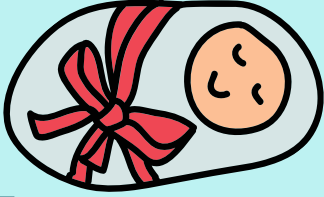




Benefits of Breastfeeding



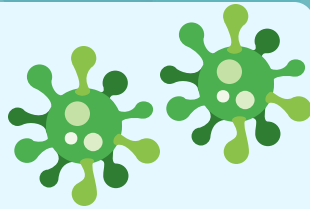
Short Term for baby

- Reduces the risk of gastrointestinal illness e.g. **diarrhoea**
- Fewer ear infections
- Fewer respiratory illnesses
- Reduces chance of **asthma** and **allergies**

Long Term for baby

- Reduces the risk of **Sudden Infant Death Syndrome**
- Reduces the likelihood of **obesity**
- Reduces the risk of childhood **leukaemia**
- Promotes sensory and cognitive development therefore increase the likelihood of having a **higher IQ**
- Reduces the likelihood of **high blood pressure** and **high cholesterol** in later life
- Reduces the likelihood of **type 2 diabetes**

Antibodies



Breastmilk contains important **antibodies** to fight infections and keep the baby healthy.

Breastfeeding can help create a **stronger bond** between mother and baby. This can reduce risk of postpartum depression and child abuse.



For Mothers

- Breastfeeding helps mothers to **lose pregnancy weight** quicker
- Reduces the risk of **breast cancer** and **ovarian cancer**
- When breastfeeding hormones are released that help the uterus return to pre-pregnancy size

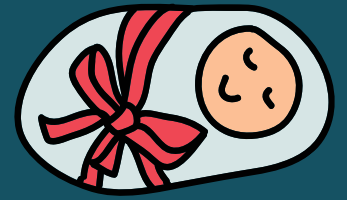
Financial Benefits



Breastmilk is **free**. Compared to using formula, breastmilk can save around £6-£32 per week.



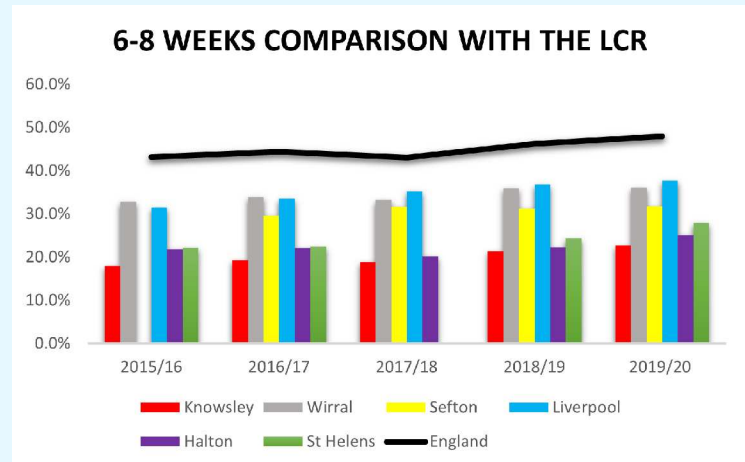
Breastfeeding



Influencing Factors

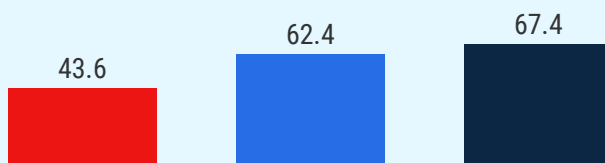
- Higher deprivation
- Ethnicity
- Maternal age
- Mothers' education level
- Smoking
- Mothers returning to work
- Obstetric experience
- Lack of support after COVID19

Every year Knowsley has the lowest rate at six to eight weeks out of all local authorities in the LCR



Knowsley has the lowest babies first feed rate in England

Percentage (%) of babies first feed in 2018/19



Those that begin breastfeeding within Knowsley are just as likely to stop breastfeeding before the six-to-eight-weeks threshold than the rest of England.

Local Drivers

- Wirral Community Health And Care Trust And Everyone Health
- Family Hubs
- Best Start For Life
- Bosom Buddies

National Drivers

- UNICEF Baby Friendly Initiative
- The Healthy Child Programme (HCP)
- National Institute for Health and Care Excellence
- World Breastfeeding Trends initiative
- The Global Breastfeeding Collective



"Breastfeeding is one of the most effective – and cost effective – investments nations can make in the health of their youngest members and the future health of their economies and societies," UNICEF's executive director (2008-2018), Anthony Lake. "By failing to invest in breastfeeding, we are failing mothers and their babies – and paying a double price: in lost lives and in lost opportunity".