



# Iowa Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Iowa'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
Iowa	81.5	30.2	29.5	8.1	2
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 Iowa'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
Iowa	\$26,401,998	\$11,386,838	\$112,508,916
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, Iowa 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 Iowa's Children's Healthy Weight CoIIN project is to drive collaborative efforts for policy and practice that improve breastfeeding support across Iowa by October 1, 2019.

## Your State Breastfeeding Coalition

The USBC is affiliated with breastfeeding coalitions in all 50 states that carry out activities at state/local levels.

### Iowa Breastfeeding Coalition

The Iowa Breastfeeding Coalition's mission is to provide, promote, and coordinate breastfeeding education, support, and evaluation through local coalitions, health care providers, educational institutions, and other interested individuals. Our goals are to ensure access to comprehensive, current, and culturally appropriate lactation care and services for all women, children, and families; ensure that breastfeeding is recognized as the normal and preferred method of feeding infants and young children; ensure that all state and local laws relating to child welfare and family law recognize and support the importance and practice of breastfeeding; and increase protection, promotion, and support for breastfeeding mothers in the work force. We are ready to continue the work to support and protect breastfeeding families in Idaho and on the national level.

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