FIRST FOOD:
BREASTFEEDING SUCCESS IS UP TO ALL OF US

The W.K. Kellogg Foundation commissioned a nationwide survey on opinions about breastfeeding. The findings show not only that Americans know that breast milk has tremendous health benefits for children and mothers, but that “everyone can play a role in making it easier for women who want to breastfeed.”

BABY-FRIENDLY HOSPITALS

68% strongly agree that hospitals should be baby-friendly, meaning they provide new moms with the support and encouragement they need to breastfeed.

SUPPORT IN THE WORKPLACE

66% say it would be very helpful for workplaces to support breastfeeding mothers by giving them time and space to pump and a place to store breast milk.

PUBLIC SPACE TO NURSE

71% say it would be very helpful to have clean, private spaces in malls, restaurants and other public places where women can go to breastfeed their children.

INCREASING KNOWLEDGE, INCREASING SUPPORT

65% say it would be very helpful to have education about breastfeeding so everyone is more knowledgeable about the benefits of breastfeeding and more accepting of coworkers and women who breastfeed in public.

IT’S UP TO ALL OF US

61% strongly agree that everyone can play a role in making it easier for mothers who want to breastfeed.

View the full poll results at www.wkkf.org

Survey of 1,300 American adults by landline and cell phone, Jan. 27-Feb. 4, 2013, conducted by Lauer Johnson Research. Margin of error, +/- 2.9 percent.