



# Hawaii Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Hawaii'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
Hawaii	90.6	47.2	32.9	12.1	3
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 Hawaii'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
Hawaii	\$7,297,260	\$3,811,290	\$34,300,525
U.S. National	\$2,405,023,438	\$1,093,681,596	\$10,798,725,299

## Federally Funded Breastfeeding Projects

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

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

### Breastfeeding Hawaii

Established in 1990, Breastfeeding Hawaii began its journey as The Breastfeeding Promotion Council of Hawaii, serving breastfeeding families as a state non-profit organization. Today, Breastfeeding Hawaii has grown into a federally recognized 501(c)3 organization with a mission to promote, protect, and support breastfeeding within the state of Hawaii through community outreach, advocacy, and education. Our board members primarily consist of health care professionals, including Registered Nurses, Registered Dietitians and Medical Doctors, most of whom are also Internationally Board Certified Lactation Consultants. They are from various local hospitals, community clinics, and the WIC Program. Breastfeeding Hawaii does not limit its members to healthcare professionals. Mothers and fathers, businesswomen and businessmen are also welcomed into this organization. Our vision is that one day soon, our community will perceive breastfeeding as the normal, natural way to nourish and nurture our keiki (children).

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