



# Arkansas Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Arkansas'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
Arkansas	73.8	24.12	20.4	21.7	6
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 Arkansas'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
Arkansas	\$32,974,299	\$13,895,096	\$166,543,813
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 Arkansas, the University of Arkansas for Medical Sciences will focus on nutrition, physical activity, and community-clinical linkages.
- **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, Arkansas will promote continuity of care and community breastfeeding support by recruiting and partnering with family practice clinics, early childhood education centers, and DD day centers.

### Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, Arkansas has chosen increasing percentage of infants who are ever breastfed and infants breastfed exclusively through 6 months as one of their National Performance Measures.
- The **Children's Healthy Weight Collaborative Improvement and Innovation Network (CHW-CoIIN)** partners with and supports states in adopting evidence-based or evidence-informed policies and practices related to nutrition, physical activity, and breastfeeding. The purpose of Arkansas' CHW-CoIIN project is to support breastfeeding mothers who have limited access to health care by conducting lactation accommodation training for up to 4 organizations in Arkansas' Southeast/Delta region and other at-risk communities so that employers and communities support lactating women and change procedures/policies to provide accommodations.

## Your State Breastfeeding Coalition

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

### Arkansas Breastfeeding Coalition

The Arkansas Breastfeeding Coalition (ABC) is dedicated to protecting and promoting breastfeeding in Arkansas. ABC's membership is composed of mothers, healthcare professionals, and others who are dedicated to breastfeeding not just as "the best" way to feed a child, but as the biological norm for the human species. The Arkansas Breastfeeding Coalition has played a significant role in getting state laws passed which give women in Arkansas the right to breastfeed in public and pump at work. In addition, the coalitions hosts annual breastfeeding symposiums with nationally recognized speakers to improve the knowledge of health professionals throughout the state about how to promote and support breastfeeding.

[www.arbfc.org](http://www.arbfc.org)