In Kansas, the Cost of Low Breastfeeding Rates is High

If 90% of Kansas babies breastfed exclusively for six months, Kansas would save...

- **$27 million per year in medical costs**
- **22 maternal deaths**
- **7 infant deaths**

(Source: CDC’s National Immunization Survey, babies born 2015)

“If breastfeeding did not already exist, someone who invented it today would deserve a dual Nobel Prize in medicine and economics.”

—Keith Hanson, Vice President for Human Development, World Bank Group

**Problem**

1 in 4

Only 1 in 4 infants is exclusively breastfed as recommended by the time they are 6 months old.

Babies in Southeast Kansas are 20% less likely to have ever been breastfed than babies in Northwest Kansas.

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Incidence</th>
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<tbody>
<tr>
<td>67.5-75.0%</td>
<td>Babies in Southeast Kansas</td>
</tr>
<tr>
<td>75.1-81.8%</td>
<td>Healthy People 2020 Target = 81.9%</td>
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<tr>
<td>81.9-94.6%</td>
<td>Kansas = 87.2%</td>
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Source: Birth Certificate Data, Bureau of Epidemiology and Public Health Informatics, KDHE

Black infants are 10% less likely to have ever been breastfed than white infants.

Only 43% of employers in Kansas report having a written policy to support their breastfeeding employees.

60% of mothers stopped breastfeeding sooner than they planned. Some factors that influence how long or even if a baby is breastfed include:

- Hospital practices
- Education and encouragement
- Policies or support in the workplace
- Access to community support

ksbreastfeeding.org
Over the past 10 years, the KBC and our partners have:

- Grown the number of local breastfeeding coalitions from 8 to 30;
- Awarded $5,000 in mini-grants to local breastfeeding coalitions;
- Recognized 19 communities as “Communities Supporting Breastfeeding;”
- Recognized over 260 employers who are supportive of their breastfeeding employees;
- Educated over 3,000 child care providers on how to support the breastfeeding family;
- Enrolled over 800 public establishments in the “Breastfeeding Welcome Here” program;
- Entered over 260 local breastfeeding support resources into the KBC Local Resource Directory;
- Hosted 5 Breastfeeding Coalitions Conferences;
- Created a website of resources for a wide variety of audiences;
- Made partnerships and friends along the way!
MOTHERS AND SUPPORTERS CAN:
- Attend local or state breastfeeding coalition meetings and become a member.
- Talk to your healthcare providers about breastfeeding plans and ask about how to get help with breastfeeding.
- Ask about “High 5 for Mom & Baby” recognition or Baby-Friendly designation when choosing a hospital.
- Smile at a mother breastfeeding in public.
- Choose designated “Breastfeeding Friendly Child Care Providers.” For listings visit: ks.childcareaware.org/for-child-care-earlyeducation-staff/provider-resources.

HEALTHCARE PROVIDERS CAN:
- Attend breastfeeding education opportunities listed on the Kansas Breastfeeding Coalition Events page at ksbreastfeeding.org/events.
- Counsel mothers on breastfeeding during prenatal breastfeeding visits and encourage families to attend other prenatal breastfeeding education opportunities in the community.
- Encourage physician practices to adopt breastfeeding supportive practices. Find these at: kansasaap.org/wordpress/chapterfocus/breastfeeding.

BUSINESSES CAN:
- Help mothers feel comfortable breastfeeding in public by displaying the “Breastfeeding Welcome Here” window cling available at ksbreastfeeding.org/pledge.
- Support breastfeeding employees in the workplace: For more information about how, visit kansasbusinesscase.com.
- Participate in local and state breastfeeding coalitions.

HOSPITALS CAN:
- Become recognized as a “High 5 for Mom & Baby” hospital by implementing the five evidence-based maternity care practices (high5kansas.org).
- Implement the Ten Steps to Successful Breastfeeding to achieve the “Baby-Friendly Hospital” designation (babyfriendlyusa.org).
- Provide education so staff can learn more about breastfeeding.

STATE AND LOCAL GOVERNMENT CAN:
- Help hospitals connect mothers to community breastfeeding resources once they leave the hospital.
- Foster the growth of local breastfeeding coalitions.
- Support paid family leave to significantly increase how long a woman breastfeeds.

“Everyone can help make breastfeeding easier.”
—Dr. Regina Benjamin, U.S. Surgeon General, 2011