



New Mexico Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how New Mexico'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 Mexico	87.7	35.1	27.6	54.3	10
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 Mexico'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 Mexico	\$17,486,659	\$7,603,034	\$78,218,418
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 New Mexico, the Presbyterian Healthcare Services will expand the use of the Wellness Referral Center, which allows providers to refer patients to community and public health supports like breastfeeding resources.

Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, New Mexico 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 Mexico Breastfeeding Task Force

The New Mexico Breastfeeding Task Force (NMBTF) is committed to bridging the gap in breastfeeding disparities by working with New Mexico communities to promote breastfeeding, supporting hospitals in their efforts to achieve Baby-Friendly designation, improving workplace and daycare breastfeeding conditions, and supporting legislative policies so that all families have the support they need to reach their breastfeeding goals. Across New Mexico, the NMBTF educates businesses about creating supportive work environments for breastfeeding employees and employers have discovered that the cost savings and increased productivity among employees is worth the investment. Through venues including our annual advanced concepts in lactation conference, physician seminar, hospital summit, and monthly health professional webinars we provide continuing education for health professionals. The NMBTF Baby-Friendly Hospital Project supports New Mexico hospitals in implementing the Ten Steps to Successful Breastfeeding. Strategies include hospital consultation, financial scholarships, healthcare provider education, data improvement and media promotion.

www.breastfeedingnewmexico.org