



Arizona Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Arizona'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
Arizona	82.7	35.5	26.3	6.8	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 Arizona'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
Arizona	\$52,323,728	\$26,353,259	\$238,654,778
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 Arizona, Pima County will work with Mexican-Americans and American Indians to promote physical activity through culturally and socioeconomically-tailored multimedia campaigns, education and training, policy development, and participation incentives and increase access to existing programs and services.

Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, Arizona 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.

Arizona Breastfeeding Coalition

The Arizona Breastfeeding Coalition's mission is to work collaboratively to increase rates of breastfeeding initiation and duration to improve the health of Arizona's families. Our vision is that breastfeeding will be universally accepted as the norm and promoted and supported throughout Arizona. The coalition works to get the word out about issues related to employment and breastfeeding and support mothers returning to work, employers who have breastfeeding employees, and employers who have customers or clients who are breastfeeding.

www.azbreastfeeding.org