

World Breastfeeding Week

The WHO recommends to start breastfeeding within 1 hour of birth and continued exclusively for 6 months to ensure the optimal growth, development and health of babies¹

However only about 2/5 of infants worldwide are exclusively breastfed for their first 6 months²

Why?

60% of women who breastfeed stop earlier than they want to



Others believe that they do not produce enough milk

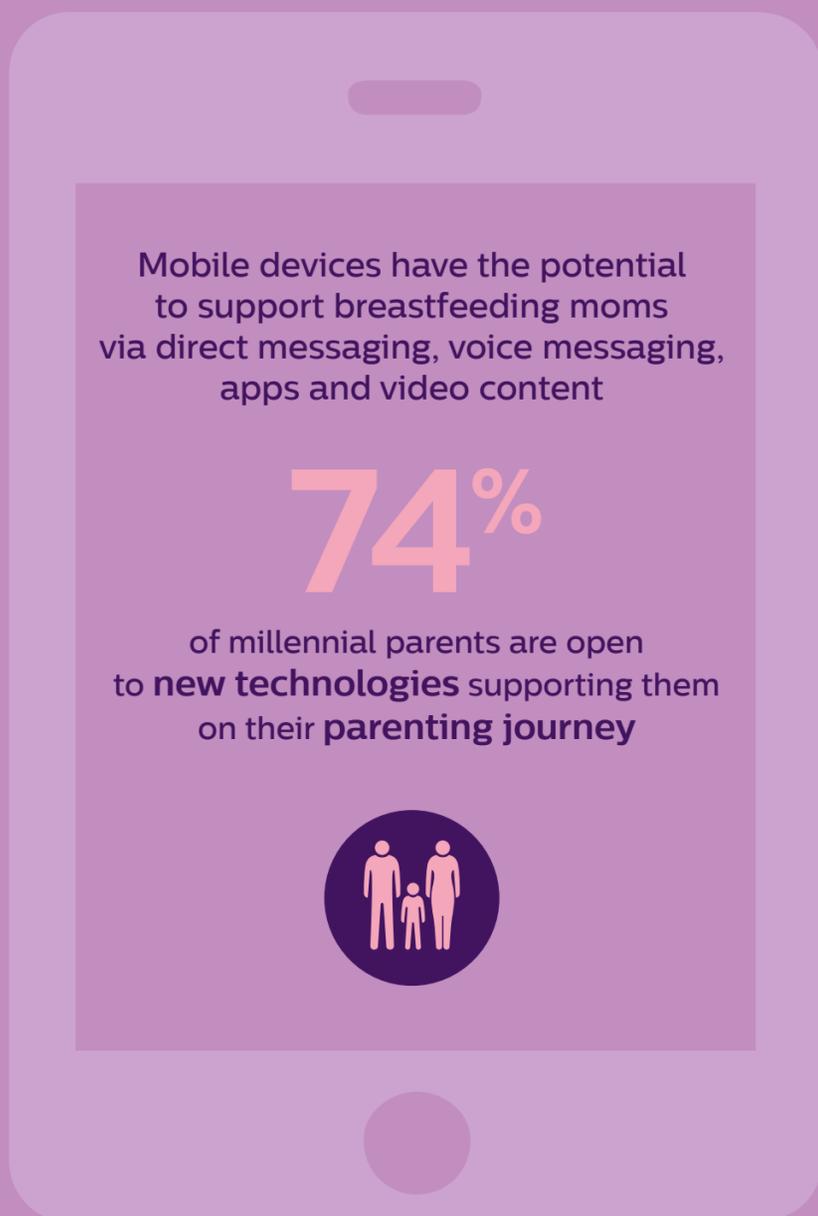


Some experience problems with infant sucking or latching on, which can cause **pain or discomfort during breastfeeding**



Some encounter **medical problems**, or choose to **return to work early**.^{2,3}

A role for digital technologies in supporting breastfeeding?



Pivotal role of Healthcare Professionals (HCPs)

Mothers are more likely to stop breastfeeding if they lack practical **healthcare professional support** at pivotal points.⁴

Women benefit from HCPs who understand the practicalities many women face and who provide advice that **builds confidence**.⁴

Women have been found to value HCPs who take a **realistic approach** to feeding education and who work with families to tailor feeding solutions to their needs.⁴



Privacy & comfort



Feeding an infant or expressing milk in a calm, purpose-built environment with a home-like atmosphere facilitated breastfeeding because mothers felt more relaxed.⁷

1 in 10 women stop breastfeeding because they feel too uncomfortable doing it outside the privacy of their home.³

more than **30%** of mothers would value access to a dedicated room where they could express milk.⁹

Relaxation, milk volume & flow

A mother's psychological well-being and stress levels are linked to milk volume and flow.^{5,6,7}

Mothers express significantly more milk after **10-15 minutes of**



breathing exercise



listening to music.⁸

Returning to work

1 in 5 mothers in the United States³

1 in 10 mothers in Europe²

stop breastfeeding on returning to work.

¹ WHO. 01 August 2013. Available at: <http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/news/news/2013/08/breastfeeding-mothers-need-peer-counselling> (accessed Feb 2017)
² UNICEF, October 2016
³ WHO. 01 August 2013. Available at: <http://www.euro.who.int/en/health-topics/disease-prevention/nutrition/news/news/2013/08/breastfeeding-mothers-need-peer-counselling> (accessed Feb 2017)
⁴ De Jager M, et al. Barriers to Breastfeeding – A Global Survey on Why Women Start and Stop Breastfeeding. Eur Obstet Gyn Suppl. 2012;25–30
⁵ Hodinott P, et al. A serial qualitative interview study of infant feeding experiences:

idealism meets realism. BMJ Open 2012;2:e000504

⁶ Lau C. Effects of stress on lactation. Pediatr Clin North Am 2001;48:221–234

⁷ Newton M, et al. The let-down reflex in human lactation. J Pediatr 1948;33:698–704

⁸ Ueda T, et al. Influence of psychological stress on suckling-induced pulsatile oxytocin release. Obstet Gynecol 1994;84:259–262

⁹ Philips Avent Relaxation Study. Data on file

¹⁰ Iellamo A, et al. Working mothers of the World Health Organization Western Pacific offices: lessons and experiences to protect, promote, and support breastfeeding. J Hum Lact 2015;31:36–3.

