



Wisconsin Breastfeeding Report

Breastfeeding is a proven primary prevention strategy, building a foundation for life-long health and wellness. Here's how Wisconsin'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
Wisconsin	82.2=	39.3	28.3	16.0	11
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 Wisconsin'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
Wisconsin	\$48,297,361	\$19,287,425	\$205,981,242
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 3 Wisconsin 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, Wisconsin 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 Wisconsin's Children's Healthy Weight CoIIN project is to assess and enhance efforts for workplace lactation support by August 2019 for local and tribal health agencies and coalitions so that there is coordinated and consistent statewide support, promotion, and implementation of workplace lactation strategies.

Your State Breastfeeding Coalition

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

Wisconsin Breastfeeding Coalition

Breastfeeding experts and advocates in Wisconsin have been doing great work. In particular, the Wisconsin Breastfeeding Coalition has: worked with hospitals to accelerate implementation of the Baby-Friendly Hospital Initiative and developed systems through the "Building Bridges Program" to ensure continuity of lactation support between hospitals and health care settings in the community; provided "Business Case for Breastfeeding" trainings to educate employers about the benefits of providing comprehensive breastfeeding support for breastfeeding employees; and developed the "Ten Steps to Breastfeeding Friendly Child Care Centers" used in training child care center directors and teachers in improving breastfeeding support. This toolkit has been used nationally as a template for Public Health entities, Universities, and Community Organizations and others that are working to improve breastfeeding support in child care centers.

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