhaimat%20A%2C%20Jalamdeh%20F%2C%20Barclay%20L.>)

Discussion of the health benefits of breastfeeding within small groups.

Conclusions: This paper reports on an evaluation that set out to examine the usefulness of an interactive group session designed to explore the health benefits of breastfeeding. The session used a tool called the Breastfeeding Treasure Box, developed in the US but not previously evaluated. It consists of a box containing 14 items, each chosen to indicate a benefit of breastfeeding, together with a lesson plan. Overall, the tool was found to stimulate learning and change thinking about breastfeeding. Staff thought the tool could be used in a range of different situations and, although there was mixed opinion on who should deliver it, *knowledge, experience and enthusiasm* were seen as *essential*. *Monica.clarkson@sefton.nhs.uk.* Published in *Community Pract*, Jan 2011.

(<http://www.ncbi.nlm.nih.gov/pubmed?term=Monica%20KC%2C%20du%20Plessis%20RA..>)

****Reminder** APRIL 12th, USBC Teleconference 12-1:00 MST**
Understanding the Joint Commission's Perinatal Care Core Measure Set - A Toolkit for Hospitals in Your State
For more information, contact
secretary@utahbreastfeeding.org