

# BREASTFEEDING: SIMPLY THE BEST

## Breastfeeding Ecosystem

### WHO?

Services to FULL FAMILIES & ALL Providers, Staff, & Community Agencies

### WHAT?

Baby/Breastfeeding Friendly Environments throughout Community Standardized Messaging/Materials across All Service Providers Quality Care that is Culturally, Socially & Economically Attuned

### WHEN?

Every service interaction First interaction through weaning

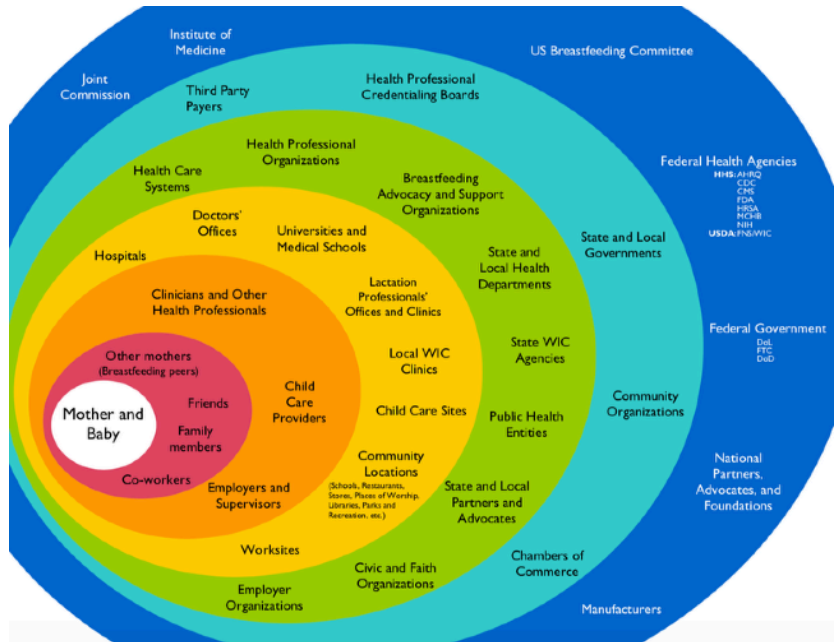
### WHERE?

Everywhere: Prenatal/Pediatric/Well Woman Visits, WIC Appoints, Home Visits, Hospital Stay, Social Service Visits, Pharmacy, Church, Preschools, etc.

### HOW?

EXAMPLES: Information sharing agreements between providers, rapid referrals processes, creating a medical home for breastfeeding care, follow-up phone calls

<https://www.naccho.org/programs/community-health/maternal-child-adolescent-health/breastfeeding-support>



## Breastfeeding Continuity of Care

**Mothers do not breastfeed for as long as they intend.**

Breastfeeding is optimal for infants and moms. Yet, a 2013 study showed that **60% of U.S. mothers said that they did not breastfeed as long as they intended.**

Breastfeeding Community Continuity of Care is the process by which families are given consistent high quality breastfeeding education and support and adequate care coordination across all providers and service institutions within their community from the prenatal period through weaning.

Applying core concepts of improving healthcare systems throughout a community increases the likelihood of a family receiving the care and support they require to succeed. With continuity of care intact, communities will see an increase in breastfeeding rates and overall health outcomes for their community, both in the present and in the future.



"When families are not supported through their breastfeeding goals and experiences, negative outcomes of low rates of initiation, exclusivity, and duration are observed. In other areas of healthcare, we correlate low continuity of care to an increase of illness, accidents, and issues pertaining to safety. Recent studies report annual excess deaths attributable to suboptimal breastfeeding at 3,340 per year, with 721 of these being pediatric and medical costs totaling \$3 billion; 79% being maternally related."

*Suboptimal breastfeeding in the United States: Maternal and pediatric health outcomes and costs. Maternal & Child Nutrition, 2017*

<https://www.ncbi.nlm.nih.gov/pubmed/27647492>



## Upcoming Lactation Education and Events

March 25, 2019 (Cloquet, MN)

**Northland Breastfeeding Coalition meeting.** Noon - 2:00 pm.  
[www.northlandbreastfeedingcoalition.org](http://www.northlandbreastfeedingcoalition.org)

March 25-29, 2019 (Chicago, IL) **Certified Lactation Specialist Course (CLSC).** <https://lactationeducation.com/clsc>

April 1-5, 2019 (Des Moines, IA) **Certified Lactation Specialist Course (CLSC)** <https://lactationeducation.com/clsc>

April 8-12, 2019 (Rochester, MN) **Lactation Counselor Training Course (CLC),** [https://centerforbreastfeeding.org/register\\_lctc/](https://centerforbreastfeeding.org/register_lctc/)

April 8-12, 2019, (Sioux City, IA) **Lactation Counselor Training Course (CLC),** [https://centerforbreastfeeding.org/register\\_lctc/](https://centerforbreastfeeding.org/register_lctc/)

April 26, 2019 (St Paul, MN) **2019 LLL of Minnesota/Dakotas Area Conference.** Featured speaker Lisa Marasco.  
<http://www.lllofmndas.org/2019-spring-conference.html>

May 7-8, 2019 (Minneapolis) **Excellence in Care with the Ten Steps.** To register: [www.mhealth.org/lactationcourses](http://www.mhealth.org/lactationcourses).

May 15-16, 2019 (Des Moines, IA) **30th Annual Iowa Breastfeeding Conference,** <http://www.iabreastfeeding.org/events>

May 17, 2019 (Plymouth, MN) **6th Perinatal Hospital Leadership Summit.** For more information: <https://mnbreastfeedingcoalition.org/>

May 20, 2019 (Duluth, MN) **Northland Breastfeeding Coalition meeting,** Noon - 2:00 pm.  
[www.northlandbreastfeedingcoalition.org](http://www.northlandbreastfeedingcoalition.org)

June 3-7, 2019 (Mitchell, SD) **Lactation Counselor Training Course (CLC),** [https://centerforbreastfeeding.org/register\\_lctc/](https://centerforbreastfeeding.org/register_lctc/)

Healthy Northland seeks to improve the quality of life and health of all people in northeastern Minnesota. This newsletter is made possible by the Minnesota Department of Health's Statewide Health Improvement Partnership.

Interested in receiving this newsletter? Contact [yoditg@communityhealthboard.org](mailto:yoditg@communityhealthboard.org)

For more breastfeeding resources & information visit:  
[www.healthynorthland.org/resources/breastfeeding](http://www.healthynorthland.org/resources/breastfeeding)