



Nevada Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Nevada'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
Nevada	83.5	30.6	20.8	16.3	3
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 Nevada'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
Nevada	\$18,604,182	\$9,304,431	\$89,694,159
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 Nevada, the Southern Nevada Health District will increase the number of certified lactation consultants in programs serving priority populations.
- 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 is 1 Nevada hospital participating in the EMPower Training Initiative.

Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, Nevada 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-CoIIN)** 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 Nevada's Children's Healthy Weight CoIIN project is to "Normalize Breastfeeding by Establishing Breastfeeding-Friendly Communities" by way of the Secondary Driver: "Family Support," with measurable progress by January 1, 2021.

Your State Breastfeeding Coalition

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

Breastfeeding Taskforce of Nevada

The state of Nevada has two breastfeeding coalitions which bring community partners together in monthly meetings to work on local campaign and community awareness events.

www.nevadabreastfeeding.org