

New Mexico Breastfeeding Task Force



OUR GOALS

- 1 Help families get a good start breastfeeding
- 2 Support families to exclusively feed their babies with breastmilk for the first six months of life
- 3 Build a community of support for breastfeeding

The New Mexico Breastfeeding Task Force is working to bridge the gap in breastfeeding disparities and is committed to ensuring all families have the support they need to reach their breastfeeding goals. This means:



EDUCATING and providing professional development opportunities for health care providers.



WORKING WITH HOSPITALS AND CLINICS to adopt supportive maternity care and infant feeding practices and become Baby-Friendly™ designated.



HELPING EMPLOYERS create breastfeeding-friendly worksites, including flexible break time and clean, private spaces for employees to pump.



CREATING a breastfeeding supportive community.

THE BENEFITS OF

Breastfeeding

Breastfeeding is **the best and most natural food for babies**, containing ALL the nutrients babies need throughout the first six months of life.

Breastfeeding moms have **lower rates** of breast and ovarian cancers, heart disease, and type 2 diabetes.



Breastfeeding supports mother-baby bonding.

Breastfed babies have **reduced risk** of obesity, respiratory infections, type 2 diabetes, asthma, ear infections, diarrhea and SIDS.



Breastfeeding saves families up to **\$1,500 a year** in formula costs.



Breastfeeding **reduces health-care costs** associated with maternal and pediatric illness.

Cost savings for New Mexico:*

\$33 million if breastfeeding rates were increased by 10%

\$3 million if all infants on WIC were exclusively breastfed for six months

* Bhandari, D. and N. Nepal (2014). The cost-benefit analysis of increasing breastfeeding rates in New Mexico. Unpublished manuscript. Bureau of Business and Economic Research, University of New Mexico.

OUR CHALLENGE

The majority of New Mexico families want to breastfeed their babies, but many still face challenges. These include:

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95% of New Mexicans believe it's important for hospitals to be Baby-Friendly.™



HOSPITALS AND CLINICS MAY NOT HAVE POLICIES THAT SUPPORT AND ENCOURAGE BREASTFEEDING.

Currently less than 1/3 of hospitals with maternity facilities are Baby-Friendly.™



REDUCTION IN BREASTFEEDING ONCE MOTHERS RETURN TO WORK.

Many moms find it hard to keep breastfeeding and/or pumping once they return to work.



LACK OF INFORMATION ABOUT LAWS to protect employees who need to pump breastmilk at work. Most employers are unaware of their legal obligations and how simple it can be to create a supportive workplace.



LACK OF COMMUNITY RESOURCES

to encourage and support breastfeeding.

HELP NEW MEXICO

Breastfeed

Established in 1988, the New Mexico Breastfeeding Task Force promotes breastfeeding across the state. We work to remove barriers to breastfeeding and promote breastfeeding-friendly policies through advocacy and building local capacity.

Businesses:

Make it easier for moms to return to work by providing flexible time and a place to breastfeed or pump and store milk.

Individuals:

Become a breastfeeding advocate. Get involved with your local New Mexico Breastfeeding Task Force chapter.

Providers:

Attend our conference, summit or trainings and share your knowledge and information with your colleagues.

Policy Makers:

Support paid maternity leave and policies that encourage parents to breastfeed in the workplace, school and in public.

WIC and other Family Support Programs:

Expand peer-to-peer counseling and support groups to improve exclusive breastfeeding rates.

Hospitals:

Commit to becoming a designated Baby-Friendly™ Hospital.

** 2014 CDC Breastfeeding Report Card

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Over 76% of New Mexico families want to breastfeed, but **only 16%** of babies in New Mexico are exclusively breastfed at six months.**