The World Health Organization and the United Nations Children’s Fund have emphasized the importance of maintaining the practice of breastfeeding as a way to improve the survival, health and development of infants, young children, and mothers. The 2014 edition of Breastfeeding Grand Rounds will explore the history and key provisions of the Code of Marketing of Breastmilk Substitutes. The speakers will discuss the importance of the Code in promoting and protecting breastfeeding in the US and worldwide. They will describe successful efforts in this country and elsewhere to promote and monitor adherence to the Code. They will also talk about persistent barriers to Code implementation, as well as promising strategies for overcoming those challenges.

While overall breastfeeding rates have increased slightly in the US, research shows that the rates for those mothers continuing to breastfeed at 6 months or 1 year remain significantly lower despite a steady increase since 2000. These trends are evident among WIC participants as well, who make up 50-60% of all infants in New York State. Breastfeeding rates for this population are slowly increasing toward Healthy People 2020 goals, yet exclusive breastfeeding rates remain very low. This webcast will highlight specific strategies that have resulted in improved exclusive breastfeeding rates at various NYS WIC agencies as well as success strategies from the state of Vermont. The program will explore practical strategies that result in successful outcomes when implemented during the prenatal period through the birth month.

Registration
To register for this FREE webcast, log on to:
www.albany.edu/sph/cphce/bfgr14.shtml