



ACERH

AUSTRALIAN CENTRE FOR ECONOMIC RESEARCH ON HEALTH

SEMINAR

Monday, 29 March 2010, 12:30pm-1:30pm

Bob Douglas Lecture Theatre

Building 62a, Eggleston Road

The Australian National University, Canberra

Obesity prevention from the start: Policies and practices to support breastfeeding

Dr Adriano Cattaneo MD MSc, Consultant Epidemiologist and Coordinator, Unit for Health Services Research, Epidemiology and International Health, Institute for Maternal and Child Health, Trieste.

The Speaker

Dr Cattaneo earned a MD degree from the University of Padova and MSc degree from the London School of Hygiene and Tropical Medicine. Most of the professional career has been in developing countries, including 4 years as medical officer with WHO. He is the author and co-author of more than 150 publications and abstracts in scientific journals, books and conference proceedings. Fluent in English, French, Spanish and Portuguese, Dr Cattaneo is the project coordinator of EU-funded projects for the development, field testing and revision of the document 'Protection, promotion and support of breastfeeding in Europe: a Blueprint for Action'. He is involved in national and European projects for the prevention of overweight and obesity in preschool and school children. He is a member of the National Breastfeeding Committee in Italy, with the task of developing the national breastfeeding policy and related implementation programs, including a standard monitoring system of breastfeeding rates and practices.

Abstract

Several European countries have excellent national and/or local policies for infant and young child feeding, including the recommendations to exclusively breastfeed for 6 months and to continue breastfeeding with adequate complementary foods for 2 years or longer, or until mothers and babies wish to continue. Breastfeeding is also an important element of European obesity prevention strategies. Yet these good policies are not reflected in good rates of initiation, exclusivity and duration of breastfeeding, though the trend is generally upward. If policies are good, why aren't results good? On one hand this can be attributed to the inadequate implementation of these policies, with wide geographical variations within and among countries, especially as far as application in population groups less likely to breastfeed is concerned. On the other hand this may depend on the lack of focus, associated with lack of priority in plans and resource allocation, on effective strategies and interventions. Attention to cost effectiveness is needed. The literature is full of research reports and reports from systematic reviews on effective strategies and interventions. The problem lies therefore not only in the lack of application of these effective interventions, as mentioned above, but also in the way they are put into practice in the health and social

system. To yield results, interventions should reach those supposed to benefit from them, meet quality standards and be sustainable (including cost effective) over time. These three criteria can be met only if managers and professionals pay careful attention to the organisation of the services they provide and to the delicate relationship these services have to build with mothers, infants, families and communities in order to match provision and demand. Finally, social determinants of good infant and young child feeding should be identified and properly addressed, because the environment in which the above relationship between providers and users takes place is as important as the application of effective interventions and strategies.

Parking

A campus map for ANU can viewed on the University's web site.* Visitors to the campus are advised to take a taxi to the venue if possible. The closest Pay Parking is at University House (pay at the meter in the quadrangle). Access to the Bob Douglas Lecture Theatre is by direct entry into Building 62a off Eggleston Road, or by entry through Building 62 off Mills Road.

*<http://campusmap.anu.edu.au/>

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