

LactaMap: An online lactation care support system

The importance of breastfeeding is well documented and many of these important health outcomes are dose-related. Most women are failing to sustain lactation for the minimum recommended durations.^{1, 2} The costs in both long and short-term health outcomes for mothers and their infants is significant and the result is an estimated \$4 billion loss to the Australian economy each year due to early weaning.^{3, 4} Conflicting advice is one of the most common factors that impact on a mother's confidence in her ability to breastfeed and sustain lactation. Consistent terminology is the most basic requirement for the prevention of conflicting advice. LactaPedia is an internationally collaborative glossary of lactation terminology for science and medicine. The strategy logic for the Draft Australian National Breastfeeding Strategy: 2018 and Beyond identifies evidence-based guidelines as a key input. LactaMap is an online lactation care support system designed to provide evidence-based information for doctors to use during a medical consult and contains 112 clinical practice guidelines to assist with lactation care.

1. NHMRC. Infant feeding guidelines: information for health workers. 2012.
2. AIHW. 2010 Australian national infant feeding survey: indicator results.: Cat. no. PHE 156. Canberra: AIHW. ; 2011.
3. Smith JP. "Lost milk?": Counting the economic value of breast milk in gross domestic product. J Hum Lact. 2013;29(4):537-46.
4. Smith JP, Thompson JF, Ellwood DA. Hospital system costs of artificial infant feeding: estimates for the Australian Capital Territory. Aust N Z J Public Health. 2002;26(6):543-51.