

Breastfeeding Bulletin



**AUGUST
2004**

Santa Cruz County Breastfeeding Coalition

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Members from:

- Health Services Agency
- WIC Program
- Familia Center
- Birth Network
- Sutter Maternity and Surgery Center
- Dominican Hospital
- Watsonville Hospital
- Nursing Mothers Counsel
- Central Coast Alliance for Health
- La Leche League



Breastfeeding - The Standard

Social research for years has shown that breastfeeding rates are most impacted by presenting breastfeeding not as a “lifestyle choice”, but as the standard. This goes along with seat belts not being the “better” option, or quitting smoking not being “preferred”. Since numerous studies continue to show a health benefit to breastfeeding, or that formula fed infants have inferior outcomes, this information should clearly be presented.

A series of ads in support of breastfeeding were developed by the National Ad Council and are currently being aired. This non-profit group has produced high quality public service ads for many campaigns, and is supported by donations from the industry. These ads were premised on the above social research, positioning breastfeeding as the standard and formula feeding as inferior.

Many specialty organizations including the Center for Disease Control and Prevention and the American Academy of Pediatrics (AAP), were closely

involved in development. When the formula companies got wind of the impending ad campaign, they met with the incoming AAP president on his first day and expressed strong displeasure. He in turn wrote letters requesting the ads be held. Many members of the AAP, including those who had supported development of the ads within the AAP, were outraged.

The near-stifling of these ads speaks to the tremendous influence of the pharmaceutical industry over our respected institutions. The AAP accepts half a million dollars annually from formula companies alone. Our local initiatives to present breastfeeding as the standard and normative practice are greatly affected by political pressures brought to bear in this national drama.

Sumana Reddy, MD, FAAFP
Acacia Family Medical Group Salinas, CA
Ad Council Breastfeeding Campaign
website: www.adcouncil.org

Breastfeeding Decreases Infant Mortality

Data analyzed by scientists at the National Institute of Environmental Health Sciences suggest that breastfeeding can reduce the risk of death for infants in their first year of life. Looking at infants between 28 days and one year of age, researchers concluded that promoting breastfeeding can potentially prevent up to 720 post neonatal deaths in the U.S. each year.

Breastfed infants in the U.S. have lower rates of morbidity, especially from infectious disease, but there are no contemporary US studies of the effect of breastfeeding on all-cause mortality in the first year of life.

Access study at: www.nih.gov/news/pr/may2004/niehs-02.htm.

**Babies were born to
breastfeed!**

Santa Cruz County Breastfeeding Coalition invites everyone interested in promoting breastfeeding to join us!

- Participate in meetings
- Plan and assist with promotion activities
- Learn more about the many benefits of breastfeeding
- Opportunities for training and advocacy

August is Breastfeeding Awareness Month!

- Public Health Grand Rounds telecast, "**Optimal infant and Young Child Feeding**, August 26, 9-10:30 am, Dominican Hospital, Education Bldg, Room B-1, CEU/CMEs.
- Spanish language interview with Lactation Educator, Tuesday August 10, 6-7:00 pm KHDC, 90.9 FM
- WIC/Regalo de Amor Lactation Program information table Fridays in August, 3-7pm Watsonville Farmers Market
- Breastfeeding displays at local hospitals (Sutter, Dominican, and Watsonville) with County Board of Supervisors Proclamation

Commercial Hospital Discharge Packs Studied

A randomized controlled trial was conducted to evaluate two interventions for prolonging the duration of breast-feeding in a multiethnic sample of 343 low-income urban women. One of the interventions compared commercial discharge packs provided by formula companies with research discharge packs designed to be consistent with the WHO Code of Marketing of Breast milk Substitutes.

Women who received the research discharge pack, compared with those who received the commercial pack, were more likely to prolong exclusive breastfeeding (P=.004). For more information on this topic see the LA Breastfeeding Task Force website: www.breastfeedingtaskforla.org.

National Breastfeeding Hotline

1-800-994-9662

Sponsored by the National Women's Health Information Center.



Resources for Breastfeeding Support in Santa Cruz County

Birth Network	425-3373
Dominican Hospital	462-7862
Family Health Ed. Center	457-0334
La Leche League	425-3088
Nursing Mothers Counsel	688-3954
Nurture	722-8780
Sutter Lactation Center	477-2229
Watsonville Hospital	763-6019
WIC/Regalo de Amor	722-7121

Does Breastfeeding Protect Against Pediatric Overweight?

Prolonged breastfeeding is associated with a reduced risk of overweight among non-Hispanic white children. Breastfeeding longer than 6 months provides health benefits to children well beyond the period of breastfeeding. Access article or abstract at: www.pediatrics.aappublications.org.