

## BREASTFEEDING-FRIENDLY MEDICAL PRACTICES

Healthcare providers are a key component in not only reaching the Breastfeeding Objectives set in Healthy People 2030, but also in helping the populations they serve in their community to reach families' individual breastfeeding goals.

Providers which serve women during pregnancy (including obstetricians, nurses, and midwives) are able to educate their clients on the many benefits of breastfeeding for both women and their babies *prior* to delivery.

Providers, such as pediatricians and/or family medicine practitioners, are positioned perfectly to help families become successful in their breastfeeding goals. Although many women initiate breastfeeding in the hospital (at the time of their delivery), they do not continue breastfeeding their baby once they are discharged and return home. Many women discontinue breastfeeding within baby's first week of life because they experienced a complication and/or concern with breastfeeding. Breastfeeding becomes easier to quit when families do not have the appropriate support(s) in place to resolve their issue(s). As it is recommended for all newborns to have a pediatric exam within the first several days after hospital discharge (following their birth), this presents the perfect opportunity to address any concerns new parents may have.

When a medical practice is staffed with individuals educated on breastfeeding, and providers have local breastfeeding resources which can aid breastfeeding families, the encompassing support has been shown to have a positive impact on breastfeeding outcomes.