



Pennsylvania Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Pennsylvania'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
Pennsylvania	83.8	39.0	25.6	25.0	13
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 Pennsylvania'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
Pennsylvania	\$103,702,024	\$43,942,868	\$445,194,386
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 Pennsylvania, Pennsylvania State University Hershey Medical Center will create bilingual hospital-based breastfeeding programming and support with Women, Infant and Children (WIC).
- **The State Physical Activity and Nutrition (SPAN)** program funds recipients to implement evidence-based strategies at state and local levels to improve nutrition and physical activity. As part of the SPAN program, The Pennsylvania Department of Health will implement comprehensive strategies to increase settings that implement supportive breastfeeding interventions.
- 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 are 5 Pennsylvania hospitals participating in the EMPower Training Initiative.

Health Resources & Service Administration, Maternal and Child Health Bureau

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

Pennsylvania Breastfeeding Coalition

The Pennsylvania Breastfeeding Coalition has facilitated community and statewide efforts to protect, support, and promote breastfeeding as the cultural norm across the Commonwealth since 1992. We have recently revamped our governing documents to align with the state's requirements for Unincorporated Associations. We implemented processes to contract with the 20+ local coalitions and provide them with fiscal sponsorship in order to facilitate partnerships while increasing the value of the work we do individually and collectively. Our newly ratified strategic plan complements the US Surgeon General's Call to Action to Support Breastfeeding. We have goals to promote breastfeeding in healthcare, workplace, and community settings through projects and public policy initiatives.

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