



New Jersey Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how New Jersey'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
New Jersey	82.8	36.1	24.4	18.9	11
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 New Jersey'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
New Jersey	\$62,515,275	\$28,598,792	\$273,950,902
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, New Jersey 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.

New Jersey Breastfeeding Coalition

The New Jersey Breastfeeding Coalition's mission is to promote, protect, and support breastfeeding by working collaboratively. Our vision is: Normalizing breastfeeding; Supporting an inclusive breastfeeding environment; Promoting evidence-based and culturally sensitive breastfeeding education, information, and support; and Ensuring that everyone who breastfeeds or provides human milk has the resources to meet their goals.

www.breastfeedingnj.org