

Lactation Care Advocacy Talking Points

- Lactation consultants are the only professional level healthcare provider specializing in assessment and implementation of **treatment plans from both mother and baby perspectives**
- Lactation consultants, lactation counselors and peer supporters are complementary levels of care and support, reciprocally referring to each other throughout the breastfeeding journey; everyone should have equal, quick access to these levels of care and support based on their unique family circumstances and needs at any given time
- According to the World Health Organization, one dollar invested in enabling a woman to breastfeed generates \$35 in economic return
- Global, national and state health organizations recommend 6 months of exclusive breastfeeding consistent with studies validating lower rates of infant mortality, including a **73% reduction in SIDS**
- **Ohio ranks behind many other states** in infant mortality with breastfeeding rates below the national average
- Professional lactation care provided by an International Board Certified Lactation Consultant has been shown to improve breastfeeding rates among low income women, and **save Medicaid systems money** through better health outcomes for both mother and baby
- **Concerns at 3-7 days post partum pose the greatest risk** for breastfeeding cessation
- Lactation care insurance coverage without cost sharing as intended by the Affordable Care Act has been variable, perpetuating health disparities across social, economic and racial divides
- Equitable, quick access to and full insurance coverage for professional level lactation care regardless of setting and for the duration of breastfeeding must be **valued** for families to reach their breastfeeding duration goals
- Thank you for taking the time to consider the far-reaching investment in lactation care for families seeking to **nourish the newest members of society to their fullest potential**