

Reducing Obesity in Alabama by Increase Breastfeeding Initiation

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Purpose

To characterize obesity and breastfeeding rates in Alabama.

Alabama has a higher prevalence of obesity as well as lower breastfeeding rates in comparison with national data.

Cycle of Obesity

Obesity in women of childbearing age may decrease breastfeeding rates which in turn may increase childhood obesity rates leading to more obese adults.

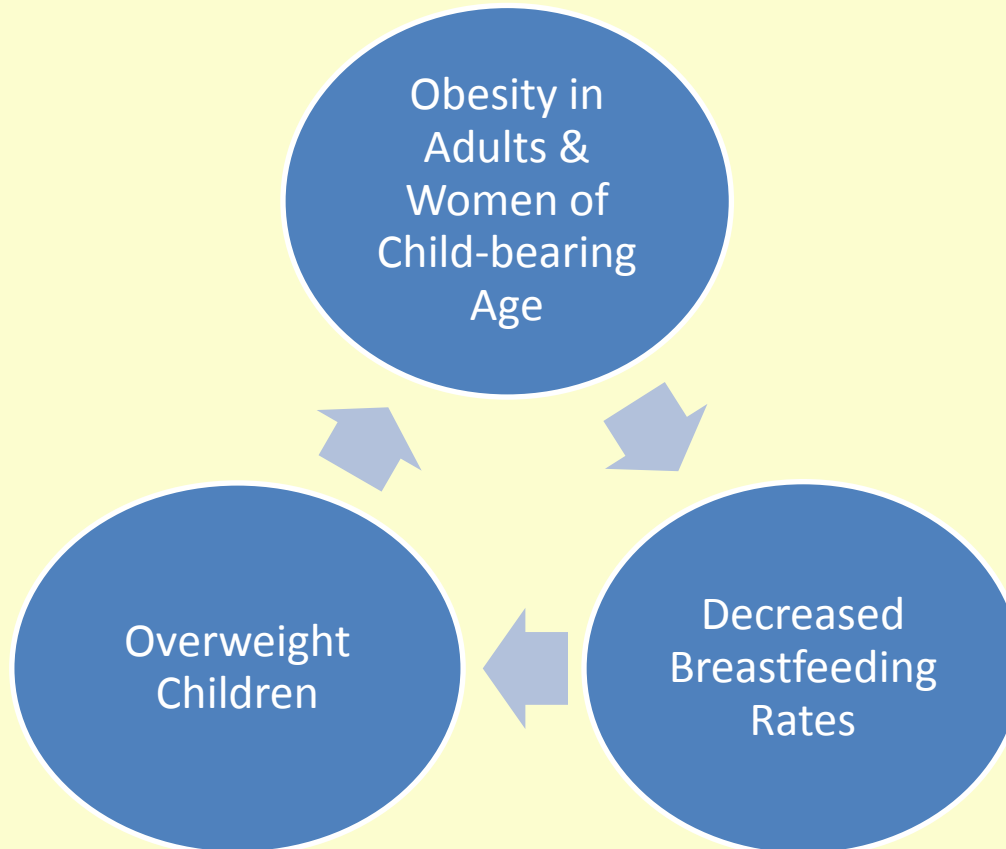
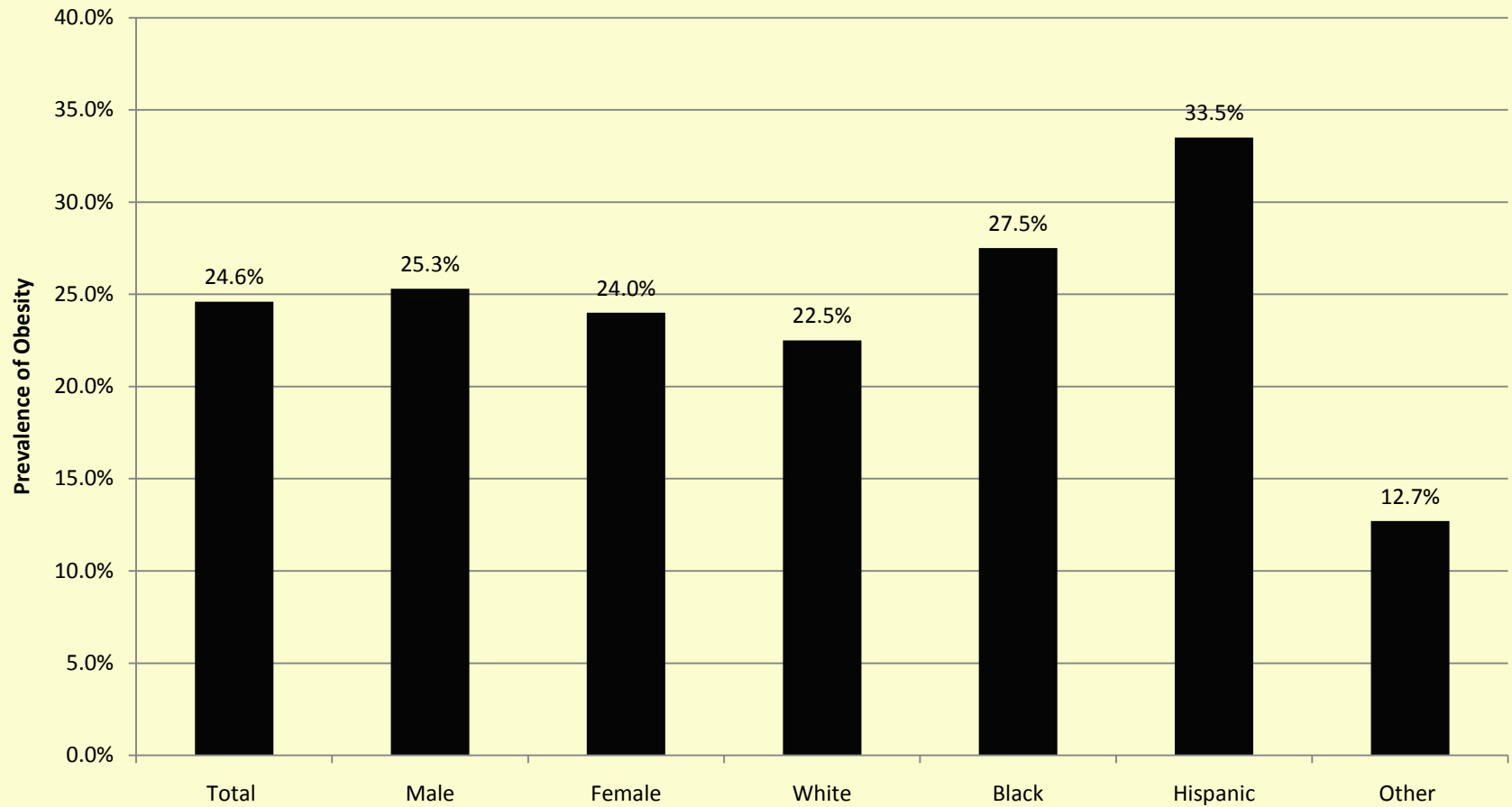


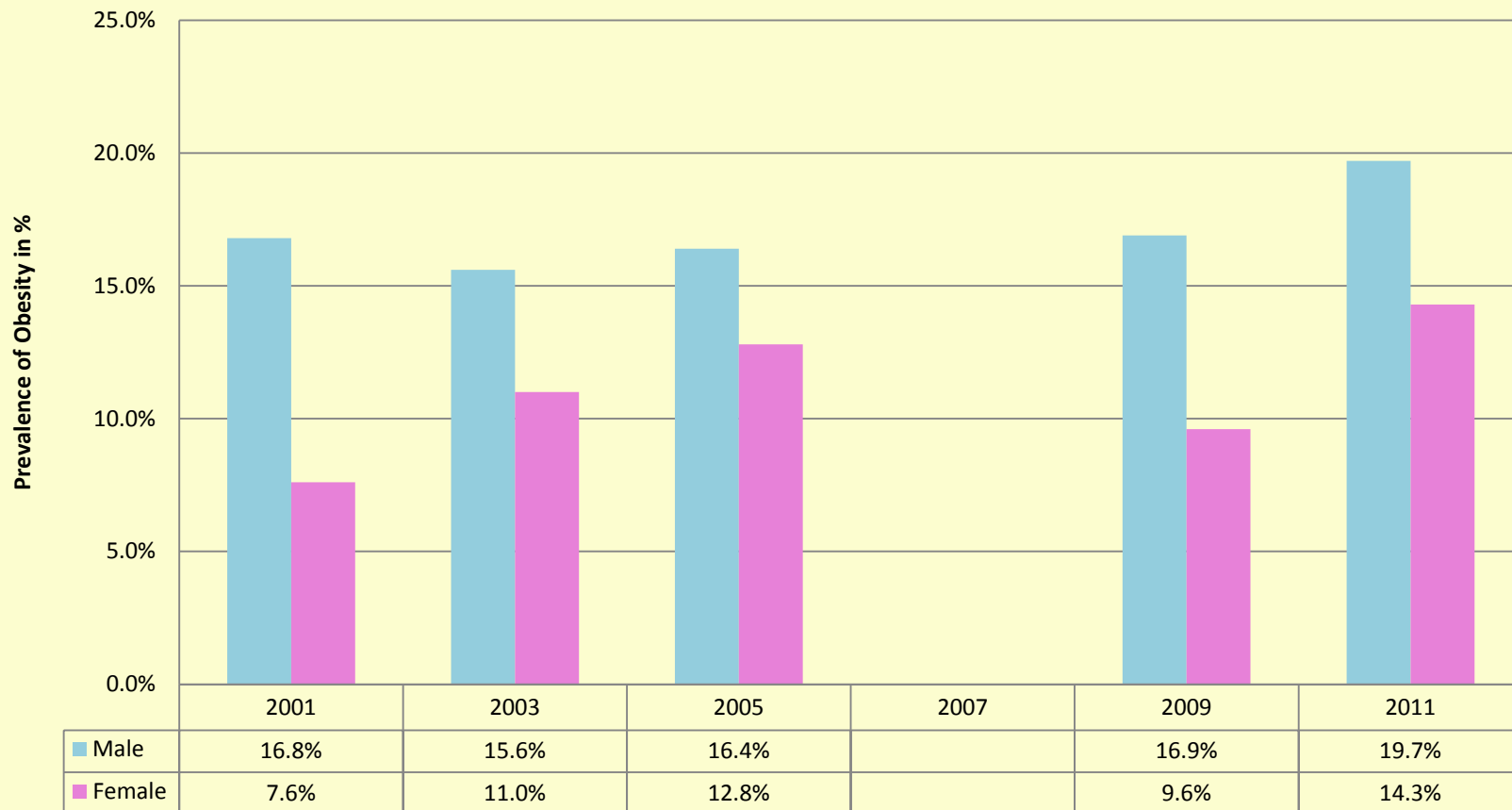
Chart 2: Obesity in Third Graders, Alabama, 2006-2007



Alabama Department of Public Health Oral Health Branch (Dental) 2006 – 2007



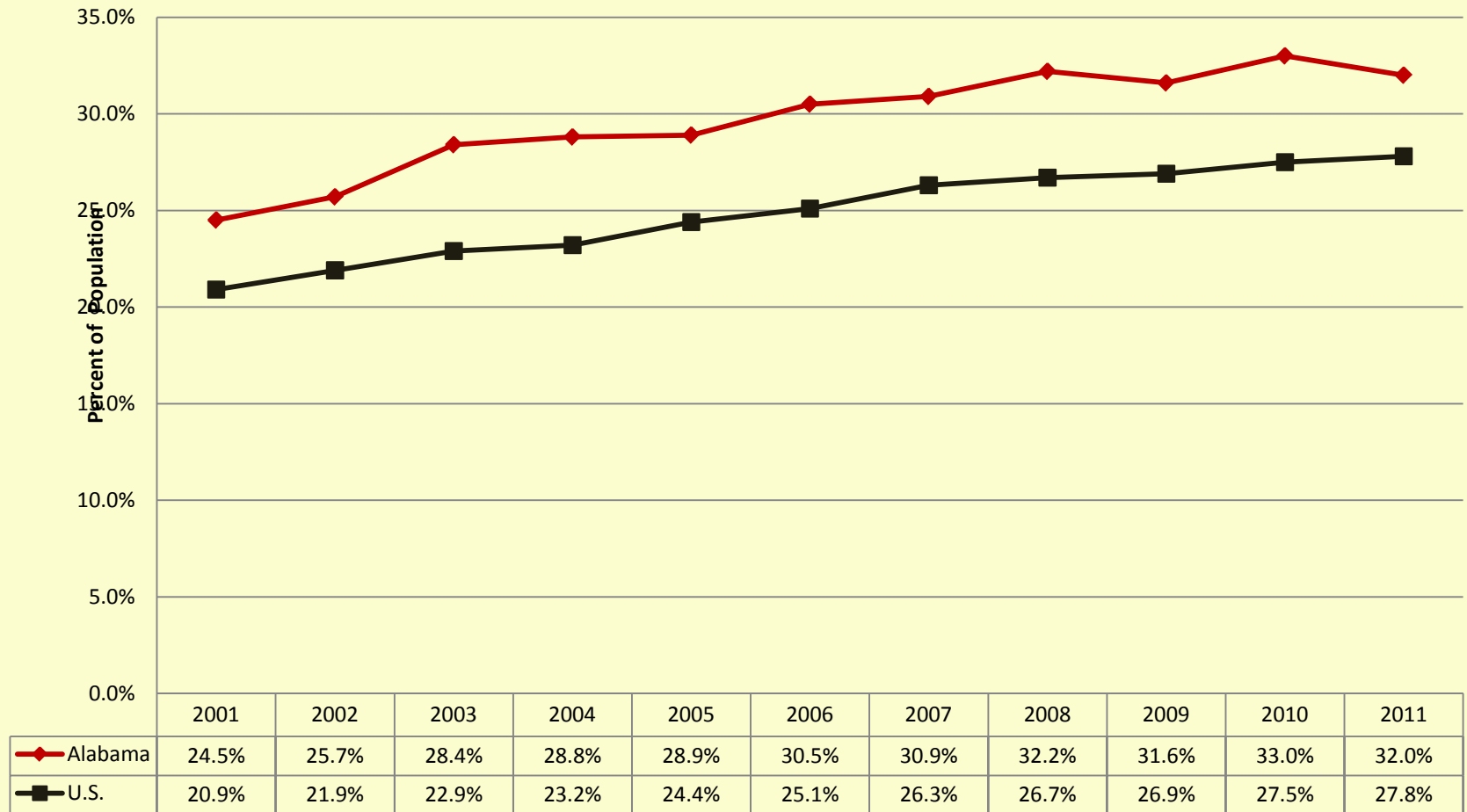
Chart 3: Obesity Rates among High School Students in Alabama, 2001-2011



Youth Risk Behavior Surveillance System (YRBSS), Center for Disease Control and Prevention, 2011



Chart 4: Adult Obesity Rates, Alabama vs. The United States, 2001-2011



2001-2011 Behavioral Risk Factor Surveillance System (BRFSS), 2011

Chart 5: Obesity Rates Among Women ages 19-44 in Alabama vs. The United States, 2001-2011

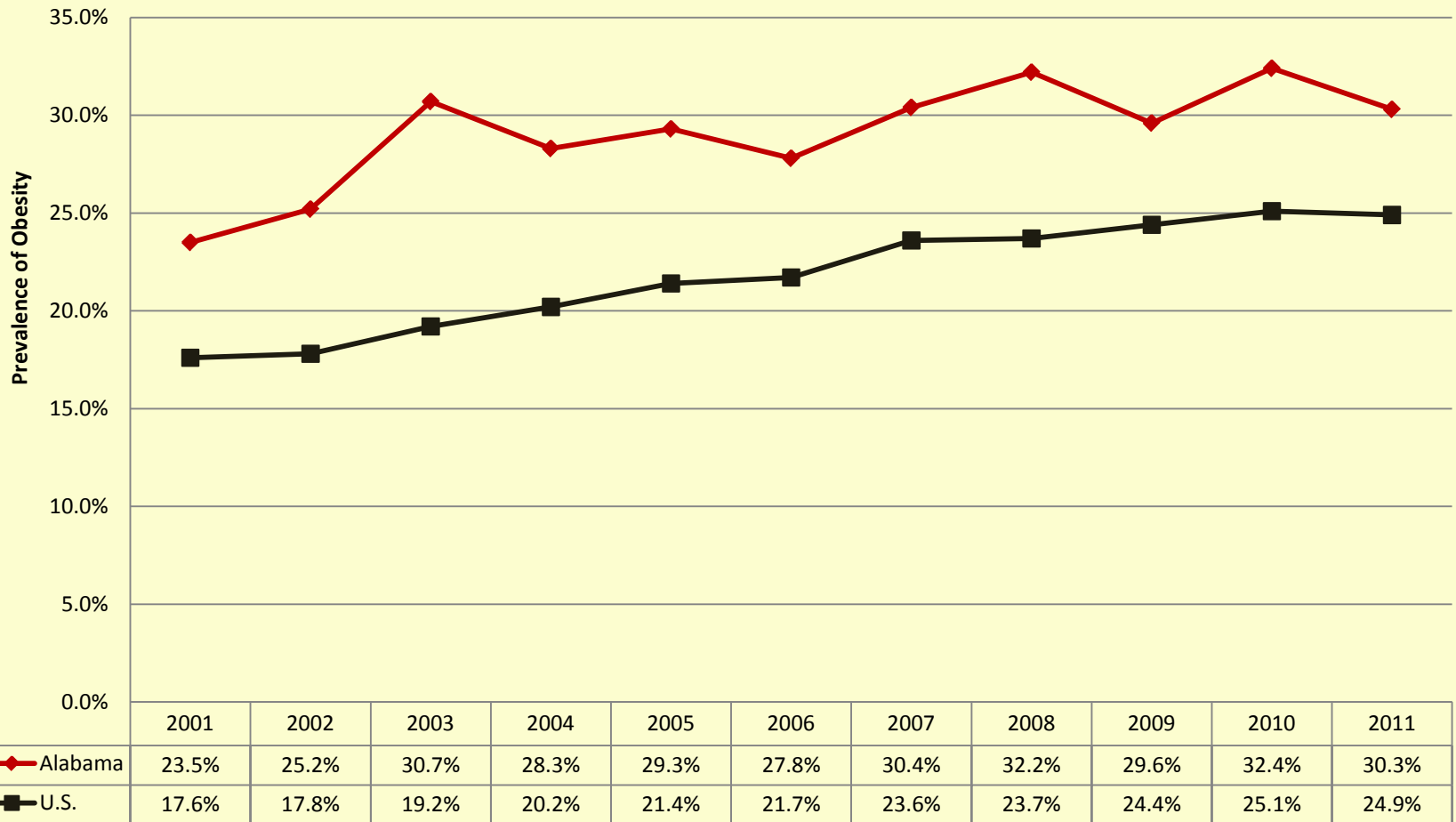




Chart 7: Breastfeeding rates in the United States and Alabama in 2009, CDC Provisional Data

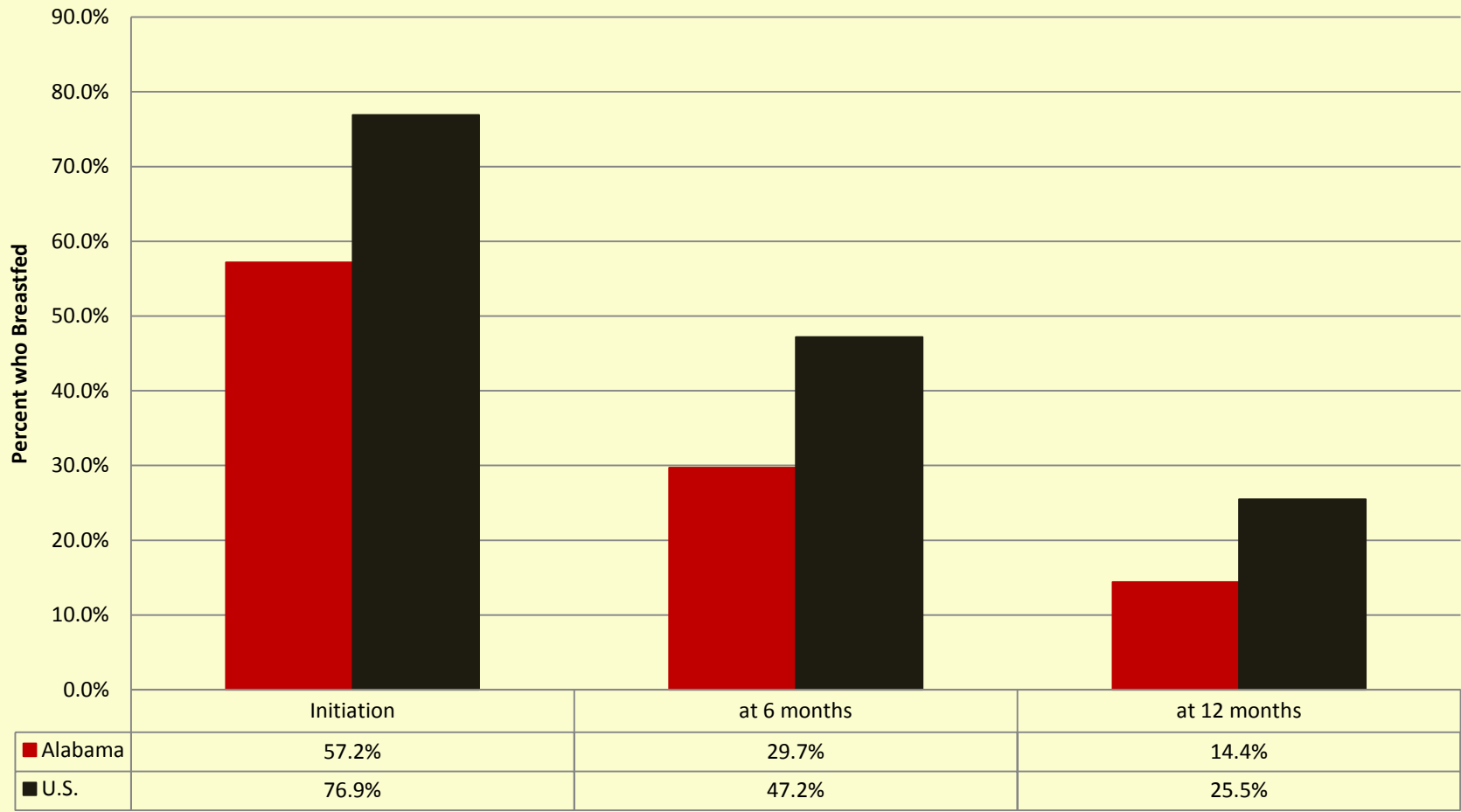




Chart 8: Percent of Mothers Who Initiated Breastfeeding in Alabama 2001 to 2010

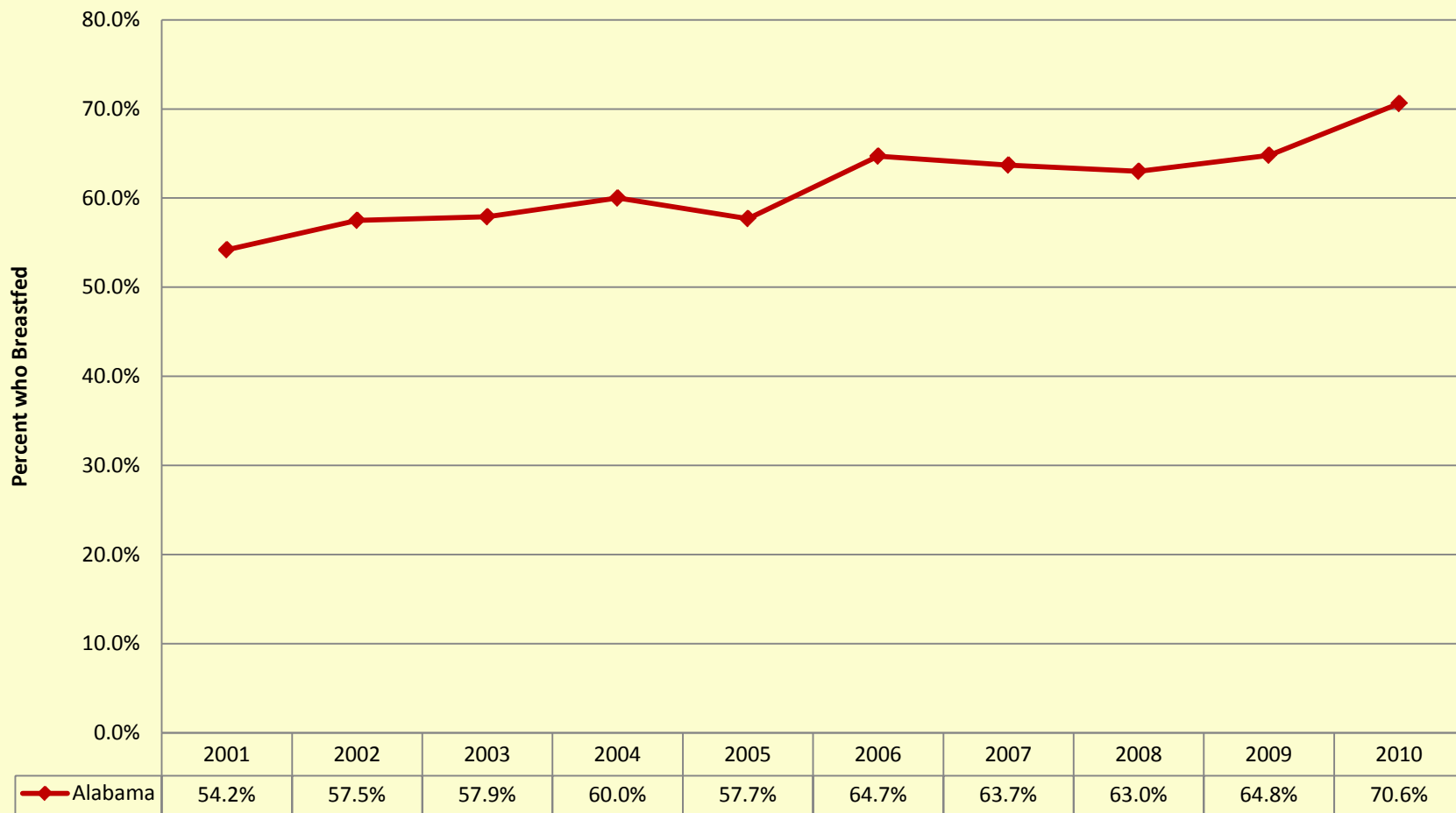




Chart 9: Percent of Mothers Who Initiated Breastfeeding by Mother's Race in Alabama 2001 to 2010

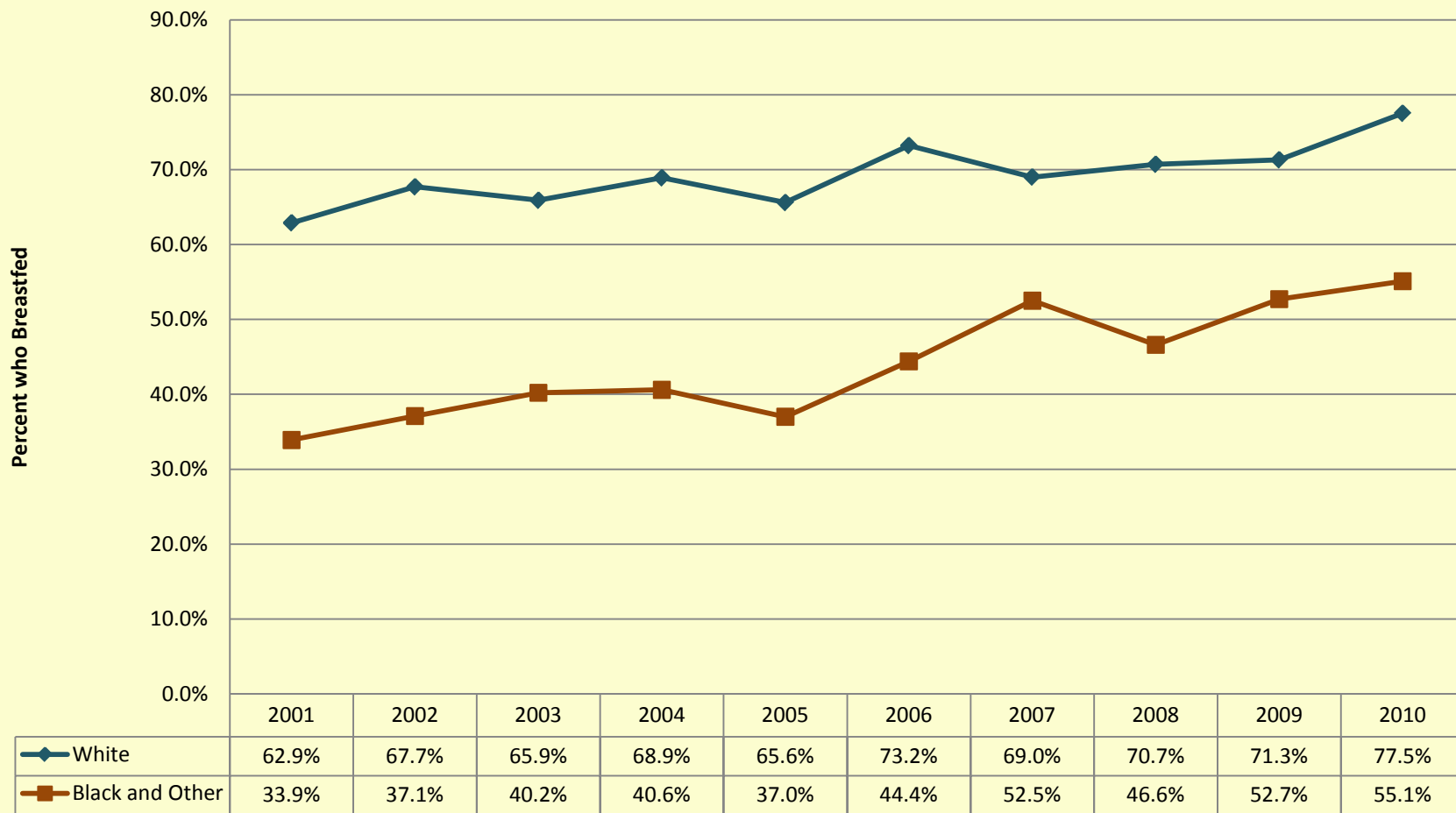
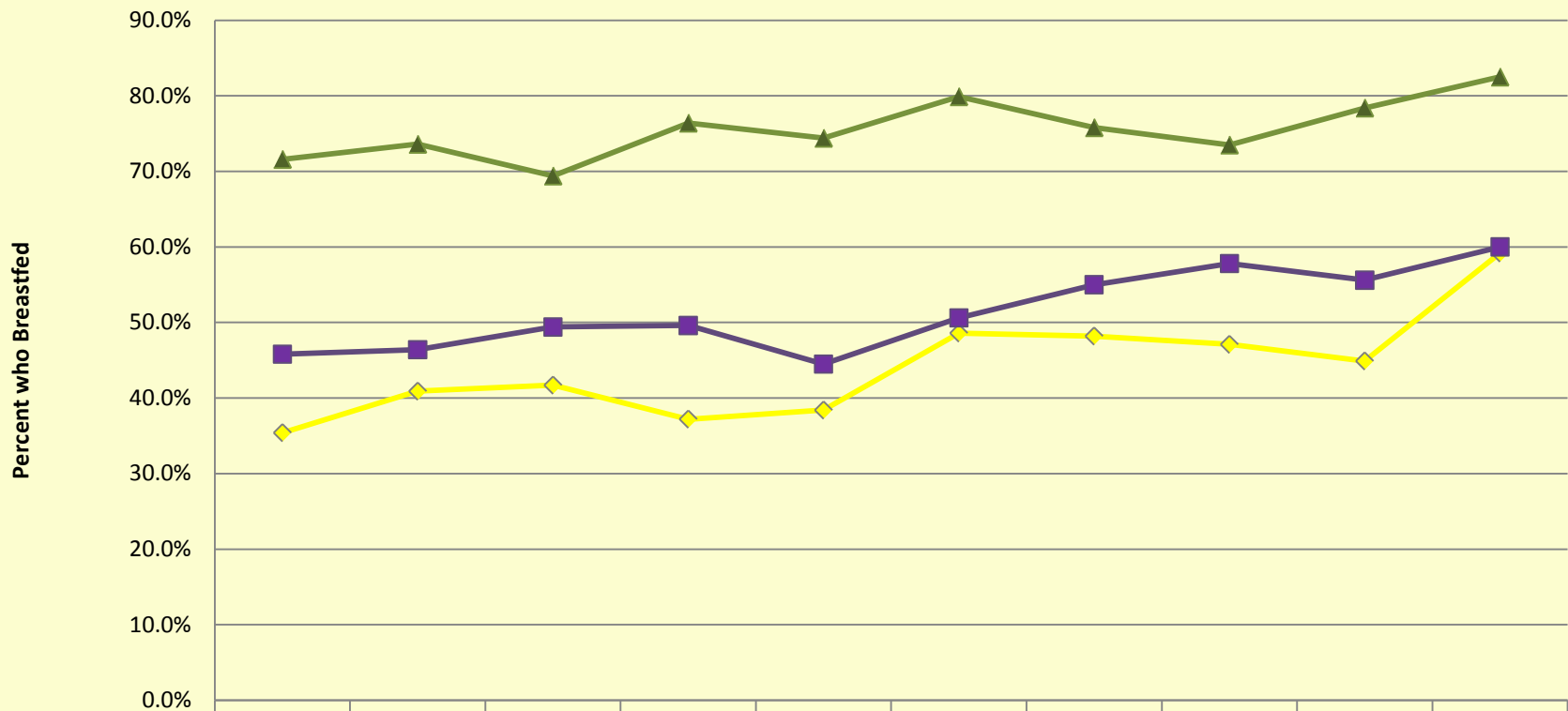




Chart 11: Percent of Mothers Who Initiated Breastfeeding by Mother's Education in Alabama 2001 to 2010



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
0 to 11 years	35.4%	40.9%	41.7%	37.2%	38.4%	48.6%	48.2%	47.1%	44.9%	59.2%
12 years	45.8%	46.4%	49.4%	49.6%	44.5%	50.6%	55.0%	57.8%	55.6%	60.0%
13+ years	71.6%	73.6%	69.4%	76.4%	74.4%	79.9%	75.8%	73.5%	78.4%	82.5%



Chart 13: Percent of Mothers who Initiated Breastfeeding by Method of Payment for Delivery and Participation in WIC in Alabama, 2010.

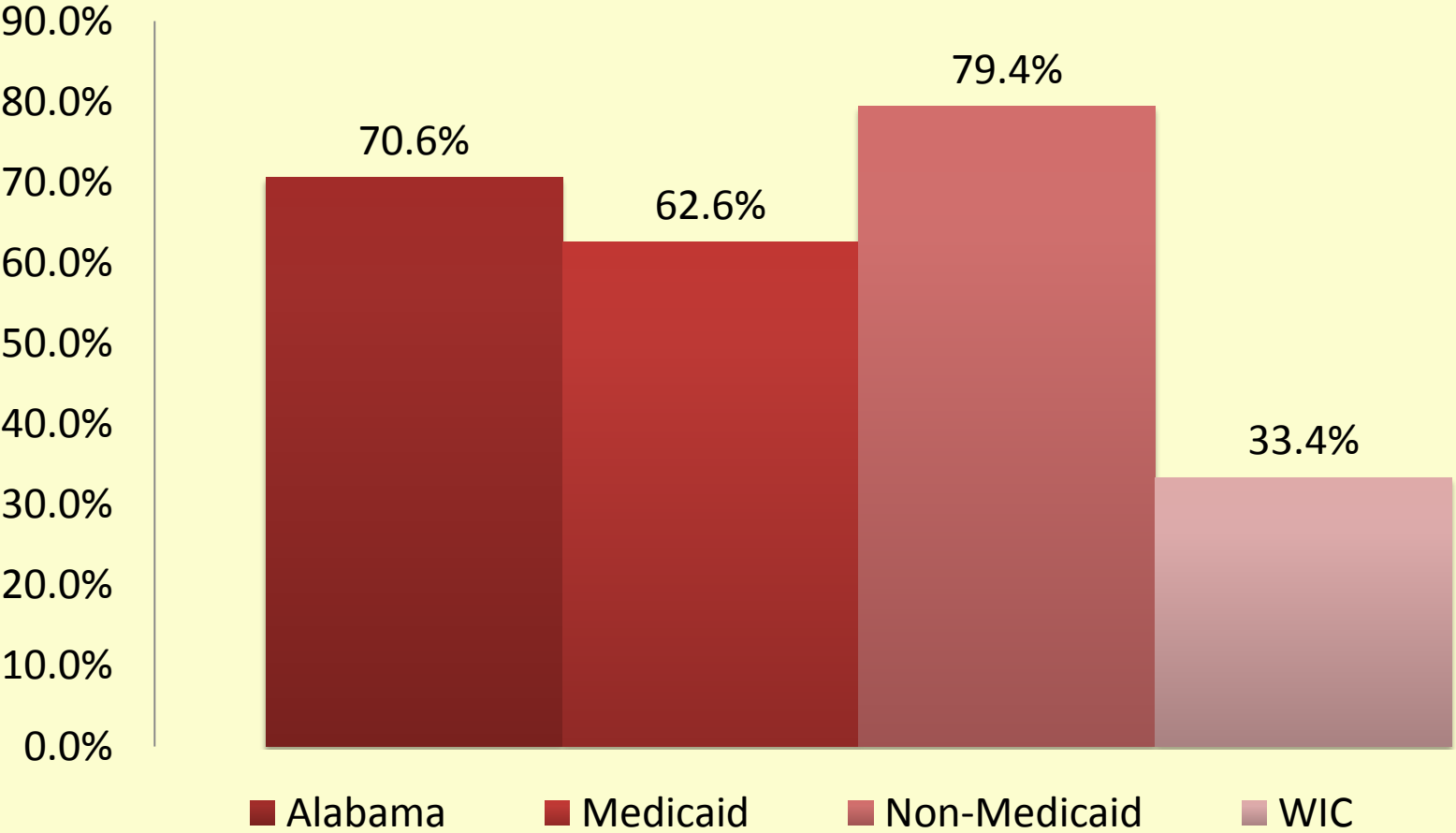
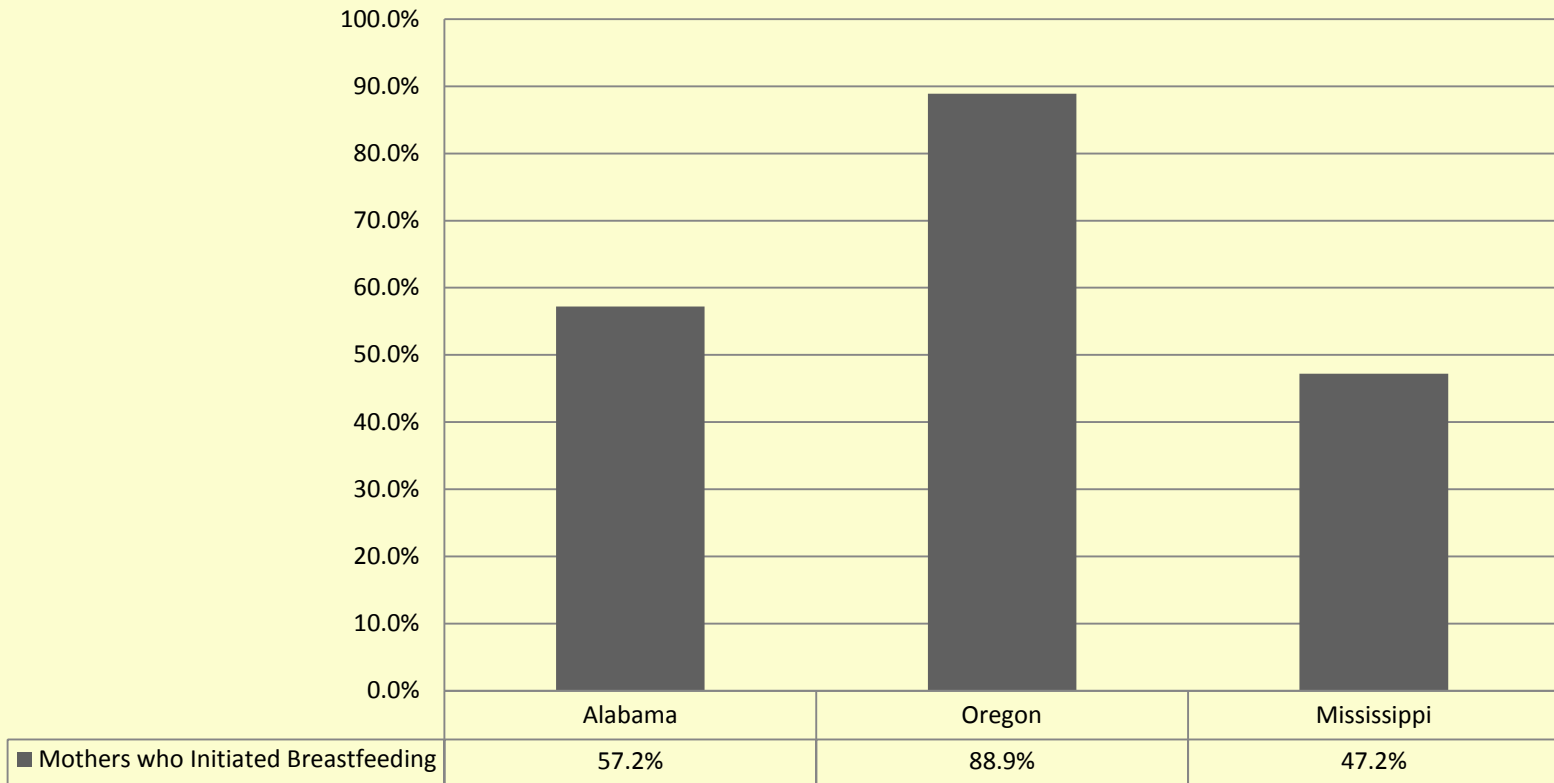


Chart 14: Percent of Mothers who Initiated Breastfeeding in Alabama vs. Oregon, Mississippi in 2009



CDC Breastfeeding Report, 2012

Baby-Friendly Hospital Initiative

“to encourage and recognize hospitals and birthing centers that offer an optimal level of care for infant feeding”

Alabama	Oregon	Mississippi
1	5	0

*143 in the nation as of 5/12



The 10 Steps

- Have a written breastfeeding policy that is routinely communicated to all health care staff.
- Help mothers initiate breastfeeding within one hour of birth.
- Give newborn infants no food or drink other than breastmilk, unless medically indicated.
- Practice “rooming in”-- allow mothers and infants to remain together 24 hours a day.
- Encourage breastfeeding on demand.
- Give no pacifiers or artificial nipples to breastfeeding infants.

International Board Certified Lactation Consultants

	Alabama	Oregon	Mississippi
Total (as 4/2012)	127	303	67
Per 1,000 live births	2.03	6.4	1.6

Table 3: Breastfeeding laws addressing a mother's right

Alabama	Oregon	Mississippi
<p>Ala. Code § 21-1-13 allows a mother to breastfeed her child in any public or private place.</p>	<p>Or. Rev. Stat. § 109.001 (1999) allows a woman to breastfeed in a public place. (SB 744)</p>	<p>Miss. Code Ann. § 17-25-7/9 (2006): a mother may breastfeed her child in any location she is otherwise authorized to be.</p> <p>Miss. Code Ann. § 97-29-31 and § 97-35-7et seq. (2006) specifies that a woman breastfeeding may not be considered an act of indecent exposure, disorderly conduct, or disturbance of the public space.</p>

Laws addressing Jury Duty

Alabama

Oregon

Mississippi

Or. Rev. Stat. § 10.050 excuses a woman from acting as a juror if the woman is breastfeeding a child.

Miss. Code Ann. § 13-5-23 (2006) provides that breastfeeding mothers may be excused from serving as jurors.

Breastfeeding Laws, cont.

Additional laws address:

- BF in the workplace {*Miss. Code Ann. Ch. 1 § 71-1-55*} {*Or. Rev. Stat. § 653.075, § 653.077 and § 653.256*}
- BF at daycares {*Miss. Code Ann. § 43-20-31*}

Other Initiatives

Alabama

- La Leche League (w/ Miss. & Louisiana)
- Alabama Breastfeeding Coalition
- WIC

Oregon

- La Leche League
- Breastfeeding Coalition of Oregon
- Nutrition & Health
- Obesity Prevention/ Weight Loss
- WIC
- Nursing Mother's Counsel

Obesity Recommendations

Data Needs:

- Recent data on childhood obesity
- Pre-pregnancy weights and gestational weight gain of mothers
- Obesity rates among women who chose to breastfeed and those who did not
- Accurate ethnicity reporting

Breastfeeding Recommendations

- Trend data on mothers who initiated breastfeeding and were enrolled in WIC in Alabama
- A more active Alabama Breastfeeding Coalition or a partnership between the ABC and the OTF
- Advocates for more breastfeeding laws and promote positive and supportive language in new legislation
- Information on how to achieve the credential of Certified Lactation Consultant
- An increase in the availability of breastfeeding support groups for mothers and families

Conclusion

- The prevalence of obesity among children and females of childbearing has been increasing, but remains stable since 2007.
- Alabama is well below the national average for breastfeeding and maintains a higher obesity prevalence in the nation.
- Breastfeeding is one of the many important dietary and lifestyle behaviors that play a vital role in obesity prevention.

QUESTIONS?

THANK YOU.

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