



South Carolina Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how South Carolina'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
South Carolina	76.4	28.0	24.4	41.7	14
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 South Carolina'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
South Carolina	\$44,358,829	\$19,281,669	\$221,025,408
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

- 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 South Carolina 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, South Carolina 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.

South Carolina Breastfeeding Coalition

The South Carolina Breastfeeding Coalition promotes, protects, and supports the art and science of human milk feeding as the superior form of nutrition and nurture for infants and young children. Our goals include: being an instrument of societal change through political action, education, and networking; protecting the rights of all mothers and infants in our state to have the opportunity, support, and resources to breastfeed as long as they desire; recognizing leading individuals, organizations, and institutions in protecting, promoting, and supporting breastfeeding; and providing resources and/or financial support for projects consistent with our purpose.

www.scbreastfeedingcoalition.org