

The State of Breastfeeding in *Kansas*



"Given the documented short and long-term medical and neurodevelopmental advantages of breastfeeding, infant nutrition should be considered a public health issue and not only a lifestyle choice."

– American Academy of Pediatrics, Policy Statement:
Breastfeeding and the Use of Human Milk, 2012

THE COST TO KANSAS OF LOW BREASTFEEDING RATES IS HIGH

All healthcare organizations recommend exclusive breastfeeding for 6 months and continued breastfeeding with complementary foods for at least a year and for as long as mother and child desire thereafter.



Exclusive
Breastfeeding
for 6 months

6 Months

12 Months

2 Years

3 Years

If 90% of Kansas
infants breastfed
according to medical
recommendations

**Kansas would save
\$156 MILLION
per year.¹**



Kansas
Breastfeeding
Coalition, Inc.

The Kansas Breastfeeding Coalition is dedicated to improving the health and well being of Kansans by working collaboratively to promote, protect and support breastfeeding.

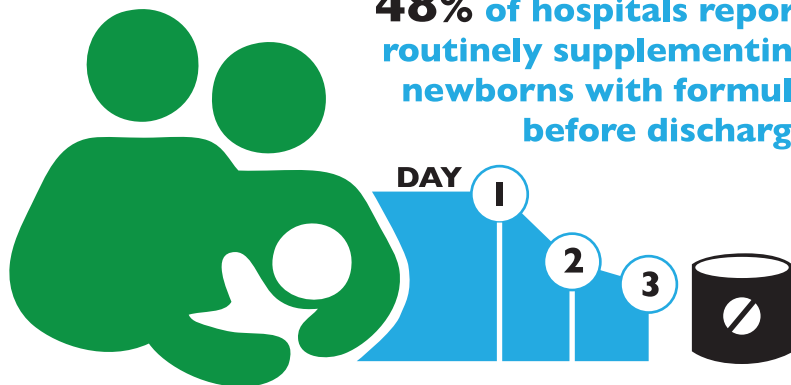
Want to learn more? www.KSbreastfeeding.org

Problem

Kansas mothers need help

in the first days and weeks to be successful

48% of hospitals report routinely supplementing newborns with formula before discharge



Source: CDC's Maternity Practices in Infant Nutrition and Care Survey, Kansas Report, 2015

Only 33% of employers in Kansas report having a written policy to support their breastfeeding employees

Source: KBC Employer Survey, 2017



Persisting disparities by race/ethnicity

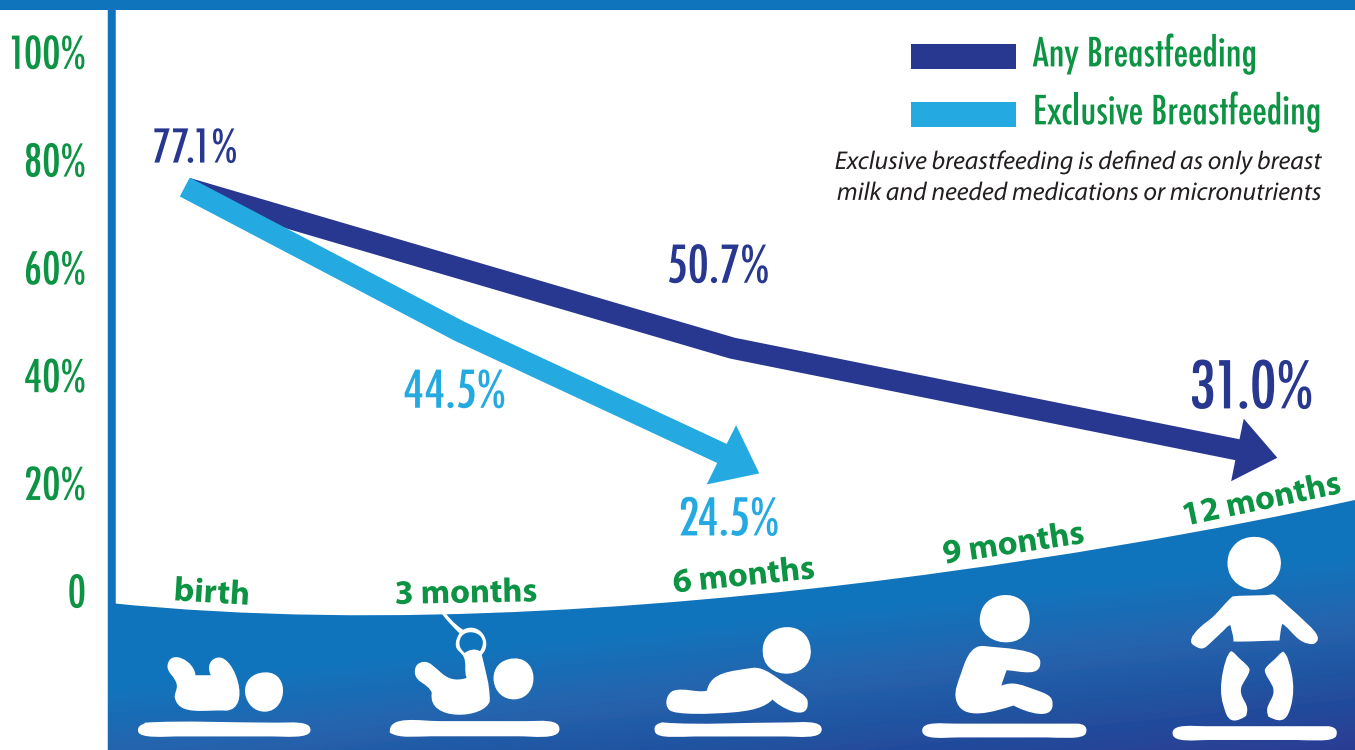
African Americans begin breastfeeding at the lowest rate

75.2%

Source: Kansas Birth Certificate Data, 2015



PERCENTAGE OF BABIES IN KANSAS BREASTFEEDING DURING THE FIRST YEAR



Source: CDC's National Immunization Survey, babies born in 2014

However, communities in Kansas are making progress



“Communities Supporting Breastfeeding” is a designation from the Kansas Breastfeeding Coalition (KBC) recognizing communities who have demonstrated a multifaceted approach to building a culture of breastfeeding support by meeting six criteria.

For more information visit www.ksbreastfeeding.org/cause/communities-supporting-breastfeeding/

Child care providers are trained to support the breastfeeding family

Employers support their breastfeeding employees in the workplace

Local breastfeeding coalition fosters community support and leadership

Peer breastfeeding support available

Businesses proudly display “Breastfeeding Welcome Here” window decal

Hospitals and healthcare providers use evidence based practices to support breastfeeding families



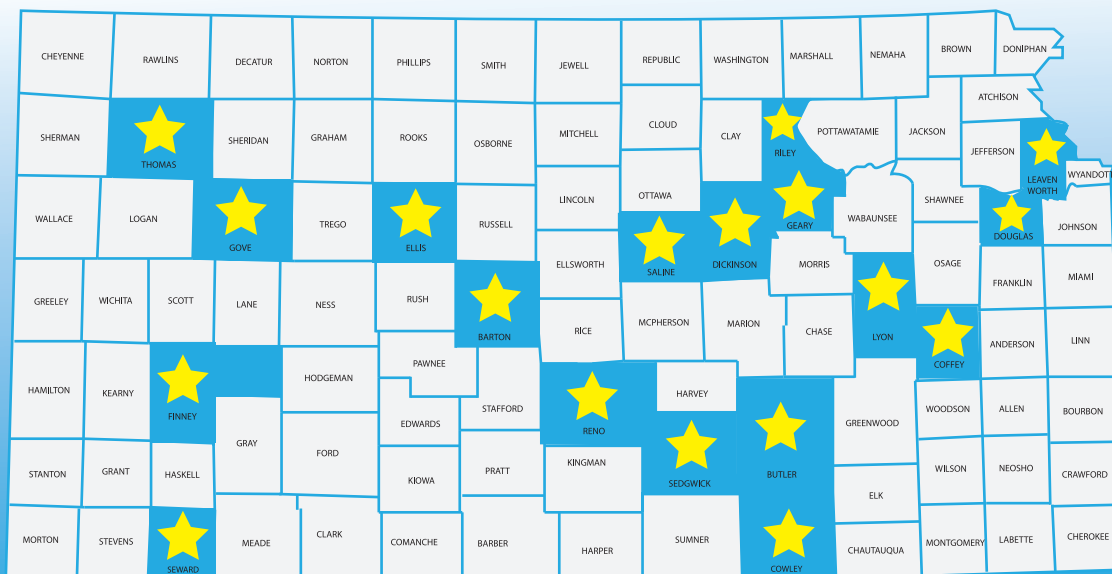
Creating a “Net of Support”

“Everyone can help make breastfeeding easier.”

Dr. Regina Benjamin, U.S. Surgeon General, 2011



Designated “Community Supporting Breastfeeding”



View 11 indicators of breastfeeding support by county at www.KSbreastfeeding.org/resources/

What can be done?



Only 16% of babies in Kansas were born in a Baby-Friendly Hospital in 2015. That number is projected to be **56%** in three years.



Hospitals can:

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

State and local government can:

- Help hospitals connect mothers to community breastfeeding resources once they leave the hospital
- Foster and support the growth of local breastfeeding coalitions
- Support paid family leave to significantly increase how long a woman breastfeeds

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Breastfeeding Committee
Find us on Facebook & Twitter @KSBreastfeeding



Mothers and supporters can:

- Attend local or state breastfeeding coalition meetings and become a member
- Talk to their 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- www.ks.childcareaware.org/for-child-care-early-education-staff/provider-resources/

Healthcare providers can:

- Attend breastfeeding education opportunities listed on the Kansas Breastfeeding Coalition Events page at www.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 participate in the “Kansas Breastfeeding Friendly Practice” designation and adopt breastfeeding supportive practices www.kansasaap.org/wordpress/chapterfocus/breastfeeding

Businesses can:

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

1. Based on calculations using data from Bartick, M. C., Schwarz, E. B., Green, B. D., Jegier, B. J., Reinhold, A. G., Colaizy, T. T., Bogen, D. L., Schaefer, A. J., and Stuebe, A. M. (2017) Suboptimal breastfeeding in the United States: Maternal and pediatric health outcomes and costs, *Maternal & Child Nutrition*, 13, e12366. doi: 10.1111/mcn.12366.