

# People's Health

Outcomes • Planning • Evaluation



## Know the Facts: Breastfeeding initiation and duration

### DID YOU KNOW?

- Compared to infants who are not breastfed, breastfeeding infants gain some protection against certain infectious diseases. They also experience improved brain development as well as lower risk of childhood obesity, Sudden Infant Death Syndrome (SIDS), insulin dependent diabetes mellitus and tooth decay.
- Compared to women who do not breastfeed, breastfeeding mothers are more likely to experience maternal-infant bonding, reduced bleeding postpartum, greater loss of pregnancy-related weight gain, longer birth spacing due to delay in restarting menstrual period, reduced risk of breast and ovarian cancers and reduced risk of osteoporosis.

### WHERE WE WERE (BASELINE):

In 2010, 86.7% of Shasta County mothers exclusively breastfed their infants while in the hospital, and 93.6% reported any breastfeeding.

### WHERE WE ARE:

In 2013-2015, 42.3% of Shasta County mothers reported exclusive breastfeeding through three months after delivery.

In 2016, 80.4% of Shasta County mothers exclusively breastfed their infants while in the hospital, and 94.3% reported any breastfeeding.

### WHERE WE ARE AIMING:

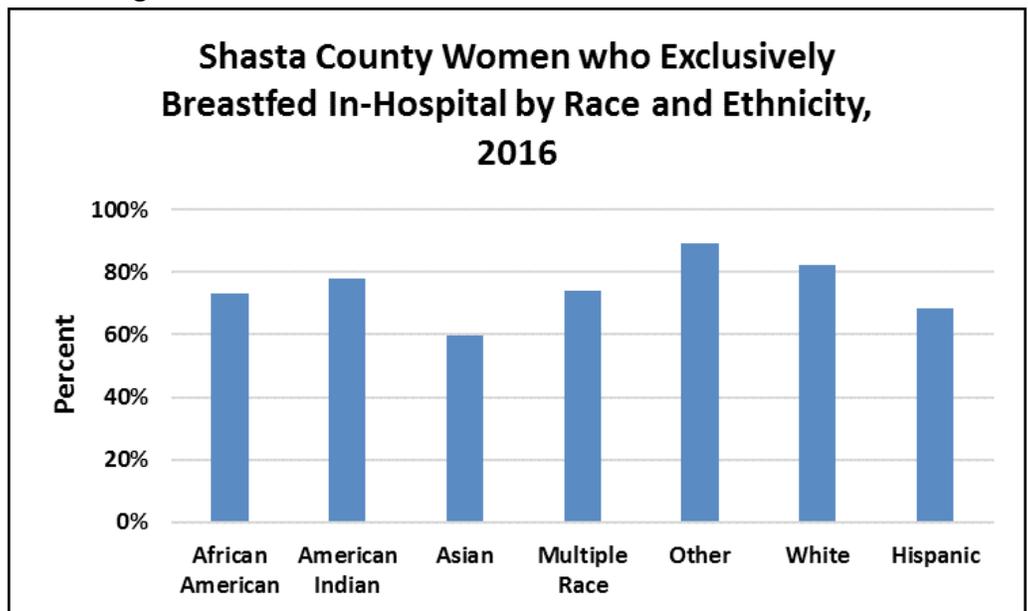
Increase the proportion of infants who are breastfed exclusively through three months to 46.2%.

### DEFINITION:

Percentage of Shasta County residents giving birth who report exclusive breastfeeding at three months after delivery.

**Any breastfeeding** includes babies who are only breastfed or who receive a combination of breastmilk and formula.

**Exclusive breastfeeding** refers to offering no other foods or fluids for infant feeding aside from breastmilk.



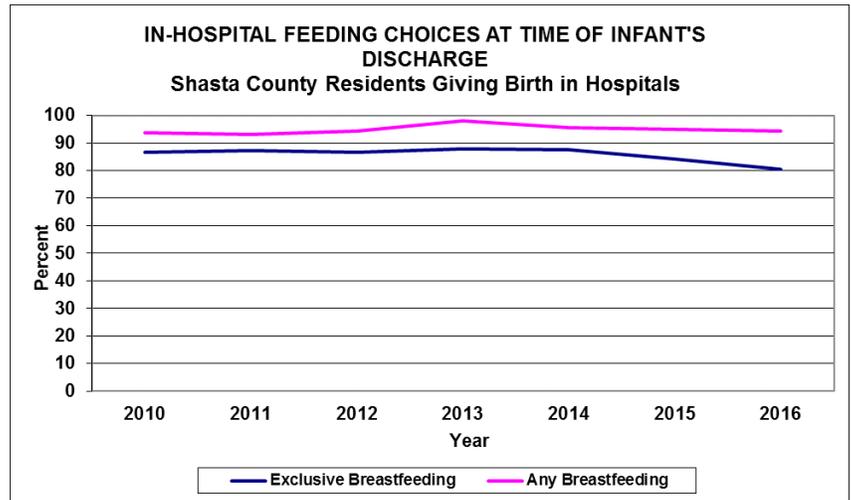
**Contributing Staff:** Miriam Rupp

**Data source:** California Department of Public Health, Maternal and Child Health Branch, including Mother-Infant Health Assessment 2013-2015. Find more health information at [www.shastahhsa.net](http://www.shastahhsa.net). Click on "Health and Safety," then "Current Health Concerns." Questions? Email [shasta-healthdata@co.shasta.ca.us](mailto:shasta-healthdata@co.shasta.ca.us)

Region	Number of Births	Exclusive Breastfeeding % of Births	Any breastfeeding % of Births
California	424,780	69.6%	94.0%
Shasta County	1,778	80.4%	94.3%
<b>Breastfeeding status at three months after delivery (2013-2015)</b>			
California	N/A	29.1%	67.3%
Shasta County	N/A	42.3%	74.0%

## KEY POINTS:

- The percentage of Shasta County women who report exclusive breastfeeding at three months after delivery in 2013-2015 was 42.3%, compared to 29.1% in California. Both fall short of the Healthy People 2020 Objective of 46.2%.
- The rate of exclusive breastfeeding among women delivering babies at Shasta County hospitals decreased 7.3% from 2010 to 2016.
- The rate of “any breastfeeding” among women delivering babies at Shasta County hospitals peaked in 2013 at 98.1% before decreasing 3.8%.
- While approximately 83% of non-Hispanic white women and 78% of Native American women exclusively breastfed in the hospital in Shasta County in 2016, only 69% of Hispanic women and 60% of Asian women exclusively breastfed.



## PRIMARY PREVENTION ACTIVITIES:

- Promote breastfeeding as the normal infant feeding option.
- Provide education on the benefits of breastfeeding during prenatal care to mother and father-to-be.
- Increase community awareness on the health and economic value of breastfeeding for mom and baby.
- Increase social support for breastfeeding among people important in the lives of mothers and infants.
- Increase community support for breastfeeding in public places such as restaurants and community events and the workplace.
- Increase awareness of workplace lactation accommodation supports for breastfeeding women.

**From the desk of**  
**Karen Ramstrom,**  
**DO, MSPH**  
*Shasta County*  
*Public Health Officer*



Breastfed babies as a group are healthiest. It's the first step to reducing and preventing childhood obesity and brings many more benefits to both mom and baby.

Some moms find it difficult to breastfeed for a variety of reasons. The Health and Human Services Agency's Breastfeeding Support Center at 1670 Market St., Suite 300 is a great place to find friendly, compassionate breastfeeding services. Breastfeeding mothers need support in the home, in the community and in the workplace for success. We can all play a part in helping babies thrive.

***To your health!***