

# Breastfeeding Initiation and Duration

Breastfeeding is one of the most effective preventive measures to protecting the health of a baby. According to the 2012 National Immunization Survey, 73.7% of Georgia moms initiated breastfeeding but only 18.9% of infants were exclusively breastfed for six months or longer.<sup>1</sup> The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for six months, followed by continued breastfeeding as complementary foods are introduced, with continuation of breastfeeding for one year or longer as mutually desired by mom and baby.<sup>2</sup>

## How Can Georgia PRAMS Help Providers?

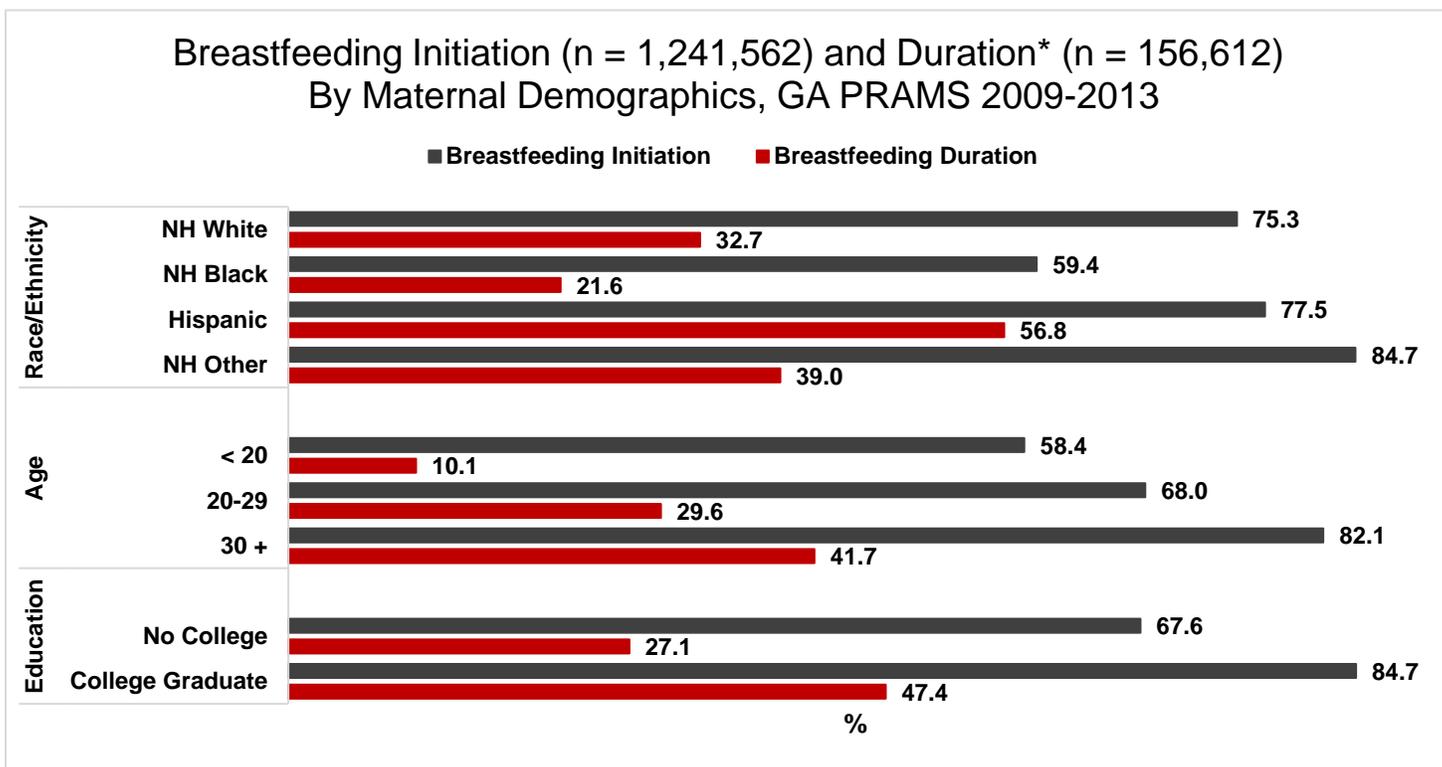
The Georgia Pregnancy Risk Assessment Monitoring System (PRAMS) is a Georgia Department of Public Health surveillance project funded by the Centers for Disease Control and Prevention. PRAMS collects state-specific population-based data on maternal knowledge, attitudes, behaviors, and experiences before, during, and shortly after pregnancy. Each month, a random sample of 100-200 mothers is drawn from Georgia birth records. Mothers are contacted by mail or telephone (for non-responders) within two to six months after delivery.



About 1 out of 3 moms reported that they stopped breastfeeding because they thought they were not producing enough milk, that their milk dried up, or that breast milk alone did not satisfy her baby.

Source: GA PRAMS 2004 - 2013

As a provider, you can use PRAMS data to determine who is at highest risk of never breastfeeding their infant, who would benefit most from targeted guidance (e.g., non-Hispanic Black moms, moms under 20 years of age, and moms with no college degree), and reasons for early breastfeeding cessation. Given that **August is Breastfeeding Awareness Month**, we have provided information on breastfeeding initiation (ever breastfeeding her infant) and duration (mothers with infant six months of age who were still breastfeeding at survey completion) as well as helpful resources.

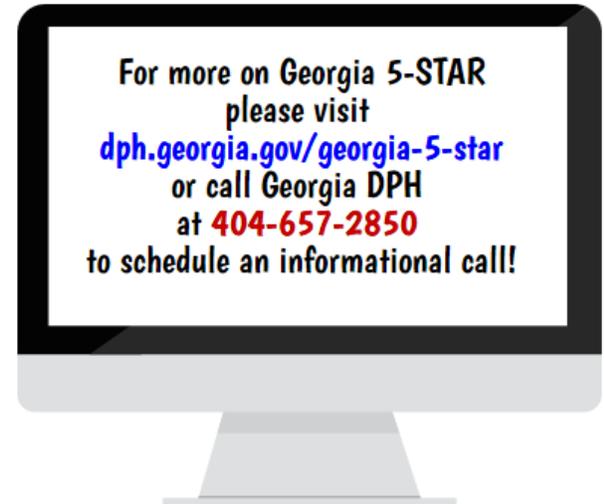


\*Percent of mothers whose infant was at least 6 months at survey completion and were still breastfed.



## How Can Healthcare Providers Help?

- Engaging in **EARLY** and **FREQUENT** conversations about the importance of breastfeeding.
- Educate mothers on the benefits to breastfeeding:
  - Helps uterus contract more quickly after delivery
  - Helps mother lose pregnancy weight and maintain desired weight
  - Reduces risk of developing premenopausal breast, ovarian, and endometrial cancer
- Take steps to promote, protect, and support breastfeeding in your practice by implementing the Georgia 5-STAR ten steps!
  - Submit a written breastfeeding policy
  - Train all health care staff in skills to support successful breastfeeding
  - Inform/Educate all pregnant women about benefits/management of breastfeeding
  - Skin-to-skin immediately after birth for one hour or until the first breastfeeding is completed
  - Show mothers how to breastfeed and how to maintain lactation if they are separated from the infant(s)
  - No supplemental formula unless medically indicated
  - Practice rooming-in
  - Breastfeeding on demand; educating mothers regarding cue-based feeding
  - No artificial nipples/pacifiers
  - Breastfeeding support groups and other resources referred at discharge for a focus of exclusive breastfeeding for 6 months



***The success rate among mothers who want to breastfeed can be greatly improved through active support from their providers!***

### References:

1. Nutrition, Physical Activity and Obesity Data, Trends and Maps web site. U.S. Department of Health and Human Services, Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition, Physical Activity and Obesity, Atlanta, GA, 2015. Available at [www.cdc.gov/nccdphp/DNPAO/index.html](http://www.cdc.gov/nccdphp/DNPAO/index.html).
2. Eidelman, A. I., Schanler, R. J., Johnston, M., Landers, S., Noble, L., Szucs, K., & Viehmann, L. (2012). Breastfeeding and the use of human milk. *Pediatrics*, 129(3), e827-e841.

The Georgia PRAMS *Breastfeeding Fact Sheet* is published as new data become available by the MCH Epidemiology Section, Division of Health Protection, Georgia Department of Public Health. For data requests, please apply through the Public Health Information Portal in Georgia DPH at [dph.ga.gov/phip-data-request](http://dph.ga.gov/phip-data-request).

### **FOR MORE INFORMATION**

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