



Missouri Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Missouri'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
Missouri	82.3	33.1	31.3	13.2	7
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 Missouri'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
Missouri	\$211,164,796	\$22,012,827	\$225,775,231
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

- **The State Physical Activity and Nutrition (SPAN)** program funds recipients to implement evidence-based strategies at state and local levels to improve nutrition and physical activity. As part of the SPAN program, the state of Missouri will focus on supporting breastfeeding interventions at worksites, early care and education sites, and community venues.
- 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 4 Missouri hospitals participating in the EMPower Training Initiative.

Your State Breastfeeding Coalition

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

Missouri Breastfeeding Coalition

Breastfeeding experts and advocates in Missouri have been doing great work to improve the nutritional status and overall health of families in Missouri by working collaboratively to promote, support, and protect breastfeeding in all Missouri communities. In particular, the Missouri Breastfeeding Coalition has: worked with hospitals to accelerate implementation of the Baby-Friendly Hospital Initiative and developed systems to ensure continuity of lactation support between hospitals and health care settings in the community; provided "Business Case for Breastfeeding" trainings to educate employers about the benefits of providing comprehensive breastfeeding support for breastfeeding employees; partnered with the Missouri Department of Health and Senior Services to strengthen the laws which support and protect breastfeeding; partnered with the Missouri Department of Health to develop the "Breastfeeding Friendly Child Care Award" to recognize day care centers that provide optimal care for breastfeeding families.

www.mobreastfeeding.org