



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.

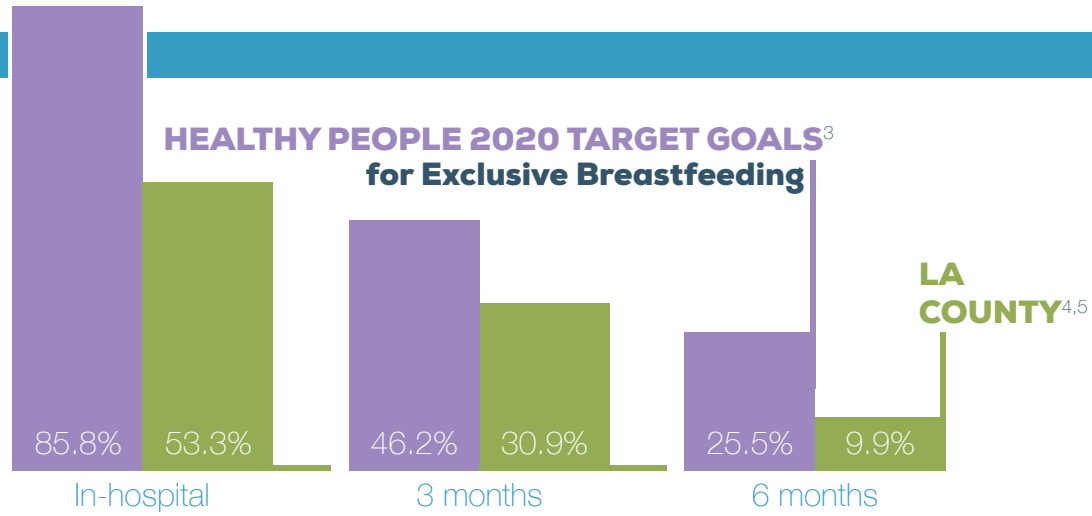


HP2020 GOALS

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.

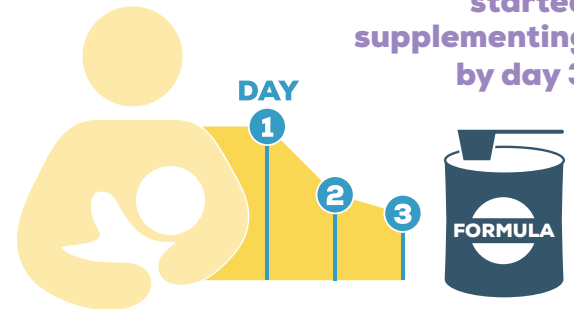
9 out of 10 women begin breastfeeding⁴



5 out of 10 women exclusively breastfeed in-hospital⁴

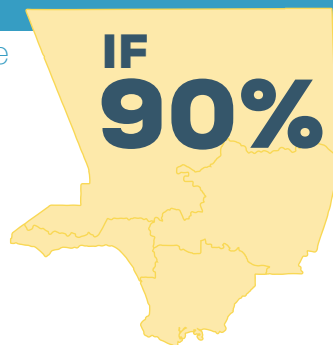


Almost half of exclusively breastfeeding mothers started supplementing by day 3⁵



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.