The State of Breastfeeding: Global to Local

Global Breastfeeding Perspectives and its impact on National and State Breastfeeding Practice
Disclosures

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• I, Lucy Sullivan, have no conflicts of interests to declare/disclose. 1,000 Days does not receive funding from any commercial entities.
The Global Picture

37% of infants under six months are optimally breastfed globally.

Every year 5.9 MILLION children die before their 5th birthday but more and better breastfeeding could save 820,000 lives each year.
MULTIPLE BARRIERS

- Lack of skilled lactation support
- Lack of paid parental leave
- Lack of community support
- Hospital/ Maternity practices
- Aggressive marketing of breastmilk substitutes
GROWTH OF THE FORMULA MARKET

The Total Baby Milk Formula Market by Sales and Annual Growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Retail Sales (US $ Millions)</th>
<th>Total Milk Formula Annual Growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>21941</td>
<td>4.50%</td>
</tr>
<tr>
<td>2006</td>
<td>23259</td>
<td>6.00%</td>
</tr>
<tr>
<td>2007</td>
<td>25770</td>
<td>10.80%</td>
</tr>
<tr>
<td>2008</td>
<td>27778</td>
<td>7.80%</td>
</tr>
<tr>
<td>2009</td>
<td>30109</td>
<td>8.40%</td>
</tr>
<tr>
<td>2010</td>
<td>31913</td>
<td>6.00%</td>
</tr>
<tr>
<td>2011</td>
<td>34066</td>
<td>6.70%</td>
</tr>
<tr>
<td>2012</td>
<td>37407</td>
<td>9.80%</td>
</tr>
<tr>
<td>2013</td>
<td>41062</td>
<td>9.80%</td>
</tr>
<tr>
<td>2014</td>
<td>44809</td>
<td>9.10%</td>
</tr>
<tr>
<td>2015</td>
<td>48960</td>
<td>9.30%</td>
</tr>
<tr>
<td>2016</td>
<td>53629</td>
<td>9.50%</td>
</tr>
<tr>
<td>2017</td>
<td>58854</td>
<td>9.70%</td>
</tr>
<tr>
<td>2018</td>
<td>64525</td>
<td>9.60%</td>
</tr>
<tr>
<td>2019</td>
<td>70660</td>
<td>9.50%</td>
</tr>
</tbody>
</table>

INTERNATIONAL CODE OF MARKETING OF BREASTMILK SUBSTITUTES

The Code States:

1. No promotion to the public
2. No gifts to mothers or health workers
3. No promotion in healthcare facilities or to healthcare workers
4. No free samples or supplies to pregnant women or mothers of infants and young children, their families or health workers
5. No promotion of complementary foods before they are needed
6. No sponsorship of meetings of health professionals or scientific meetings by companies
7. Adequate labels
8. Companies must comply with the Code, independent of other measures taken for the implementation of the Code

Only 39 countries have enacted all Code provisions, a slight increase from 37 in 2011.

Source: https://www.unicef.org/nutrition/files/BAI_Advocacy_Brief_Code_final.pdf
Opposition to Breast-Feeding Resolution by U.S. Stuns World Health Officials

A Brooklyn mother unable to nurse fed her child donated breast milk. The $70 billion infant formula industry has seen sales flatten in wealthy countries in recent years. James Estrin/The New York Times

By Andrew Jacobs

July 8, 2018
The failing NY Times Fake News story today about breast feeding must be called out. The U.S. strongly supports breast feeding but we don’t believe women should be denied access to formula. Many women need this option because of malnutrition and poverty.
HIGH RISK?

Garowe, Somalia

Photo Credit: UNICEF Somalia

LOW RISK?

Oakland, California, USA
Marketing or Information Warfare?
I find myself over the upper middle class ladies doing breastfeeding virtue signaling. At this point with where we are in the mommy wars over it, her showing some formula is a brave move.

Leah Gibbon @LeahGibbon

#rachelMcAdams pumping breast milk in Versace is the kind of power statement I needed today

Show this thread

7:04 AM - 20 Dec 2018

11 Retweets 196 Likes
Beware Of Accidentally Starving Your Breastfed Newborn, Warns The Fed Is Best Foundation

We know that not getting enough milk can cause brain damage in babies, and exclusively breastfed newborns are at higher risk of starvation.

Mom Says Pressure to Breastfeed Led to Accidentally Starving Her Infant Son

Our privileged society is eager to point fingers and shame families who nourish their babies with formula. In Africa, families live in deplorable poverty and these babies would die without formula. Their families are forever grateful when they have the opportunity to use it. #FedIsBest
Exclusive Investigative Report: Harvard’s Pediatric Nutrition Star Comes Under Scrutiny for Conflicts of Interest

By: Rebecca Gale (December 10, 2018)

BMJ investigation suggests that cows’ milk protein allergy may be acting as a Trojan horse for the $50bn global formula industry to forge relationships with healthcare professionals @DoctorChrisVT bmj.com/content/363/bm...

One of Harvard’s highly regarded physicians and a national expert in pediatric nutrition, who has guided policy for the American Academy of Pediatrics and the US Dietary Guidelines, has come under scrutiny for his financial connections to fast food and infant formula industries. In March, 2018, Harvard University’s Office for Academic and Research Integrity quietly concluded an investigation into a complaint against one of its most prominent physicians, Dr. Ronald Kleinman, amid growing concern that these financial connections were influencing his research and public statements as a leading expert on developing nutritional guidelines for America’s children.