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 1st 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.


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