

# Breastfeeding Task Force of Greater Los Angeles



## MISSION & GOALS

- To improve infant and family health by making breastfeeding the cultural norm.
- To create a supportive public environment.
- To improve rates of initiation and duration of breastfeeding in Los Angeles County.

### Community Support

- To encourage the embracing of breastfeeding as a way of promoting family values.
- To educate employers about the benefits of supporting breastfeeding in the workplace.
- To inform the public about the existence of mother to mother breastfeeding support networks.

### Health Care

- To advance a "breastfeeding friendly" model of health care delivery in prenatal, in-hospital, and pediatric care.
- To promote breastfeeding awareness and education for health care providers and administrators.

### Media

- To increase the incidence of positive breastfeeding messages in the media and commercial sector.

### Government

- To inspire our government to protect the rights and to meet the breastfeeding needs of families.
- To integrate breastfeeding into the health care debate as a way to reduce health care costs.

## MEMBER BENEFITS

- Area-Wide Networking
- Connections with State Committees
- Access to Lactation Professionals and Resources
- Sharing of Resources
- Quarterly Meetings
- Strength in Numbers

## CONTINUING PROJECTS

- Speakers' Bureau
- Media Awareness and Participation
- Resource Directory
- Public Advocacy
- Community Outreach
- Professional Education

## ORGANIZATIONS REPRESENTED INCLUDE

- Children's Medical Services
- Community Perinatal Network
- Harbor-UCLA Research and Education Institute (REI) - WIC Program
- The Lactation Institute and Breastfeeding Clinic
- La Leche League Breastfeeding Peer Counselor Program
- La Leche League of Southern California and Nevada
- March of Dimes
- Northeast Valley Health Corporation - WIC Program
- Olive View - UCLA Medical Center
- Public Health Foundation Enterprises - WIC Program
- San Gabriel Valley Medical Center
- UCLA Child and Family Health Program
- UCLA Extension Lactation Training
- Watts Health Foundation - WIC Program

**BECOME A MEMBER TODAY!**

Community  
Support

Health Care

Media

Continuing  
Projects





## BENEFITS OF BREASTFEEDING

While many people are aware that breastfeeding provides greater immunity for children against a variety of illnesses and infections (such as haemophilus influenzae meningitis, asthma and other respiratory illnesses, diarrheal disease, ear infections (otitis media), bacteremia, botulism, urinary tract infections, and necrotizing enterocolitis), there are numerous other benefits for children, women, families and society.

### Children benefit from:

- Higher IQ scores and better school performance from increased cognitive development.
- Decreased risk of obesity later in life.
- Reduced risk of sudden death syndrome (crib death), childhood cancers, juvenile onset diabetes, ulcerative colitis, Hodgkin's disease and other chronic digestive diseases.
- Decreased incidence and severity of allergies.
- Enhanced visual, motor, and oral development.

### Women benefit from:

- Reduced risk of breast, ovarian and uterine cancer, as well as osteoporosis.
- Faster recovery after childbirth due to decreased postpartum bleeding, increased uterine involution, less postpartum depression, and faster return to pre-pregnancy weight.
- Highly effective, free birth control with exclusive breastfeeding for up to the first 6 months.

### Families enjoy:

- Increased maternal-child bonding, which can lead to better parenting and may even decrease the incidence of child abuse.
- Longer birth spacing.
- Economic benefits due to lower costs of medical care, not purchasing formula, and decreased absenteeism from work, can save a family \$1,000-3,000 per year.

### Society benefits because:

- Breastfed children are healthier, which makes for a more productive workplace in the future .
- Decreased tax dollars spent to subsidize dairy farming, free formula, and health care programs.
- Potential for reduced health insurance premiums.
- Decreased social costs of morbidity and mortality.
- Reduced waste of natural resources and water, and decreased garbage and pollution.

## THE WHO CODE

The WHO Code is the common name for the "International Code of Marketing of Breastmilk Substitutes," which was adopted by the World Health Organization in 1981. Recognizing that marketing formula is, by definition, an attempt to reduce the number of breastfed babies, and recognizing that breastfeeding is both a vital public health and economic issue, the USA joined with 118 other nations in ratifying the Code.

The WHO Code **PROHIBITS** certain aggressive infant formula marketing strategies, such as:

1. Promoting infant formula through health care facilities
2. Lobbying health care personnel with free gifts
3. Providing free formula samples to new mothers
4. Using words or pictures in advertising which idealize bottle feeding.

The Code also mandates that formula ads and labels include the facts about the benefits of breastfeeding and the hazards associated with formula feeding.

The Code does not prohibit the existence of infant formula nor the choice to bottle feed. Instead, it seeks to give all women only pure facts about feeding their babies, free of marketing influence, so that they can make free and informed choices. The Code tries to level the playing field so that the superiority of breastmilk — which has no Madison Avenue agency or million dollar marketing budget promoting it — is not lost in the landslide of formula marketing hype.

## SUPPORT WHO CODE TODAY!

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