



SA Breastfeeding Program Strategic and Action Plan 2007-2012

Breastfeeding:
An early start to good nutrition



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Breastfeeding: An early start to good nutrition

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Overview

- > Breastfeeding rates
- > Target groups
- > Health benefits of breastfeeding
- > SABPSAP



Breastfeeding rates

- > Little change over time
- > Gap is widening between low and high socio-economic groups



Who is less likely to breastfeed?

- > Breastfeeding rates are lower amongst young women (less than 29 years)
- > Aboriginal women in urbanised areas
- > Low socioeconomic women



What support do women need to continue breastfeeding?

- > Support from:
 - family
 - friends
 - hospitals
 - employers
 - community
 - health professionals
 - legislation



Environment



- Media, marketing
- BFHI health services
- Workplace breastfeeding policies
- Family friendly policies
- Legislation - maternity leave
- Political support and awareness

Community



- Peers
- Friends
- GPs
- Maternal and child health workers
- Peer counsellors
- Attitudes and acceptance
- Home visits
- Breastfeeding friendly locations



- Partners
- Family
- Attitude
- Motivation to commence
- Motivation to continue
- Knowledge formal and informal
- Access to support
- Education level
- Breastfeeding skills

Individual & Family



Health benefits of breastfeeding

> **Baby**

- > Gastrointestinal
- > Respiratory
- > Better outcomes for low birth weight
- > Immunological
- > Overweight
- > SIDS
- > UTI

> **Mother**

- > Pre menopausal breast cancer
- > Ovarian cancer
- > Rheumatoid arthritis
- > Post partum weight loss
- > Decrease maternal depression



Health benefits of breastfeeding

- > Compared to other common treatments and preventative health choices breastfeeding is very impressive.
- > Breastfeeding is available to everyone
- > Breastfeeding is free



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Breastfeeding and the link with obesity

- > Children breastfed for less than 4 months appear to be at greatest risk of overweight
- > Dose related
- > Growth during the first 2 years of life important for life-long health



Goal

To increase the percentage of South Australian babies who are fully breastfed at every age from birth to six months and then to twelve months of age (with the addition of appropriate solids at approximately six months) in line with NHMRC recommendations.



Objective 1

Increase the capacity of hospitals, health services, health professionals and volunteer organisations to provide best practice breastfeeding services.



Strategies

- > Increase number of BFHI accredited hospitals and community services
- > Provide free access for SA health professionals to an elearning program that meets educational requirements of Step 2 of Ten Successful Steps to Breastfeeding
- > Increase access to culturally appropriate post-natal breastfeeding support



Objective 2

Increase community acceptance of breastfeeding as the cultural norm for South Australian babies.



Strategies

- > Implement a social marketing campaign
- > Recruit suitable Ambassadors to promote breastfeeding as the cultural norm
- > Link appropriate breastfeeding information with existing curricula
- > Work with ABA to increase number of BWH and BFFWA organisations



Good nutrition starts early with breastfeeding

- > Breastfeeding is the best nutritional start for babies
- > A significant cultural shift required before breastfeeding rates alter
- > Breastfeeding is a topical, emotive issue
- > Commonwealth Dept of Health and Ageing called for submissions into the health benefits of breastfeeding in 2007
- > An outcome from the enquiry is a national breastfeeding strategy 2010-2015



Thank you



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