



Georgia Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Georgia'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
Georgia	84.0	34.9	22.1	31.1	14
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 Georgia'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
Georgia	\$77,050,590	\$36,973,073	\$366,806,999
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 Georgia, the DeKalb County Board of Health will focus on nutrition, physical activity, and community-clinical linkages in African American communities, including establishing lactation support services.

Health Resources & Service Administration, Maternal and Child Health Bureau

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

Georgia Breastfeeding Coalition

Breastfeeding is not only the normal way to feed infants and young children, but an essential component of public health. Georgia families deserve a coordinated system of care that offers assistance from pre-conception to weaning. The mission of the Georgia Breastfeeding Coalition is to improve and maintain the health of Georgia's families by protecting, promoting, and supporting breastfeeding. We aim to make breastfeeding the cultural and social norm throughout Georgia. We are ready to continue the work to support and protect breastfeeding families in Georgia and on the national level.

www.georgiabreastfeedingcoalition.org