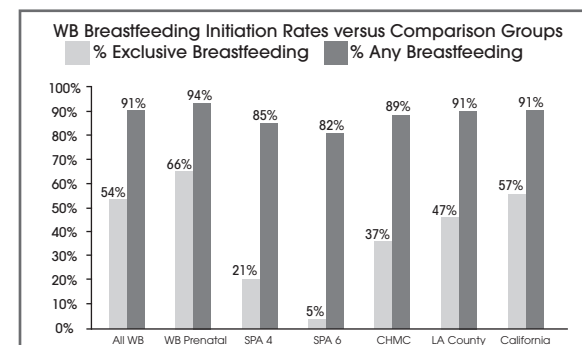
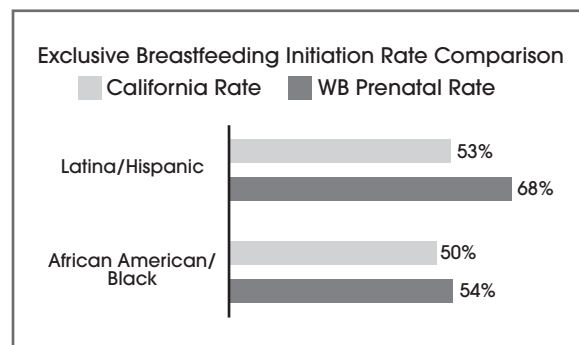


The program uses prenatal, hospital and postpartum touchpoints supported by breastfeeding materials: a medical kit, a new parenting kit, a Welcome Baby Book, a parenting DVD and a Boppy® Pillow. For the pilot study, exclusive breastfeeding rates for the Welcome Baby program were higher at the 4-month milestone than rates for the comparison group.²⁸ The 12-month survey found significant positive associations between Welcome Baby participation and rates of breastfeeding initiation and exclusive breastfeeding.²⁹



Timely educational resources support breastfeeding success

Millennial Moms are savvy digital consumers, seeking online resources for information and support. When first-time Millennial Mothers learn the benefits of breastfeeding in prenatal education – either through online research or in-person prenatal classes – those mothers are more likely to make postpartum breastfeeding goals a priority. Putting in place a 3-phase breastfeeding educational program that reaches moms prenatally, immediate postpartum in the hospitals and postnatally at home will improve breastfeeding outcomes and can help to meet the longitudinal goals for breastfeeding at the 6-month and 1-year milestones.

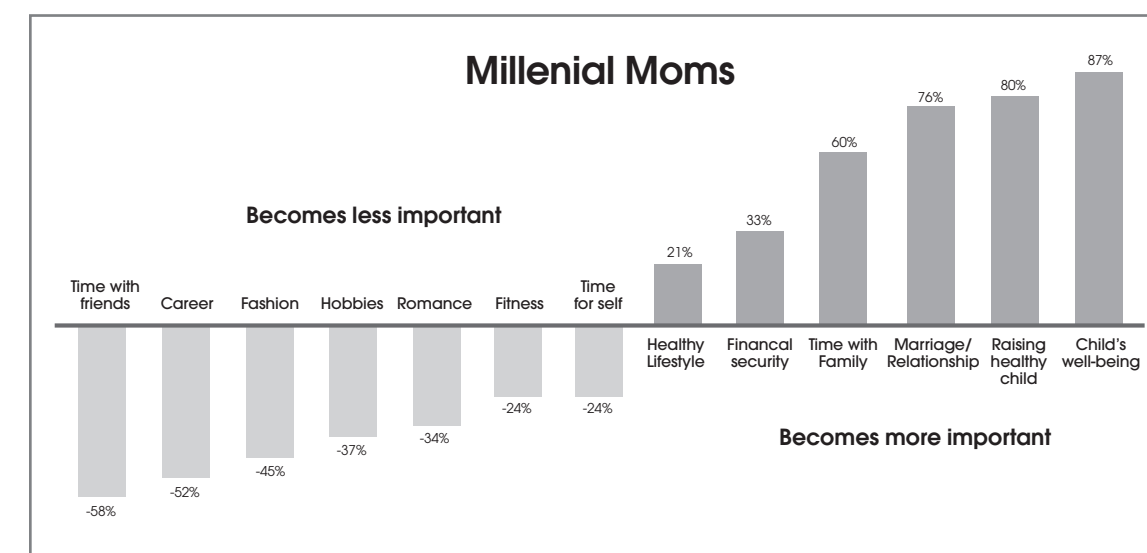
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3-Phase Education: The key to breastfeeding success in Millennial Moms

Millennial Moms actively seek education to be the best parents they can be.

Like all moms, Millennial Moms want what's best for their baby. This is the most educated generation; more than 1 in 3 have a college degree. What sets them apart is their native comfort in using technology for research and support as they strive to meet their parenting goals. 31% use a parenting/baby app on a weekly basis.¹

Worldwide, 8 in 10 new moms are part of the millennial generation (ages 18-32), accounting for more than 3 million births in the U.S. each year.¹ A 2014 study conducted by BabyCenter.com showed that this generation has two leading goals for their children: health and well-being. Highly connected to social media, these moms feel the pressure to be the best, with 3 in 4 saying that it's important to be the "perfect mom."¹ They do their research, seeking the type of birth and neonatal experience that matters to them.¹



Through their research, Millennial Moms know that breastfeeding is at the center of any program for maternal and child health and well-being. In addition to providing complete nutrition, human milk offers live white blood cells, immunoglobulin A, lactoferrin, lysozyme, oligosaccharides and growth factors that protect against illness in infants.²

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The World Health Organization (WHO) encourages the use of human milk as ideal nutrition for all infants³ for up to two years.⁴ The American Academy of Pediatrics (AAP) recommends exclusive breastfeeding for the first six months of life, with continued breastfeeding for one year or more.⁵ However, the CDC reports that only 18.8% of American children meet the target of exclusive breastfeeding at six months.⁶

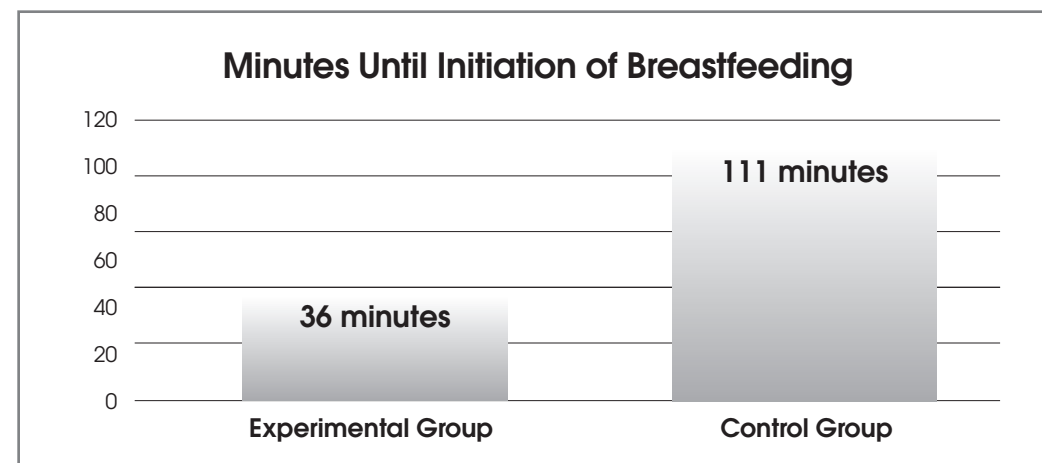
Prenatal classes are the ideal setting for introducing breastfeeding apps to the millennial audience.¹ Those apps can help to bridge the connection between prenatal education, postpartum hospital care and postnatal home care.

Phase 1: Prenatal education to improve breastfeeding outcomes

Ample evidence indicates that prenatal education efforts result in improved breastfeeding outcomes, with significant health benefits for both baby and mother.⁷ Women are presented with the facts about the benefits of human milk,^{3,8} short and long-term health benefits for mother and child,⁹ and the related benefits of skin-to-skin contact for bonding with baby, including premature or Cesarean deliveries;^{10,11,12,13,14,15} skin-to-skin care also decreases the maternal perception of pain and increases satisfaction with the birth experience.¹⁶

In a study conducted with a major academic university from 2013-2014, prenatal education was one of the main hypotheses tested for breastfeeding outcomes. An experimental group of 50 expectant obese women with gestational diabetes were provided prenatal lactation education with a complimentary Boppy® Pillow.¹⁷

These mothers reported faster initiation of breastfeeding than the control group and 84% self-reported that they left the hospital successfully breastfeeding. They also reported nursing their infants for a longer duration (10-month follow-up) than their counterparts in the control group.



Comprehensive prenatal education provides the foundation for successful breastfeeding initiation and supports the education given by the perinatal nurse in the hospital.¹⁸

Phase 2: Immediate postpartum breastfeeding care and education in hospital

The United Nations Children’s Fund (UNICEF) introduced the Baby-Friendly Hospital Initiative to highlight the role of maternity services in the promotion and support of breastfeeding.¹⁹ For hospitals, the benefits of the Baby-Friendly hospital designation include higher patient satisfaction scores,^{20,21} better reputation and long-term cost savings.²⁰

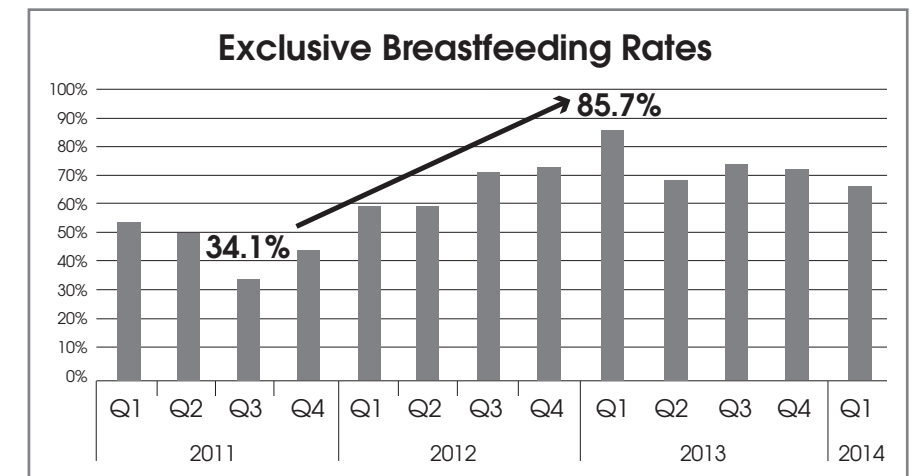
Baby-Friendly hospital environments are structured to maximize opportunities for bonding and breastfeeding success, including:

- Immediate skin-to-skin contact with the newborn
- Initiating breastfeeding within a half hour after birth, according to WHO guidelines²²
- Support in learning how to breastfeed
- No formula or pacifiers offered in hospital
- Practice rooming-in
- Encouraging breastfeeding on demand

In 2011, Presbyterian/St. Luke’s Medical Center of Denver implemented evidence-based practice changes for their immediate postpartum breastfeeding support and education, including providing skin-to-skin contact for the first hour after delivery. They also found that the use of Boppy® Pillows improved mother/baby positioning in the hospital, making breastfeeding more comfortable and setting the foundation for early breastfeeding success.²³

Within two years, the hospital met and exceeded important milestones related to exclusive breastfeeding taking the baseline exclusive breastfeeding rate of 34.1% to 85.7%.²⁴

Analysis has shown that the millennial mothers’ intentions to breastfeed and in-hospital practices have an impact on long-term breastfeeding success. The odds of not breastfeeding at six months increased if supplements were used in the hospital, or if solid foods were started before six months of age. By creating an in-hospital postpartum roadmap and whiteboard, the new family has a better understanding of what to expect during the transition from hospital to home.



Phase 3: Postpartum breastfeeding care after discharge

Postpartum breastfeeding support is more accessible than ever. Under the Affordable Care Act (ACA), new private health insurance plans are required to provide coverage for comprehensive lactation support and counseling by a trained provider, as well as breastfeeding equipment and supplies.^{26,27} This offers greater opportunities for formalized support that goes beyond the support groups of years past.

New mothers’ concerns or problems with breastfeeding peak three to seven days postpartum, resulting in many mothers stopping breastfeeding within the first two months of the postpartum period. Previous research shows that in-home support services can have a positive effect on breastfeeding rates by helping to continue and reinforce breastfeeding education and help mothers with continuing to breastfeed.

Educational support and universal home visitation has helped Los Angeles County improve its breastfeeding rates. Since 2009, the Los Angeles Welcome Baby program has successfully implemented a 3-Phase Breastfeeding Education program, increasing rates for initiation, exclusivity and duration of breastfeeding.