



Washington Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Washington's breastfeeding rates and other measures (2015 births) compare to national rates and targets set by the Healthy People 2020 initiative.

BREASTFEEDING RATES & PROGRESS	% ever breastfed	% duration to 12 months	% exclusive at 6 months	% of births at Baby-Friendly facilities	# of Baby-Friendly facilities
Washington	92.4	48.2	29.1	18.4	9
U.S. National	83.2	35.9	24.9	26.1	555
HP2020 Target	81.9	34.1	25.5	8.1	N/A

A 2016 study published in the journal *Maternal & Child Nutrition* quantified excess cases of pediatric and maternal disease and death and associated costs attributable to suboptimal breastfeeding (using rates for 2014 births and defining "optimal" as 90% of infants breastfed according to medical recommendations). Here's how Washington's costs resulting from sub-optimal rates compare:

COSTS OF SUB-OPTIMAL BREASTFEEDING RATES	Medical Costs of Sub-Optimal Rates	Non-Medical Costs of Sub-Optimal Rates	Death Costs of Sub-Optimal Rates
Washington	\$37,119,932	\$17,506,548	\$147,033,394
U.S. National	\$2,405,023,438	\$1,093,681,596	\$10,798,725,299

Federally Funded Breastfeeding Projects

Centers for Disease Control and Prevention, Division of Nutrition, Physical Activity, and Obesity

- **Racial and Ethnic Approaches to Community Health (REACH)** funding is used to reduce health disparities among racial and ethnic populations with the highest burden of chronic disease through culturally tailored interventions to address preventable risk behaviors. In Washington, Seattle-King County will promote breastfeeding in workplaces, expand culturally appropriate breastfeeding services, and work with pharmacists, community health workers, and other community-based organizations to strengthen referral patterns to culturally appropriate clinical and preventive care.
- **The State Physical Activity and Nutrition (SPAN)** program funds recipients to implement evidence-based strategies at state and local levels to improve nutrition and physical activity. As part of the SPAN program, the state of Washington will support breastfeeding through: 1) training and technical assistance to early care and education providers; 2) updating and continuing to implement Breastfeeding Friendly Washington in hospitals and clinics; and 3) working with state agencies and insurers to implement the federal lactation accommodation law.
- The **EMPower Training Initiative** is co-created and implemented by Abt Associates, the Carolina Global Breastfeeding Institute (CGBI) and Population Health Improvement Partners. By providing skills-based competency training on these practices, hospitals and maternity care centers can better ensure that related policies and procedures are implemented safely, as intended, for each mother and her infant. There is 1 Washington hospital participating in the EMPower Training Initiative.

Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, Washington has chosen increasing percentage of infants who are ever breastfed and infants breastfed exclusively through 6 months as one of their National Performance Measures.

Your State Breastfeeding Coalition

The USBC is affiliated with breastfeeding coalitions in all 50 states that carry out activities at state/local levels.

Breastfeeding Coalition of Washington

The Breastfeeding Coalition of Washington (BCW) is a statewide network of hundreds of individuals and over 20 local community coalitions and partner organizations. Our mission is to promote, protect, and support breastfeeding as a vital part of the health and development of children and families. We work to increase initiation, duration, and exclusivity rates of breastfeeding through promotion projects, education, and resource sharing with the larger aim of establishing breastfeeding as the cultural norm in Washington. Our work influences mothers and families, communities, organizations, and the larger sociocultural environment, all of which impact breastfeeding.

www.breastfeedingwa.org

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