



Massachusetts Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Massachusetts'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
Massachusetts	87.4	36.8	26.6	19.0	17
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 Massachusetts'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
Massachusetts	\$36,399,361	\$17,143,235	\$145,359,940
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 Massachusetts, Partners In Health will create systems that enable providers to refer women to community-based resources including breastfeeding support and assign primary care providers, and Diné College will create the first Tribal Community Health Worker (CHW) Certification Program to expand the CHW workforce in Navajo Nation.

Health Resources & Service Administration, Maternal and Child Health Bureau

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

Massachusetts Breastfeeding Coalition

The Massachusetts Breastfeeding Coalition's mission is to improve public health by transforming our culture: making breastfeeding the norm through education, advocacy, and collaboration. Most of MBC's activities involve helping health care providers support and promote breastfeeding. Our goal is to help providers prevent breastfeeding problems, and recognize them and solve them easily should they occur. Some of our activities include the development of two evidence-based flowcharts entitled "Approach to Early Breastfeeding." These flowcharts are designed to help providers recognize and treat early breastfeeding problems. MBC also produces and distributes over 1,000 copies of the Massachusetts Breastfeeding Resource Guide each year free of charge to health care providers who work with pregnant and post-partum women and children in Massachusetts. We are ready to continue the work to support and protect breastfeeding families in Massachusetts and on the national level.

www.massbreastfeeding.org

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