

Hospital Actions Affect Breastfeeding

Hospital practices in the first hours and days after birth make the difference in whether and how long babies are breastfed. The WHO/UNICEF Baby-Friendly Hospital Initiative is the global standard for hospital care to support breastfeeding, with the Ten Steps to Successful Breastfeeding at its core. The percentage of US hospitals implementing a majority of the Ten Steps increased from about 29% in 2007 to nearly 54% in 2013. However, of approximately 3,300 maternity hospitals in the US, only 289 are designated Baby-Friendly. Hospitals influence how the nearly 4 million US babies born each year are fed. Further improvement in hospital practices could increase breastfeeding rates and contribute to better child health.

Hospitals can:

- Implement the Ten Steps to Successful Breastfeeding and work towards achieving Baby-Friendly designation.
- Use CDC's Maternity Practices in Infant Nutrition and Care (mPINC) survey customized reports to improve maternity care practices that support breastfeeding.
- Work with doctors, nurses, lactation care providers, and organizations to create networks that provide clinic-based, at-home, or community breastfeeding support for mothers.

80%

80% of babies born in the US start out breastfeeding.

6 in 10

6 in 10 breastfeeding mothers stop breastfeeding earlier than they intend.

14%

14% of US babies are born in hospitals designated Baby-Friendly.

Want to learn more? www.cdc.gov/vitalsigns/breastfeeding2015



**Centers for Disease
Control and Prevention**
 National Center for Chronic
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 Health Promotion

Problem:



Practices in many US hospitals do not fully support breastfeeding

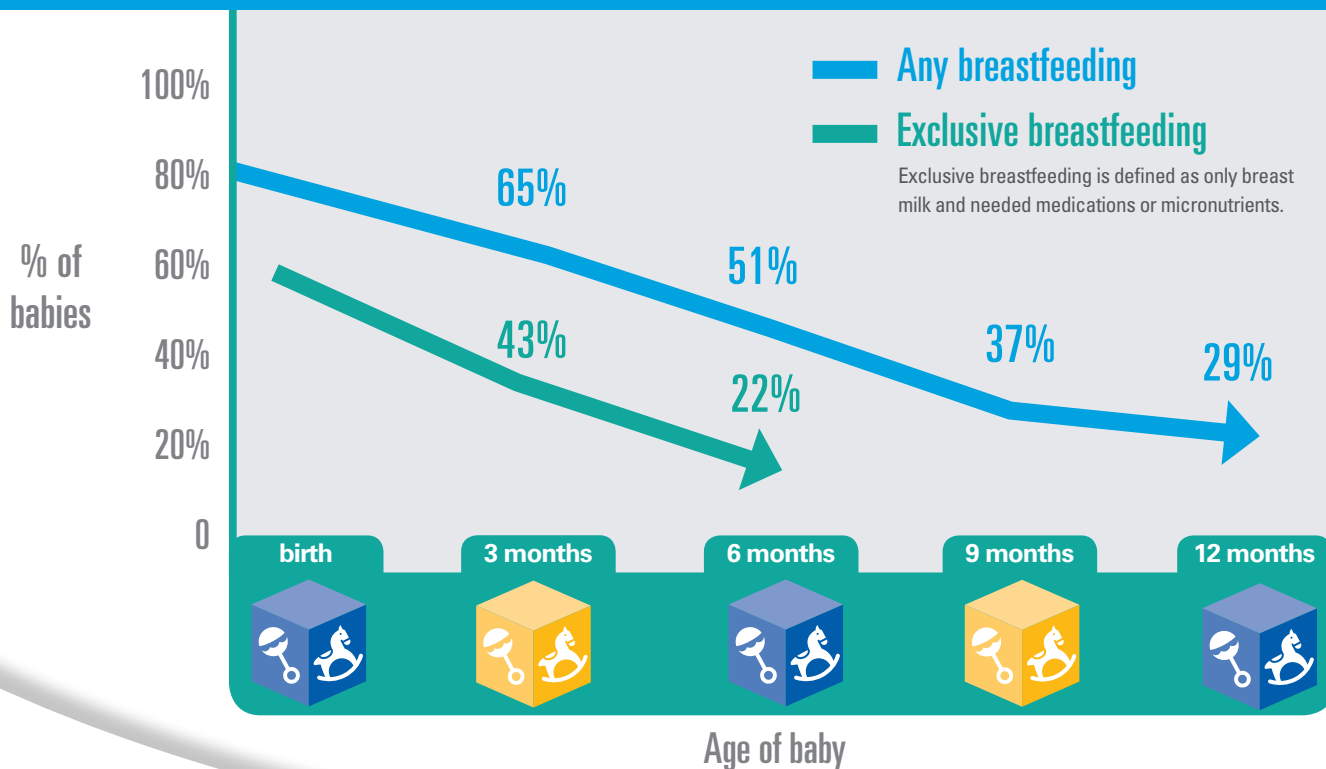
Some of the Ten Steps on which hospitals fell shortest in 2013 included:

- Just 26% of hospitals had a model breastfeeding policy (Step 1).
- Only 26% of hospitals did not routinely feed formula to healthy, breastfed infants when there was no medical reason to do so (Step 6).
- Less than half (45%) of hospitals kept mothers and babies together throughout the entire hospital stay, which provides opportunities to breastfeed and helps mothers learn feeding cues (Step 7).
- Just 32% of hospitals provided enough support for breastfeeding mothers when they left the hospital (Step 10).

Not enough babies are breastfeeding as recommended:

- Only 22% of babies are exclusively breastfed for 6 months as recommended.
- Only 29% are breastfed for 12 months as recommended.
- Babies who are breastfed have reduced risks of ear and respiratory infections, asthma, sudden infant death syndrome (SIDS), diabetes, and obesity.

Percentage of babies breastfeeding during the first year



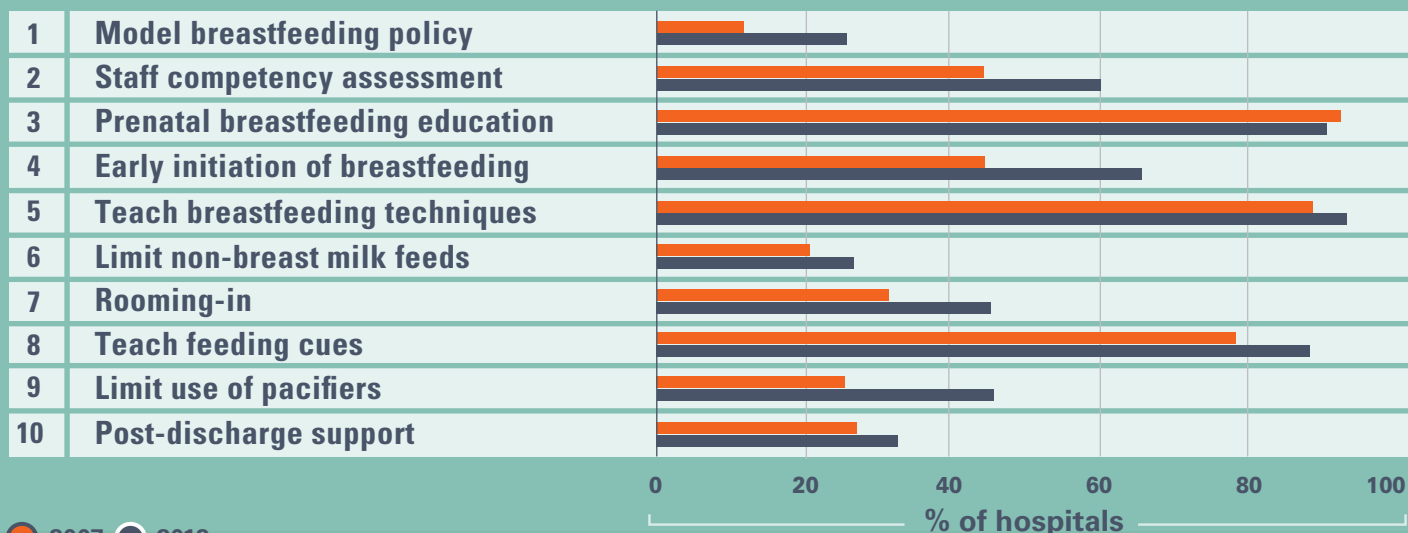
SOURCE: CDC's National Immunization Survey, among babies born in 2012.

However...hospitals are making progress on the Ten Steps

Percentage of hospitals using the Ten Steps to Successful Breastfeeding



STEPS



● 2007 ● 2013

SOURCE: CDC's Maternity Practices in Infant Nutrition and Care Survey.

Hospital Successes

89 hospitals
in 29 states



13 hospitals
in Indian Country

Since the Indian Health Service (IHS) launched its Baby-Friendly hospital effort in 2011, all 13 Federal IHS hospitals have achieved Baby-Friendly status.

SOURCE: Vital Signs, September 2015.

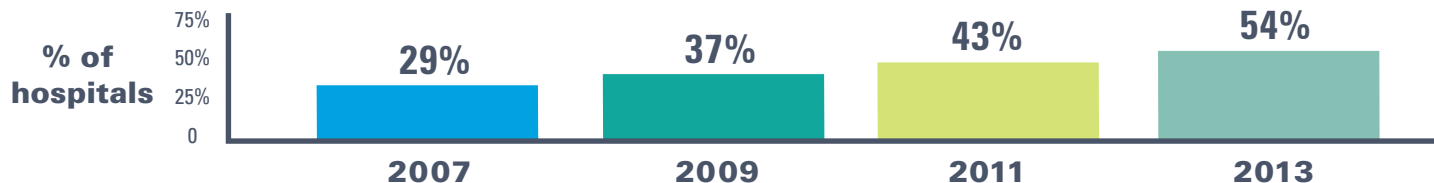
With CDC support, the Best Fed Beginnings program helped 89 hospitals in 29 states work towards Baby-Friendly status. As of August 2015, 50 of these hospitals were designated. The other 39 hospitals reached the final phase of designation.

Percentage of US babies born in Baby-Friendly hospitals increased from 1% in 2005 to 14% in 2015.

SOURCE: CDC and Baby-Friendly, USA.



More hospitals are using a majority of the Ten Steps



SOURCE: CDC's Maternity Practices in Infant Nutrition and Care Survey.

What Can Be Done?



The Federal government is

- Helping hospitals become designated as Baby-Friendly through funding and technical assistance.
- Supporting state health departments to help hospitals improve maternity care practices.
- Tracking hospital policies and practices that support breastfeeding using CDC's Maternity Practices in Infant Nutrition and Care (mPINC) survey to evaluate federal, state and local efforts.
www.cdc.gov/mpinc
- Making breastfeeding counseling and supplies available to families with no out-of-pocket costs through a health insurance plan provision of the Affordable Care Act.

States and local government can

- Adopt standards for hospitals to support breastfeeding.
- Help hospitals implement the Ten Steps to Successful Breastfeeding.
www.babyfriendlyusa.org/about-us/baby-friendly-hospital-initiative/the-ten-steps
- Help hospitals connect mothers to community programs for support once they leave the hospital.

Hospitals can

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Healthcare providers can

- Help write hospital policies that support mothers and babies to breastfeed.
- Counsel mothers on breastfeeding during prenatal visits.
- Include lactation care providers and other breastfeeding experts on patient care teams.
- Support breastfeeding in the hospital and at well-baby visits.

Mothers and their families can

- Talk to their healthcare providers about breastfeeding plans, and ask about how to get help with breastfeeding.
- Ask about breastfeeding support practices and Baby-Friendly designation when choosing a maternity hospital.
- Join with other community members to encourage local hospitals to improve breastfeeding support and become Baby-Friendly.

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www.cdc.gov

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