

Breastfeeding: teamwork to make the dream work

Celebrated in August every year, World Breastfeeding Week aims to raise awareness of the benefits of breastfeeding for a healthy start in life. This year, the focus is on the importance of a support network surrounding mother and baby.

Giving babies the best start in life

From 0-6 months

Benefits for babies

- ✓ Lowers the risk of asthma and allergies¹
- ✓ Builds a strong emotional bond between mother and baby²
- ✓ Reduces the risk of sudden infant death syndrome (SIDS)²
- ✓ Reduces the risk of cardiovascular disease in adulthood²

Benefits for mothers

- ✓ Can help protect against postpartum depression³
- ✓ Can lower the risk of:
 - breast and ovarian cancer³
 - type two diabetes³
 - osteoporosis³
 - cardiovascular disease³
 - obesity³

But many women stop breastfeeding early ...

60-95% of mothers start breastfeeding – dropping to **38%*** by six months⁴



Up to 60% of women stop breastfeeding earlier than they want to⁵



Challenges include:

Pain or discomfort during breastfeeding⁶

Perceived low milk supply⁶

Lack of support⁶

It takes a team ...

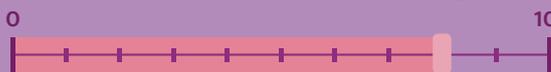
Fathers, partners, grandparents, neighbors, friends and healthcare professionals: everyone can support mother and baby.



Partner support: what mothers are saying**

81% want partners to be involved in the breastfeeding process

76% want more information on how partners can support them with breastfeeding



8/10 are generally satisfied with their partner's level of support



Mothers especially want help with...

63% Night feeding

65% Preparing bottle feeds

78% Checking up on the baby while sleeping

Benefits of a father's support ...



Encourages longer breastfeeding⁷



Doubles the chances of mothers breastfeeding exclusively for six months⁸



Encourages father-infant bonding⁹



1. <https://www.webmd.com/parenting/baby/nursing-basics#1>

2. <https://www.nhs.uk/conditions/pregnancy-and-baby/benefits-breastfeeding/>

3. Philips Avent Symposium 2019, presentation by Dr Tim Walrave, Consultant Psychiatrist

4. WHO, UNICEF, 2017, 2018, CDC, 2018, Theurich et al. JPN, 2019, Australian DH, 2019

China Department of Maternal and Child Health, 2017

5. Odom EC, et al. Pediatrics 2013;131:e726

6. 3 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

7. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4282396/>

8. Effectiveness of targeting fathers for breastfeeding promotion: systematic review and meta-analysis, 2018

9. <https://www.awhonn.org/news/349120/Fathers-Day-A-Fathers-Bond-with-His-New-born-Is-Just-as-Important-as-a-Mothers-Bond.htm>

**Survey results based on responses from 3594 women users of Philips' Pregnancy+ app from across Australia, USA, UK, New Zealand, Romania, Indonesia, Germany, Brazil, Russia, France, Portugal, Spain, Netherlands and Italy.