The State of Breastfeeding in Kansas

“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

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 2016)
Problem

1 in 3
Only 1 in 3 infants is breastfed at one year of age as recommended.

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

70.5-75.0%  75.1-81.8%  81.9-96%

Kansas = 88%
Healthy People 2020 Target = 81.9%
Source: Birth Certificate Data, Bureau of Epidemiology and Public Health Informatics, KDHE

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
BABY-FRIENDLY® HOSPITALS

46% of babies in Kansas are born in Baby-Friendly facilities, far exceeding the national average of 27.6%. This is a dramatic increase from 0% only 5 short years ago.

The number of babies who breastfeed exclusively for 6 months TRIPLED between 2011 and 2016.

COMMUNITIES SUPPORTING BREASTFEEDING

"Communities Supporting Breastfeeding" is a designation from the KBC recognizing communities that have demonstrated a culture of breastfeeding support by meeting six criteria. For more information visit: ksbreastfeeding.org/cause/communities-supporting-breastfeeding/

Curious how your county is doing? View 11 indicators of breastfeeding support by county at ksbreastfeeding.org/resources/

(Source: CDC’s National Immunization Survey, babies born 2016)
INDIVIDUALS CAN:
• Join or form a local breastfeeding coalition. Directory of Kansas Breastfeeding Coalitions ksbreastfeeding.org/coalitions/
• Find breastfeeding help by entering a zip code in the KBC’s Local Breastfeeding Resource Directory: ksbreastfeeding.org/local-resources/
• Ask about “High 5 for Mom & Baby” recognition or Baby-Friendly designation when choosing a hospital
• Smile at a parent 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 at: ksbreastfeeding.org/education-2/
• Counsel parents 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:
• Enroll in 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.
• Confirm employee insurance covers double electric breast pump.
• Provide 12 weeks of paid family leave.

HOSPITALS CAN:
• Become recognized as a “High 5 for Mom & Baby” hospital by implementing the five evidence-based maternity care practices (high5kansas.org).
• Become designated a “Baby-Friendly Hospital” by implementing the Ten Steps to Successful Breastfeeding. (babyfriendlyusa.org).
• Support staff to learn more about breastfeeding. Breastfeeding courses available through the KBC at: ksbreastfeeding.org/our-work/breastfeeding-education-courses/.

STATE AND LOCAL GOVERNMENT CAN:
• Help hospitals connect parents to community breastfeeding resources once they leave the hospital.
• Support and participate in local breastfeeding coalitions.
• Support paid family leave to significantly increase breastfeeding duration rates.

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Find us on Facebook & Twitter @KSBreastfeeding

Take Action

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

Every $1 invested in enabling a mother to breastfeed generates $35 in economic returns.