



# North Carolina Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how North Carolina'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
North Carolina	84.9	33.2	27.0	37.6	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 North Carolina'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
North Carolina	\$64,858,699	\$30,230,018	\$296,139,630
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 North Carolina, Rosedale Assistance & Opportunities will establish breastfeeding peer support programs and provide outreach and education on the benefits of breastfeeding.
- **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, North Carolina will provide funding and support for local coalitions to implement evidence-based strategies related to breastfeeding.
- 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 8 North Carolina hospitals participating in the EMPower Training Initiative.

### Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, North Carolina 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-COINN)** 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 North Carolina's Children's Healthy Weight COINN project is to facilitate the development, implementation and/or integration of evidence informed policies and practices to support State Title V programs and NCDPH to improve health behaviors related to breastfeeding and to innovatively integrate nutrition into Title V MCH Block Grant and other MCH programs.

## Your State Breastfeeding Coalition

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

### North Carolina Breastfeeding Coalition

The mission of the North Carolina Breastfeeding Coalition is to promote, protect and support breastfeeding through a cooperative network of individuals, coalitions, agencies, and organizations. Our vision is to ensure that early, exclusive, and continued breastfeeding will be the norm in North Carolina.

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

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