Louisiana Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Louisiana's breastfeeding rates and other measures (2015 births) compare to national rates and targets set by Healthy People 2020.

BREASTFEEDING RATES & PROGRESS	% ever breastfed	% duration to 12 months	% exclusive at 6 months	% of births at Baby-Friendly facilities	# of Baby-Friendly facilities
Louisiana	67.0	20.6	20.2	41.6	16
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 Louisiana'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
Louisiana	$59,304,838	$23,767,493	$297,202,275
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

o 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 6 Louisiana hospitals participating in the EMPower Training Initiative.

Health Resources & Service Administration, Maternal and Child Health Bureau

o Through a **Title V Maternal and Child Health** grant, Louisiana has chosen increasing percentage of infants who are ever breastfed and infants breastfed exclusively through 6 months as one of their National Performance Measures.

o 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 Louisiana's Children's Healthy Weight CoIIN project is to build the capacity of and expand the Louisiana Workplace Breastfeeding Support program statewide so that Louisiana worksites develop worksite cultures that support employees who choose to breastfeed after returning to work through organizational policy and practice change.

Your State Breastfeeding Coalition

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

Louisiana Breastfeeding Coalition

The mission of the Louisiana Breastfeeding Coalition (LBC) is to make breastfeeding the norm for all babies in Louisiana. The Louisiana Breastfeeding Coalition partners with the state health department, local breastfeeding coalitions, local universities and other organizations working to improve maternal and child health to: (1)educate child care providers on how to support breastfeeding families in the child care setting (2) implement a program to encourage and assist LA employers in establishing lactation accommodations for employees (3) identify community breastfeeding resources and promote a statewide online breastfeeding resource directory (LABreastfeedingSupport.org) (4)encourage the adoption of evidence – based maternity care practices, including eliminating infant formula marketing from maternity care facilities (5) implement a Breastfeeding Welcome Here project to create breastfeeding-friendly establishments and communities throughout Louisiana. We are ready to continue the work to support and protect breastfeeding families in Louisiana and on the national level.
www.louisianabreastfeedingcoalition.org