**PROBLEM ANALYSIS: BREASTFEEDING**

### Societal/ Policy Level/ Tertiary Precursors
- Formula company marketing
- No reliable data
- National guidelines for breastfeeding friendly policies
- National nursing protocols
- Corporate hospital policies

### Family/ Institutional Level/ Secondary Precursors
- Unavailability of breast pumps
- Inappropriate educational materials
- Mobile family
- Formula marketing in institution and to a family
- Language/cultural barriers
- Mobile family
- No post-discharge follow-up w/PHN, etc.

### Individual Level/ Primary Precursors
- Poor mother-baby bonding
- Parent/family uneducated about BF benefits/technique
- Prematurity
- No support groups
- Poor social supports in home

**Targeted Indicator:**

**Consequences:**

- Exclusive breastfeeding rate
- Formula costs, brain development, bonding, URIs, OMs, allergies, UC/Crohns, obesity, dental caries, gastroenteritis, NEC, SIDS