



WBTi South Korea 2013

World Breastfeeding Trends Initiative (WBTi)

Indicator: Early Initiation of Breastfeeding/Infant feeding

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Country: South Korea

Assessment of breastfeeding: South Korea

Background

At the present, regulation for mandatory protection and support for breastfeeding are not available.

Civil organizations such as Consumers Korea(CK), Korea Breastfeeding Network(KBN) have conducted breastfeeding promotion campaigns including seminars and proclaiming Breastfeeding Ambassador.

Surveys on advertisements of formula milk products were conducted to indicate the hindering factors to breastfeeding promotion.

Gaps detected for the indicator **Early Initiation of Breastfeeding / Infant Feeding** from the last assessment



Key gaps:

Exclusive Breastfeeding within 1 to 2 months decreased to 56.7% in 2012 comparing to 65.7% (2009).

Percentage of breastfeeding differs on different groups of income and career, indicating high-income or low-income mothers tend to breastfeed more than middle-income mothers, while homemaker mothers tend to breastfeed more than working mothers. Mothers tend to breastfeed more for the first baby.



Gaps detected for the indicator **Early Initiation of Breastfeeding / Infant Feeding** from the last assessment

Key gaps:

Hindrance factors to breastfeeding include increase of career women, giving birth to baby with high risk (because of getting married at older age).

- Percentage of Early Initiation of Breastfeeding is not available because of lack of official data.

Percentage of Initiation of Breastfeeding for the first week is presumed as 73%.

Recommendations for the indicator **Early Initiation of Breastfeeding / Infant Feeding**



Provision of support for breastfeeding mothers at home or community (Close to mothers) and education for health professionals and students

- Government, community, and civil organizations should provide support to breastfeeding mothers through practical support system adjusted to changing circumstances.
- Training for health professionals
- Inclusion of promotion of breastfeeding in curriculum in regular education system

Action Taken for the indicator **Early Initiation of Breastfeeding / Infant Feeding / Plan of Action**



Campaigns for promotion of breastfeeding in the civil level and support through networks and government agency

- Civil campaigns would focus practical support for mothers, having helped raising awareness of breastfeeding and encouraging mothers to breastfeed.
- Government agency indicated that they would increase breastfeeding promotion programs through local health centers, paying attention to WBTi.