



California Breastfeeding Report

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

BREASTFEEDING RATES & PROGRESS	% ever breastfed	% duration to 12 months	% exclusive at 6 months	% of births at Baby-Friendly facilities	# of Baby-Friendly facilities
California	87.2	40.2	26.3	44.8	95
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 California'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
California	\$224,824,908	\$111,004,062	\$959,872,534
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 California, the California Department of Public Health (CDPH) will apply and support evidence-based policy, systems, and environmental change strategies in the San Joaquin Valley to improve breastfeeding continuity of care and community supports and community-clinical linkages. The Public Health Institute will support additional faith communities with implementing previously adopted breastfeeding guidelines.
- **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, CDPH will address racial disparities in breastfeeding rates by improving workplace compliance with the lactation accommodation laws and incorporating breastfeeding supports into continuity of care practices.

Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, California 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 California's Children's Healthy Weight CoIIN project is to build capacity to support workplace and school lactation accommodation and reduce related infant feeding disparities in California by June 2019. The CoIIN will target individuals and organizations providing lactation accommodation education and resources to communities with low breastfeeding duration.

Your State Breastfeeding Coalition

California Breastfeeding Coalition

Breastfeeding advocates in California have been doing great work to break down the barriers to breastfeeding success. In particular, the California Breastfeeding Coalition: led the development of the "9 Steps to a Breastfeeding Friendly: Guidelines for Community Health Centers and Outpatient Care Settings", piloted in 15 community clinics; participated in the development and promotion of the HHS Office on Women's Health Supporting Nursing Moms at Work: Employer Solutions online resource for employers; and convened an annual breastfeeding summit with hospitals, health care providers, public health departments and community programs to build collaborative impact efforts to increase breastfeeding support in local communities.

www.californiabreastfeeding.org