



Oklahoma Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Oklahoma'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
Oklahoma	75.9	31.0	21.6	21.7	8
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 Oklahoma'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
Oklahoma	\$35,563,836	\$16,130,432	\$166,376,700
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, Oklahoma 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.

Coalition of Oklahoma Breastfeeding Advocates

Breastfeeding advocates in Oklahoma have been working hard to break down the barriers to breastfeeding success in the hospital and beyond. In particular, the Coalition of Oklahoma Breastfeeding Advocates (COBA) have collaborated with statewide organizations to: implement best practices, including a model hospital breastfeeding policy, Baby-Friendly hospitals, ending hospital distribution of formula gift bags; provide statewide breastfeeding training opportunities; and establish the Oklahoma Mothers' Milk Bank. We have worked to develop the nationally recognized Oklahoma Breastfeeding Hotline; pass state laws protecting the rights of breastfeeding mothers in public and the workplace; recognize breastfeeding-friendly worksites and assist employers in building breastfeeding-friendly policies; recognized more than 100 supportive worksites; and address disparities in breastfeeding rates by increasing access to breastfeeding support in African American communities.

www.okbreastfeeding.org