

Breastfeeding Throughout the Centuries



Understanding the Past - Planning the Future:
Celebrating 10 years of WHO/UNICEF's Global Strategy for Infant and Young Child Feeding

16-18th Century

- Many believed feeding infants colostrum was unhealthy for mothers and babies.
- Mothers had other mothers feed their babies for them, or babies were fed other foods.

1930's

- By 1930 physicians "scorned human milk as unnecessary, undependable, and perhaps even dangerous relic" (Wolf, Breastfeeding Medicine, 2006).



19th Century

- Commercial development of formulas began with industrialization.
- Physicians began to develop their own formulas.



1920's

- By 1920 mothers were instructed not to breastfeed; they were encouraged to use "scientific formulas" because they were clean and controllable.



1950's

- 1950 Bottle feeding was part of the modern home and nursing was seen as a way to tie women down.

- 1955 Nursing Mothers Counsel and 1956 La Leche League was formed so women could learn from other women.

1970's

- 1972 Lowest breastfeeding rates; 22% as more women enter the workplace.



1980's

- 1985 IBLCE and ILCA Lactation professional organization developed.
- 1989 WIC reauthorization to promote breastfeeding.

1990's

- 1990 Healthy People 2000 objectives include breastfeeding goals.
- 1992 WIC breastfeeding food package established.



2000's

- 2004 "Using Loving Support to implement Best Practices in Peer Counseling" program begins.
- 2009 WIC food package changes implemented to encourage breastfeeding mothers.



2010-12

- 2010 Affordable Care Act includes federal legislation requiring employers to provide a place to express milk other than a restroom for hourly workers.
- 2012 Indiana WIC breastfeeding rates at all time high of 67%.

In the Future, Indiana WIC Breastfeeding will continue to Grow & Glow.

Goals for 2020:

- 81.9% infants will be breastfed at birth.
- 60.6% will continue to be breastfed at six months.
- 46.2% will be exclusively breastfed through 3 months.
- 25.5% will be exclusively breastfed through 6 months.



INDIANA WIC

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16-18th Century ••• 19th Century ••• 1920's ••• 1930's ••• 1950's ••• 1970's ••• 1980's ••• 1990's ••• 2000's ••• 2010 - 2012