



Florida Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Florida'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
Florida	82.6	33.5	21.3	17.5	23
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 Florida'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
Florida	\$150,672,525	\$66,419,785	\$712,907,037
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 Florida, the Live Healthy Miami Gardens project will create and implement a Healthy Food Plan and a Breastfeeding TouchPoint Program; and implement communications and coordinated care strategies to increase community-clinical linkages.
- 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 are 7 Florida hospitals participating in the EMPower Training Initiative.

Health Resources & Service Administration, Maternal and Child Health Bureau

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

Florida Breastfeeding Coalition

Since the formation of our statewide coalition in April 2008, the Florida Breastfeeding Coalition, Inc. (FBC) has made good strides by increasing the initiation rate of breastfeeding in the state of Florida. We have an ongoing commitment to removing barriers from mothers in all environments with the following projects in place: 1) FBC's Hospital Initiative, "Florida Quest For Quality Maternity Care Award," a Baby Steps to Baby-Friendly Hospital project; 2) Business Case for Breastfeeding project and the Employer Breastfeeding Friendly Award which has been awarded to over 65 business or agencies in Florida; 3) a child care facility online educational module and award program called the Breastfeeding Friendly Child Care Facility Award.

www.flbreastfeeding.org