"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)
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.

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

% INITIATION OF BREASTFEEDING 2014-2016

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

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.

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