

# BREASTFEEDING

Breastfeeding provides protection from cancer for both mother and child in several ways. Evidence shows for each year a mother breastfeeds her child, her relative risk for developing breast cancer is reduced by 4.3 percent. Additionally, breastfeeding causes anovulation, which is thought to help prevent ovarian cancer. Breastfeeding may also offer protection from endometrial cancer. A child who is breastfed receives the benefit of a decreased risk for childhood obesity, which can prevent cancer later in life. Some studies show that breastfeeding may offer a small bit of protection from certain childhood cancers as well.

**Objective 1:** By 2014, increase the percentage of new mothers who initiate breastfeeding from 67 percent to 75 percent as measured by the Indiana State Department of Health Data Analysis Team.

- Promote the WHO/UNICEF “Ten Steps to Successful Breastfeeding” and encourage all hospitals to seek the Baby Friendly Hospital Initiative (BFHI) designation
- Encourage breastfeeding education for all health professionals who work with pregnant women, new mothers, and infants
- Support the provision of breastfeeding counseling and assistance by lactation professionals (International Board Certified Lactation Consultants) for mothers both in the hospital and after they return home from the hospital
- Use social marketing to support and encourage breastfeeding
- Encourage insurance coverage of lactation education, consultation, and supplies

**Objective 2:** By 2014, increase the percentage of new mothers who exclusively breastfeed through three months of age from 30 percent to 40 percent as measured by the Centers for Disease Control and Prevention National Immunization Survey.

- Promote the WHO/UNICEF “Ten Steps to Successful Breastfeeding” and encourage all hospitals to seek the BFHI designation
- Support programs providing one-to-one peer counseling to facilitate access to breastfeeding assistance and support
- Use social marketing to influence mothers’ attitudes toward exclusive breastfeeding
- Support behavioral interventions provided by health and lactation professionals targeting mothers during pregnancy and after they return home from the hospital
- Encourage insurance coverage of lactation education, consultation, and supplies

### BREASTFEEDING (CONT)

**Objective 3:** By 2014, increase the percentage of new mothers who continue to breastfeed for at least 12 months from 19 percent to 25 percent as measured by the Centers for Disease Control and Prevention National Immunization Survey.

- Encourage policies and practices in hospitals and outpatient medical facilities to support successful initiation and continuation of breastfeeding
- Encourage breastfeeding support groups facilitated by peer counselors
- Include fathers and others who support new mothers in breastfeeding education
- Encourage ongoing breastfeeding support by lactation professionals to mothers through telephone contact, home visits, and outpatient visits
- Use imagery (in TV, radio, printed materials, or outdoor advertising) to strengthen perceptions of breastfeeding as a normal, accepted activity
- Increase awareness of legislation protecting a woman's right to breastfeed in public and pump her milk when she returns to work
- Encourage insurance coverage of lactation education, consultation, and supplies

## SURVIVOR

### David Caldwell

Prostate Cancer

Age 69

Connersville, IN

IU Simon Cancer Center

Read David's story at [www.indianacancer.org](http://www.indianacancer.org)

