

# Breastfeeding Promotion and Support: A Model Program for Public Health

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## BACKGROUND

1992: Philadelphia Department of Public Health issues a *Breastfeeding Promotion Policy* and hires a lactation consultant to implement the policy.

Breastfeeding connected to these services in Department of Public Health:

- Lead program
- Environmental protection
- Nutrition/Obesity
- Family planning
- Pediatrics    Prenatal    Immunization
- Domestic Violence    Mental Health

## STRATEGIES

1. Educating healthcare staff
2. Collecting data for research and publication
3. Developing new promotional and educational materials
4. Updating Breastfeeding Resource Guide yearly
5. Participating in Advocacy Groups: Philadelphia Breastfeeding Coalition, Pennsylvania Breastfeeding Coalition, Maternity Care Coalition Breastfeeding Committee
6. Bringing the *Business Case for Breastfeeding* to the Greater Philadelphia Chamber of Commerce
7. Being a resource for the public at large

## BREASTFEEDING IS EVERYBODY'S BUSINESS



## HEALTHY PEOPLE 2010 GOALS

- 75% of mothers to be breastfeeding at hospital discharge.  
 40% of babies to be exclusively breastfeeding to 3 months
- 50% of babies to be breastfeeding at 6 months of age  
 17% of babies to be exclusively breastfeeding to 6 months
- 25% of babies to be breastfeeding at 1 year of age

## 3 ESSENTIAL ELEMENTS

### PROMOTION

Selling breastfeeding to the public

### PROTECTION

Philadelphia's Fair Practices Code 1997

### SUPPORT

Encouragement and Practical Advice for mothers

## VISION

Philadelphia to be the City of Motherly Love:

1. Babies breastfeed anywhere. No one notices.
2. Rates of overweight/obesity and diabetes are so low that the CDC notices.
3. There are Baby-Friendly™ Hospitals in Philadelphia and one HMBANA-certified human milk bank.

## CLASSES

1. 18-Hour Interdisciplinary Breastfeeding Management Course for the US
2. Update to the Breastfeeding Course
3. Breastfeeding Basics Course
4. Individual trainings and presentations to any City agency or health professional school

## CLASS OBJECTIVES

- Dispel myths and inaccuracies
- Learn breastfeeding management strategies
- Understand the difference between:
  - Exclusive breastfeeding
  - Partial breastfeeding
  - Token breastfeeding
- Benefits of breastfeeding are dose related.*

### What YOU can do

When you see a mother breastfeeding

1. Smile at her
2. Say "good for you."

### In your office

- Display pictures of breastfeeding.
- Offer her a healthy snack or drink.
- Make a safe place for her to breastfeed or to pump