# Economic plan

# This plan identifies the areas prioritised for economic modelling. The final analysis may differ from those described below. The rationale for any differences will be explained in the guideline.

# Guideline

Postnatal care

# List of modelling questions

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| **Review questions by scope area** | **Interventions for starting and maintaining breastfeeding** |
| Population | Women who are pregnant or gave birth to healthy babies at term, and their babies |
| Interventions and comparators considered for inclusion | Intervention that comprises education, advice or support from a peer or professional, that is provided postnatally and is initiated either antenatally or within the first eight weeks after birth, in addition to standard careStandard care alone |
| Perspective | NHS + Personal Social Services |
| Outcomes | QALY |
| Type of analysis | CUA |
| Issues to note | The economic analysis assesses long-term outcomes and cost-savings resulting from improved breastfeeding rates, associated with the following clinical conditions:Clinical conditions in babies: * Gastrointestinal infection
* Respiratory tract infection
* Acute otitis media
* Mortality due to infectious diseases
* Mortality due to SIDS (sudden infant death syndrome)

Clinical conditions in mothers:* Breast cancer
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