

# 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...



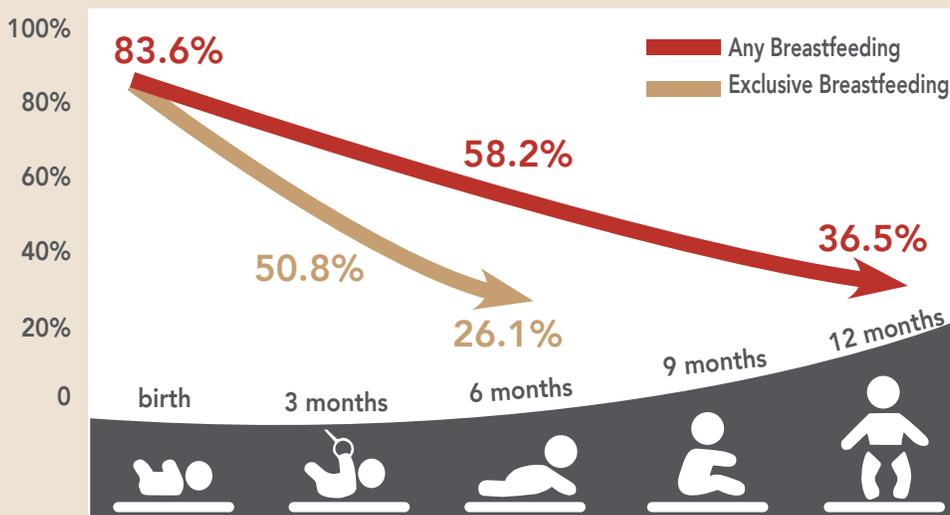
**\$27** million per year in medical costs



**22** maternal deaths



**7** infant deaths



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

(Source: Breastfeeding Saves Lives Calculator, [www.usbreastfeeding.org/saving-calc](http://www.usbreastfeeding.org/saving-calc), August 8, 2018)



# Problem

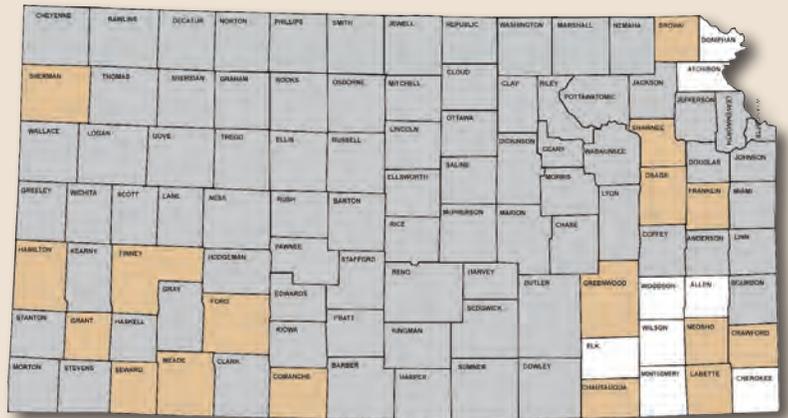
## 1 in 4

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



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

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



% INITIATION OF BREASTFEEDING 2014-2016

67.5-75.0%

75.1-81.8%

81.9-94.6%

Kansas = 87.2%

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



# Progress

## BABY-FRIENDLY® HOSPITALS

**41.1%** 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 4 short years ago.

0%  
2014

41.1%  
2018

The percentage of babies who are breastfed at 6 months of age increased from 44% in 2009 to 58% in 2015.

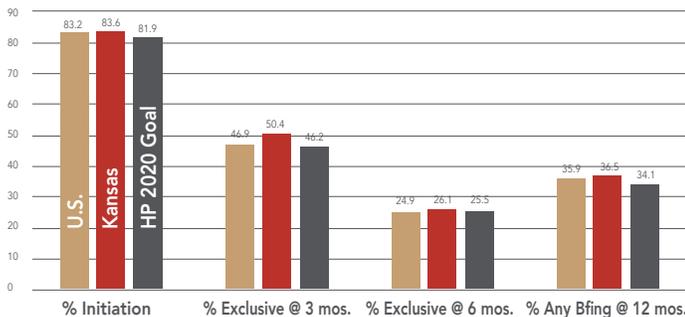
44%  
2009

58%  
2015

Kansas is one of only **4** states to:

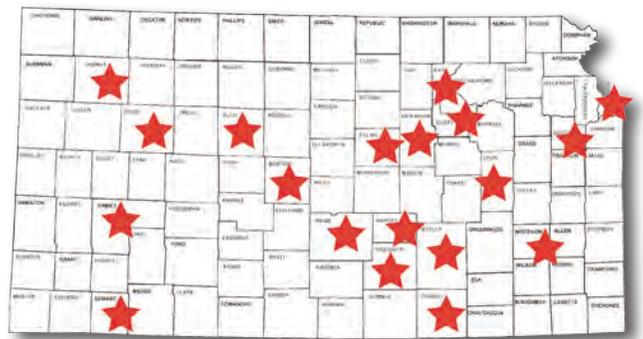
- Exceed national breastfeeding rates
- Exceed Healthy People 2020 goals
- Improved over last year

*...in all four core measures*



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

## DESIGNATED 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/](http://ksbreastfeeding.org/cause/communities-supporting-breastfeeding/)

**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!



Curious how your county is doing?  
View 11 indicators of breastfeeding support by county at [ksbreastfeeding.org/resources/](http://ksbreastfeeding.org/resources/)



Kansas  
Breastfeeding  
Coalition, Inc.

# What can be done?



## 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](http://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](http://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](http://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](http://ksbreastfeeding.org/pledge).
- Support breastfeeding employees in the workplace: For more information about how, visit [kansasbusinesscase.com](http://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](http://high5kansas.org)).
- Implement the Ten Steps to Successful Breastfeeding to achieve the “Baby-Friendly Hospital” designation ([babyfriendlyusa.org](http://babyfriendlyusa.org)).
- Provide education so staff can learn more about breastfeeding.

## STATE AND LOCAL GOVERNMENT CAN:

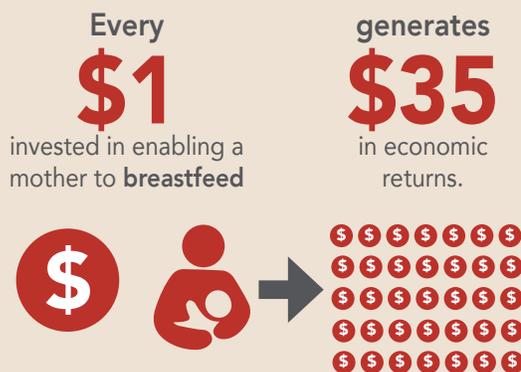
- Help hospitals connect mothers to community breastfeeding resources once they leave the hospital.
- Foster the growth of local breastfeeding coalitions.
- Support paid family leave to significantly increase how long a woman breastfeeds.



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Breastfeeding  
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Find us on Facebook & Twitter @KSBreastfeeding



“Everyone can help  
make breastfeeding  
easier.”

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

Source: Walters, D., Eberwein, J. Sullivan, L. & Shekar, M. (2017). Reaching the global target for breastfeeding. In M. Shekar & Kakietek, J.; Walters, D; Dayton Eberwein, J. (Eds.), An investment framework for nutrition: Reaching the global targets for stunting, anemia, breastfeeding, and wasting. Directions in Development–Human Development. Washington D.C.: World Bank Group

