



Oregon Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Oregon'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
Oregon	89.4	51.7	33.4	52.6	12
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 Oregon'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
Oregon	\$18,342,047	\$8,379,000	\$68,257,142
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 Oregon, Multnomah County Health Dept will work in nutrition, physical activity, and community-clinical linkage strategies to reach infants, youth, adults, and elders to achieve policy, systems, and environmental improvements that reduce chronic disease disparities.

Health Resources & Service Administration, Maternal and Child Health Bureau

- Through a **Title V Maternal and Child Health** grant, Oregon 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.

Breastfeeding Coalition of Oregon

The Breastfeeding Coalition of Oregon seeks to eliminate every barrier to breastfeeding so babies and their families are thriving. BCO currently has relationships with geographically and culturally based coalitions, Oregon WIC, Nursing Mothers Counsel, La Leche League, and the Northwest Mothers Milk Bank. We also work with hospitals, clinics, coordinated care organizations, and all stakeholders seeking to support breastfeeding in Oregon.

www.breastfeedingor.org