



All healthcare organizations recommend exclusive breastfeeding for 6 months.^{1,2}

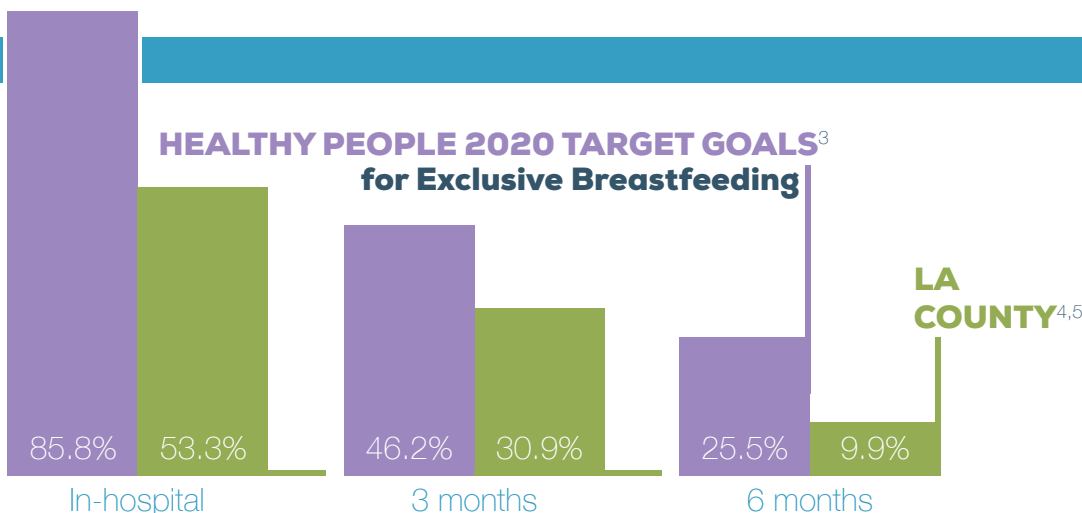
Breastfeeding is recommended for at least 2 years and for as long as mother and child desire thereafter.



HP2020 GOALS

Breastfeeding is critical to the health of our nation.
Former US Surgeon General Dr. Regina Benjamin issued a Call to Action to Support Breastfeeding in 2011.¹

HEALTHY PEOPLE 2020 TARGET GOALS³ for Exclusive Breastfeeding



LA COUNTY MOTHERS NEED HELP

in the first days and weeks to be successful.

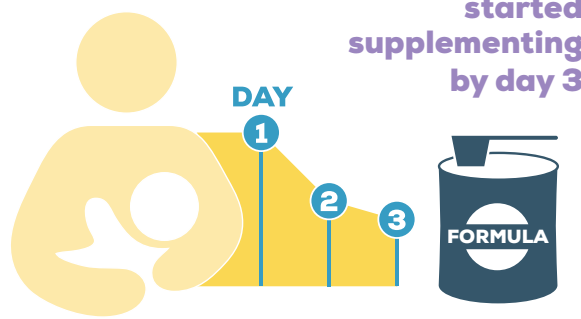
9 out of 10 women begin breastfeeding⁴



5 out of 10 women exclusively breastfeed in-hospital⁴

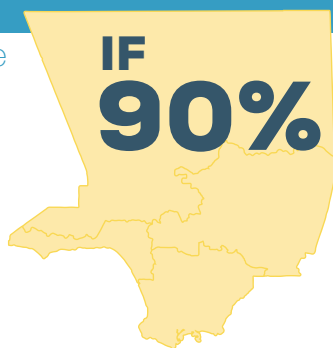


Almost half of exclusively breastfeeding mothers started supplementing by day 3⁵



THE COST

of low rates of exclusive breastfeeding is high.



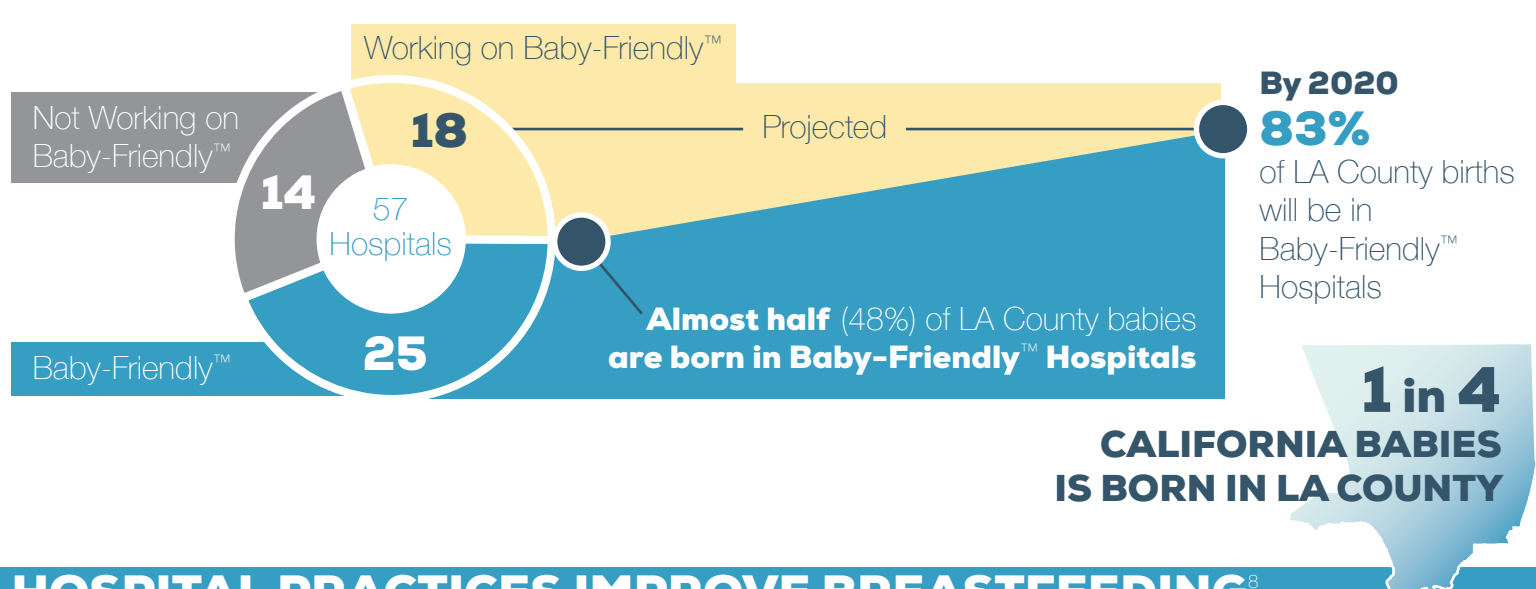
of LA County families were to comply with medical recommendations to **breastfeed exclusively for 6 months** the savings to the LA County economy would amount to **\$1.1 BILLION^{6,7} per year.**



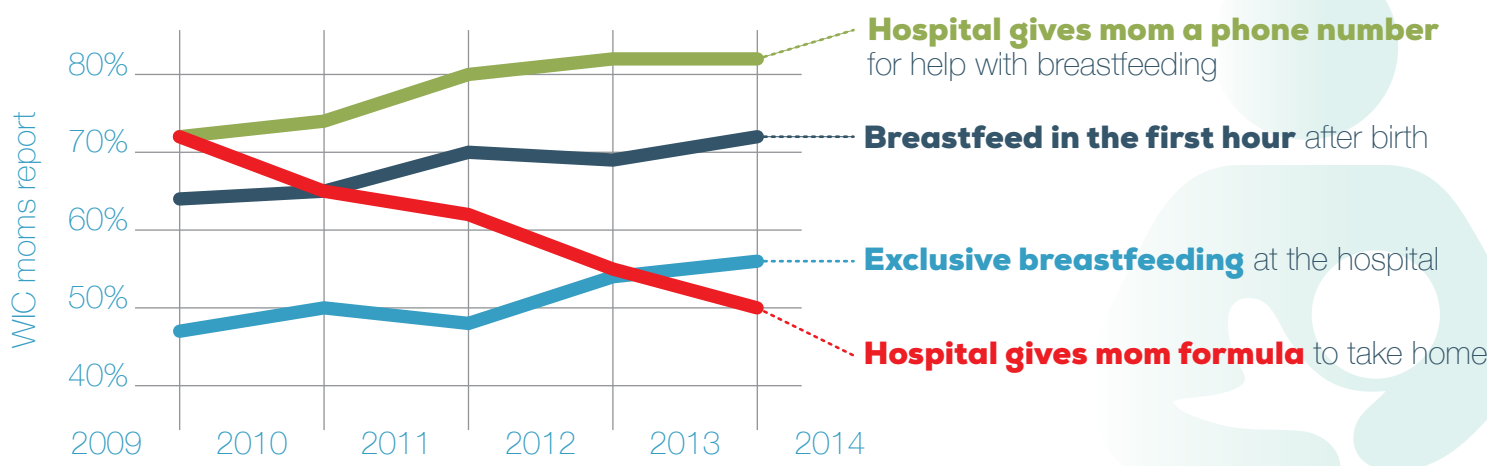
The World Health Organization's **Baby-Friendly™ Hospital Designation** is the **gold standard** for breastfeeding support in hospitals.

Baby-Friendly™ hospitals implement the "Ten Steps to Successful Breastfeeding."

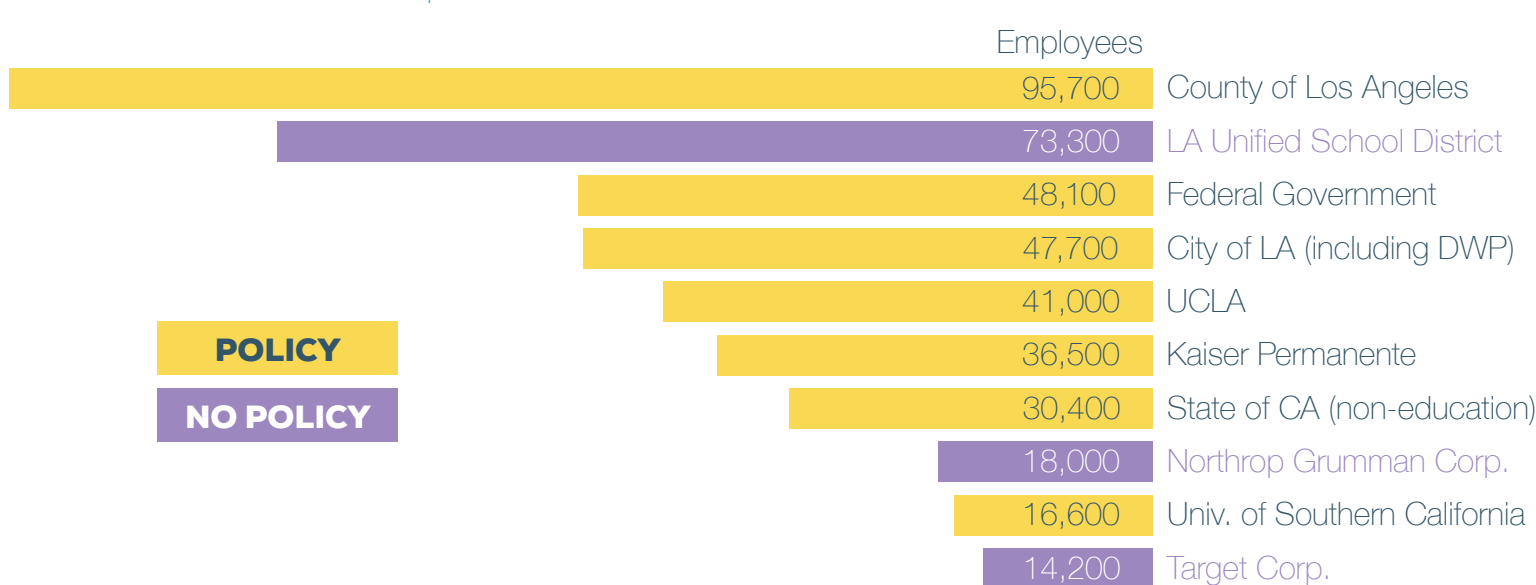
HOSPITALS IN LA COUNTY



HOSPITAL PRACTICES IMPROVE BREASTFEEDING⁸

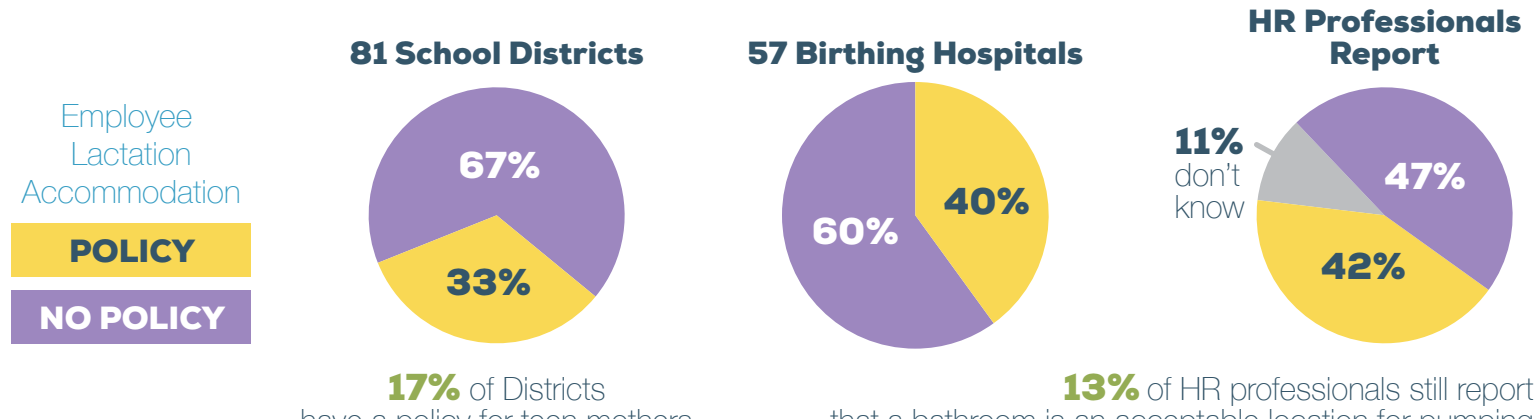


7 OF THE 10 LARGEST LA COUNTY EMPLOYERS have lactation accommodation policies.⁹



WOMEN AT WORK

Women work at the highest numbers in health care and education.



KNOW YOUR RIGHTS!

California has the strongest legal protections for nursing moms at work.

SIX LAWS protect and support mothers and their partners

- Family Medical Leave Act — job protection
- Pregnancy Disability Leave — income replacement
- California Family Rights Act
- State Disability Insurance
- Paid Family Leave
- Lactation Accommodation Laws

California's Paid Family Leave Law

doubled the median duration of breastfeeding.¹⁰

LA County has the lowest awareness of this law

It's complicated! Learn more at