
Breastfeeding: Opportunities for Quality Improvement

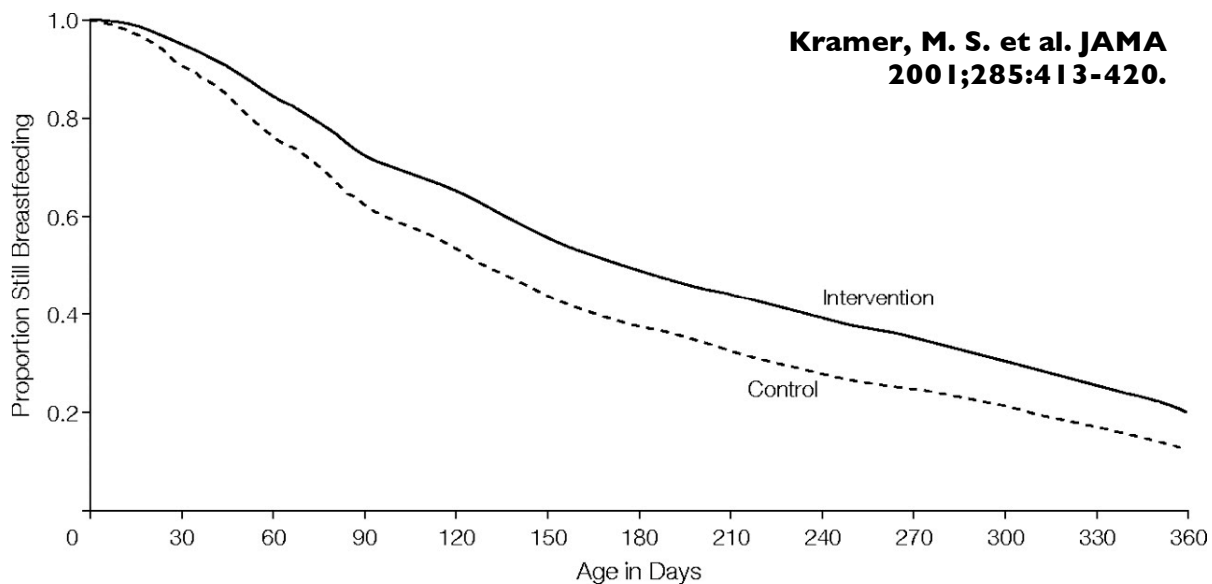
► Medical organizations recommend six months of exclusive breastfeeding

- The American Academy of Pediatrics, American College of Obstetricians and Gynecologists, American Academy of Family Physicians, the Centers for Disease Control, and the World Health Organization recommend 6 months of exclusive breastfeeding, with rare exceptions

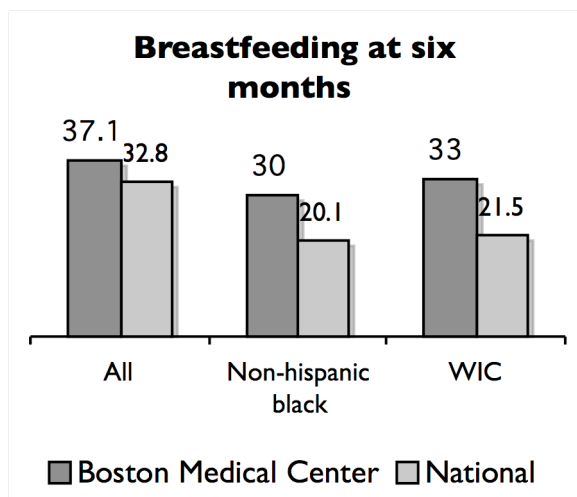
► Breastfeeding impacts public health

- Infants who are not breastfed face higher rates of otitis media, diarrhea, bacterial meningitis, respiratory tract infection, bacteremia, necrotizing enterocolitis, and late-onset sepsis.
- Mothers who do not breastfeed have higher rates of breast cancer, ovarian cancer, and perhaps diabetes and myocardial infarction

► Hospital policies impact breastfeeding success



- In a cluster-randomized trial, mothers delivering at a Baby Friendly Hospital were more likely to continue breastfeeding at all time-points.



► Hospitals can reduce disparities and empower women to breastfeed successfully by adopting the Baby Friendly Hospital Initiative

- Developed by the World Health Organization, the Baby Friendly Initiative outlines evidence-based practices for quality improvement.
- Baby Friendly was associated with a significant, lasting increase in breastfeeding initiation and duration at Boston Medical Center.
- Baby Friendly appears to be especially effective for increasing breastfeeding rates among racially and socio-economically disadvantaged populations.

► By adopting the Baby Friendly Initiative, a hospital can improve quality of care for mothers and infants, impact important racial disparities, and improve public health.
