



Most mothers want to breastfeed, yet 60% are unable to meet their breastfeeding goals<sup>1</sup>



87%<sup>2</sup>

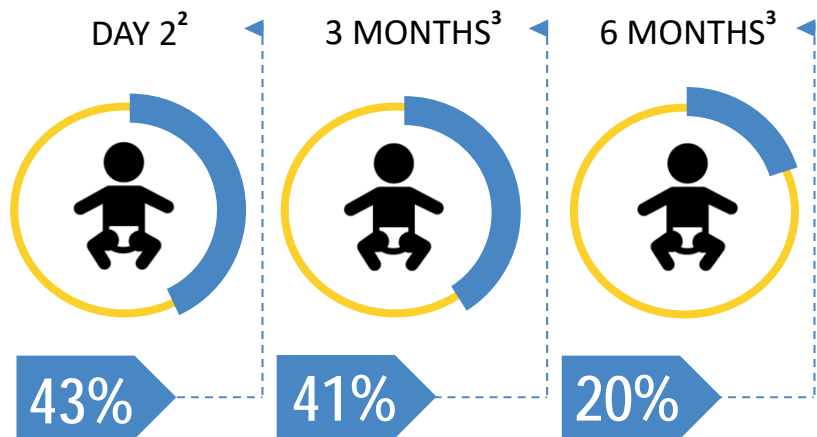
of NY mothers start breastfeeding in the hospital



50%<sup>2</sup>

of breastfed infants are also given formula by the time they leave the hospital

Only 1 in 5 NY infants are exclusively breastfed as recommended by the time they are 6 months old<sup>2</sup>



Doctors and nurses play an important role in educating new mothers about breastfeeding. Marketing of infant formula products in health care settings undermines breastfeeding promotion messages mothers receive from their doctors<sup>5</sup>

64%

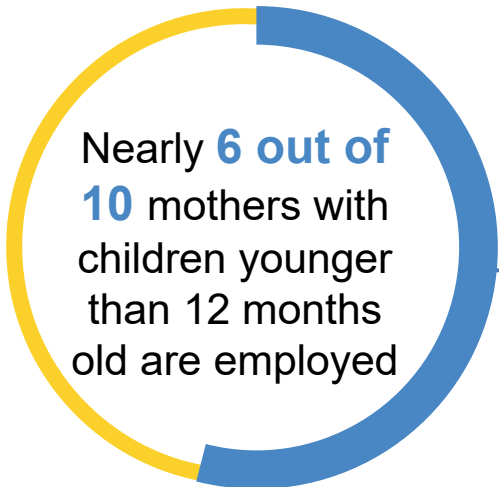
of New York adults are not aware that formula advertising in doctor's offices can negatively affect a mother's decision to breastfeed<sup>4</sup>

<sup>1</sup> Infant Feeding Practices Study II data, published by Odom, et al. ( 2013)  
<sup>2</sup> NYS DOH Statewide Perinatal Data System (Vital Statistics), 2014-2015  
<sup>3</sup> National Immunization Survey, 2014 and 2015

<sup>4</sup> New York State Chronic Disease Public Opinion Poll, 2016  
<sup>5</sup> *Strategies to Prevent Obesity and Other Chronic Diseases: The CDC Guide to Strategies to Support Breastfeeding Mothers and Babies.* Atlanta: U.S. Department of Health and Human Services; 2013.



Returning to work is the most common reason and the time when mothers stop breastfeeding<sup>1</sup>

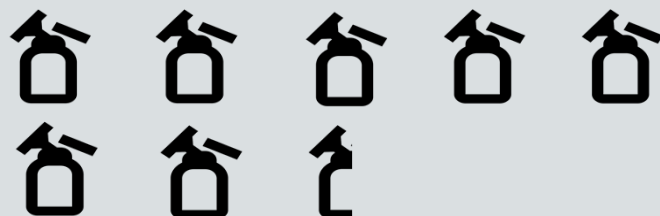


The public supports NYS labor laws that protect a mother's rights to breastfed<sup>3</sup>

85% of NYS adults support laws that require employers to give reasonable break time and a private space to pump breast milk at work<sup>3</sup>



76% of NYS adults support laws that prohibit employers from discriminating against an employee that chooses to pump breast milk in the workplace<sup>3</sup>



<sup>1</sup> United States Breastfeeding Committee, 2012

<sup>2</sup> U.S. Department of Labor, Bureau of Labor Statistics, 2015

<sup>3</sup> New York State Chronic Disease Public Opinion Poll, 2016