

# **Implementing The Maternal and Infant Nutrition Framework 2017**

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# Breastfeeding in Scotland

## Breastfeeding Rates (ISD):

- In 2016 63.1% of mothers initiated breastfeeding in Scotland.
- 50.1% were still breastfeeding at the HV 1<sup>st</sup> visit (35.9% exclusively).
- 40.4% are still breastfeeding at 6 weeks (29.4% exclusive).
- The early decrease happens mainly in the first 2 weeks.
- A range of socio-demographic factors were associated with this.
- There has been little change in the overall rates over the decade but there is an increase in the rate of mixed feeding

# Latest Evidence

## The Lancet (2016)

- The Gates Foundation funded and published 3 ground-breaking pieces of research to help us clarify our thinking around the way forward.
- It highlighted the practical, emotional and cultural barriers that still stand in the way of women breastfeeding.
- This is the most extensive piece of research into the impact of breastfeeding on the health in both the developing and developed world.

*Victora C.G et al (2016) for The Lancet Breastfeeding Series Group Breastfeeding in the 21st century: epidemiology, mechanisms, and lifelong effect. Lancet 2016; 387: 475–90*

*Rollins N. et al (2016) Why invest, and what it will take to improve breastfeeding practices? Lancet 2016; 387: 491–504*



# The Way Forward for Scotland

- **Breastfeeding has become a very emotive subject in the UK**
- **It's vital that we get protection and support for breastfeeding right first: or we may create further risk to society's confidence in it.**
- **However, aggressive global marketing from the formula milk industry is an issue: It was worth \$40 bn (2014) and predicted to grow to \$70 bn (2019).**

# Increasing Rates

**There is good evidence that increasing breastfeeding rates is responsive to interventions delivered in health systems and in communities.**

**The largest effects are achieved when interventions are delivered in combination”. These can include:**

- ✓ **UNICEF Baby Friendly Initiative standards: in Maternity Units, Health Visiting teams, Neonatal Units and in Health Professional Education.**
- ✓ **Additional professional and Peer Support for mothers**
- ✓ **Supportive rather than restrictive policies and sensitive messaging and effective resources for parents.**

# Using Information to Support Improvement

## Statistics:

- ISD Breastfeeding rates
- Blood sport screening data
- Infant feeding survey data

## Using indicators to help increase rates:

- Audit results
- Patient feedback and complaints
- Research, evaluation and survey data

