



Idaho Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Idaho'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
Idaho	90.1	39.0	28.4	9.8	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 Idaho'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
Idaho	\$9,829,399	\$4,839,334	\$38,245,383
U.S. National	\$2,405,023,438	\$1,093,681,596	\$10,798,725,299

Federally Funded Breastfeeding Project

Health Resources & Service Administration, Maternal and Child Health Bureau

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

Idaho Breastfeeding Coalition Network

The Idaho Breastfeeding Coalition (IBC) is a statewide entity that works to promote, protect, and support breastfeeding. Our purpose is to unify Idaho through education for providers, families, and all stakeholders. We aim to make breastfeeding the cultural norm in Idaho. A support system is necessary to enhance breastfeeding initiation and duration rates in our state. Idaho has one of the highest initiation rates in the USA, but we can do better with support, networking, and education. The Idaho Breastfeeding Coalition has assisted Idaho hospitals in efforts to become Baby-Friendly and worked toward gathering physician support for licensure of Internationally Board Certified Lactation Consultants, which would provide reimbursement and improved access to care for Idaho breastfeeding mothers. We are ready to continue the work to support and protect breastfeeding families in Idaho and on the national level.

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