



Texas Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Texas'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
Texas	85.0	35.2	24.1	20.1	22
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 Texas'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
Texas	\$214,784,596	\$103,399,198	\$1,029,745,253
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 **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 TPAN also will support breastfeeding in 1) healthcare systems through the Texas Ten Step Star Achiever Hospital Initiative, 2) communities by providing lactation support training to clinical staff in outpatient settings, and 3) worksites by building the Texas Mother-Friendly Worksite program in state agencies.
- 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 4 Texas 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, Texas 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 the Texas Children's Healthy Weight CoIIN is to expand cross-sector collaborations to integrate breastfeeding support in state programs; increase capacity to promote worksite lactation support best practices/Texas Mother-Friendly Worksite designation to targeted employment sectors; and leverage expanded collaborations to identify opportunities for increasing continuity of care.

Your State Breastfeeding Coalition

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

Texas Breastfeeding Coalition

The Texas Breastfeeding Coalition's mission statement is to improve the health of Texans by working collaboratively to protect, promote, and support breastfeeding. Our goals include: continuing to improve breastfeeding rates in Texas; ensure that we have state and local laws to protect breastfeeding; protect and promote a public environment supportive and accepting of breastfeeding; linking breastfeeding resources for statewide access; and foster communication and build a strong networking system among stakeholders.

www.texasbreastfeedingcoalition.org

U.S. Breastfeeding Committee • USBreastfeeding.org