



## Breastfeeding Challenges

### What Parents Say

- Workplaces do not allow enough time to take breaks to pump.
- Worksites do not have a place to store milk.
- New moms lack adequate guidance in deciding to breastfeed and support after birth to continue.
- It's hard for moms to watch their other children and breastfeed their newborn.

### What Providers Say

- New moms do not receive education on health benefits.
- Doctors don't have enough time to talk about breastfeeding and provide support at the time of birth.
- Use of lactation consultants is not widely promoted in hospitals.
- Families pass down misconceptions on



## Mothers' Needs

### What Parents Say

- Parents need more prenatal education on benefits and best practices of breastfeeding.
- Moms need continued support after birth.
- Moms need work flexibility and more time on maternity leave.

### What Providers Say

- Education needs to be culturally relevant for Latino and African American families and include the grandparents.
- Hospitals need printed materials and local resources when time does not allow for full education
- Parents need support prenatally to decide to breastfeed and



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## Promoting Breastfeeding for Better Health

### Breastfeeding Benefits

- Breast milk is nutrient rich, builds the immune system, and helps develop your baby's brain better than anything else.
- Breastfeeding helps reduce obesity and type II diabetes for your baby.
- Breastfeeding reduces the likelihood of developing breast and ovarian cancers in mothers.
- Breastfeeding helps both you and your baby to bond with skin to skin contact.
- It's free!

### Local Resources

- **Evanston WIC Offices:**  
Offers prenatal breastfeeding counseling and postpartum breastfeeding support for WIC clients  
2010 Dewey Avenue (Lower Level – Family Focus Building)  
Evanston, IL 60201  
Phone: 847-328-3511
- **National Breastfeeding Helpline:**  
Breastfeeding peer counselors can answer common breastfeeding questions and walk you through challenges  
Phone: 800-994-9662  
Hours: Monday through Friday, 9 a.m. to 6 p.m., EST
- **Chicago Breastfeeding Support Groups:** At hospitals or doctors' offices, independently organized, or social meet up groups to help women with breastfeeding  
<http://breastfeedchicago.wordpress.com/breastfeeding-support-groups/>
- **Text4baby:** FREE mobile messaging that provides health information for pregnant women and new moms. Sign up by texting "Baby" or "Bebe" (for Spanish) to 511411
- **Evanston Hospital Breastfeeding Resource Center:** To make an appointment with a lactation consultant, call 847-570-2268
- **Erie Family Health Center – Evanston/Skokie:** for breastfeeding support and to learn more about their lactation consultant program, call 847-666-3494
  - Local hospitals are working to be Baby Friendly by promoting breastfeeding to expectant mothers and providing support after delivery





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## Promoting Breastfeeding for Better Health

**Working moms face a number of challenges when returning to work after giving birth.**

### What Working Moms Say

- Employers are not flexible to allow them the time or space to breastfeed.
- Worksites do not have a place to store the milk.
- Working mothers do not feel supported in their workplace to breastfeed.

### Women's Rights to Breastfeed in the Workplace

- Pumping can take 15-20 minutes and should be done every 2-3 hours.
- Employers are required to allow their employees' sufficient time and space to pump.
- Bathrooms do not meet the requirement.

**Newborns should be breastfed for at least the first year to receive the maximum benefits of development and immune support.**

### Breastfeeding Benefits

- Breast milk is nutrient rich and builds the immune system to keep newborn babies healthy better than anything else.
- Breastfeeding also keeps mothers healthy and happy, improving their productivity at work and reducing number of missed days.

