



Virginia Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Virginia'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
Virginia	81.7	39.3	26.6	12.7	7
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 Virginia'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
Virginia	\$53,594,574	\$26,659,701	\$239,301,411
U.S. National	\$2,405,023,438	\$1,093,681,596	\$10,798,725,299

Federally Funded Breastfeeding Project

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 is 1 Virginia hospital participating in the EMPower Training Initiative.

Your State Breastfeeding Coalition

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

Virginia Breastfeeding Task Force

The mission of the Virginia Breastfeeding Task Force is to: improve infant and family health by making breastfeeding the cultural norm; to create a supportive public environment for breastfeeding; to improve the rates of breastfeeding initiation and duration in Virginia to meet the National Healthy People Breastfeeding Objectives. We meet quarterly in Richmond and our membership is open to all who would like to support breastfeeding endeavors in our Commonwealth.

www.vabreastfeeding.org