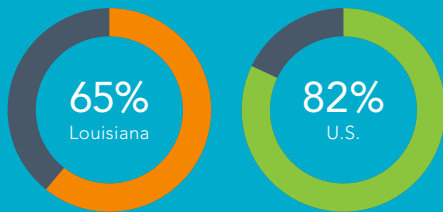


Strategies to Address Breastfeeding Rates & Disparities

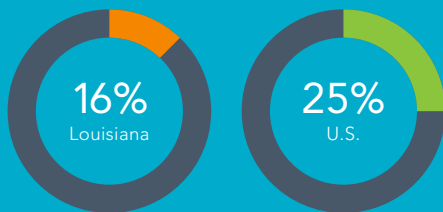
WHAT'S THE PROBLEM IN LOUISIANA?

Louisiana has low breastfeeding rates compared to U.S. national rates.¹

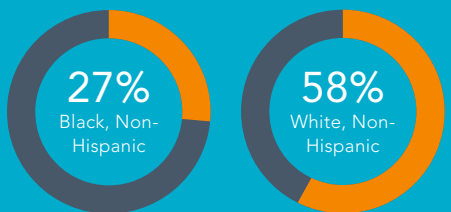
INITIATION RATE



6-MONTH EXCLUSIVITY RATE



INITIATION DISPARITIES BY ETHNICITY²



In Louisiana, there are fewer trained **lactation support persons** and **births in Baby-Friendly facilities** as compared to the national average.³

Hospital scores are increasing, but fall below the national average.⁴

76

Louisiana mPINC Score

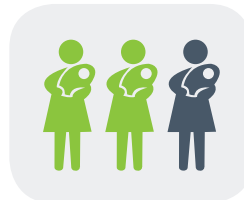
79

National mPINC Score Average

mPINC is CDC's survey of maternity practices in infant nutrition and care.

WHY IS THIS IMPORTANT?

SUPPORT



2 OUT OF 3

moms who intend to exclusively breastfeed are **NOT MEETING THEIR GOALS**. Many mothers stop exclusively breastfeeding **WITHIN A FEW WEEKS** due to lack of support.⁵



EQUITY

Breastfeeding allows all infants **access to the same quality of nutrition and immune protection**, regardless of social or economic status.

Breastfeeding exclusivity and duration are related to many short- and long-term maternal and child health outcomes. Thus, breastfeeding has implications for **reducing health disparities throughout the life course**.



SAFETY

In Louisiana, about **5 deaths could be prevented** if breastfeeding rates increased to the level of the Healthy People 2020 Goals.⁶



BENEFITS FOR BABY

- Decreased incidence of SIDS⁷
- Reduced risk of hospitalization for lower respiratory tract infections⁸
- Decreased incidence of gastroenteritis⁸
- Reduced risk of otitis media⁹



BENEFITS FOR MOM

- Lower rates of breast and ovarian cancers⁹
- Reduced risk of Type 2 diabetes⁹
- Lower rates of high blood pressure¹⁰
- Reduced risk heart disease¹⁰

COST SAVINGS

If breastfeeding rates increased to the level of the Healthy People 2020 Goals, about **\$4.3 billion in medical and non-medical costs could be saved** in the United States annually.¹¹



Breastfeeding can save families about \$1,400 in formula costs during the first year.¹²



Employers whose companies provide breastfeeding support report up to a 3:1 return on investment.¹³



Strategies to Address Breastfeeding Rates & Disparities

HOSPITALS & BIRTHING FACILITIES

Women who deliver in *Gift*-designated facilities were **60% more likely to initiate breastfeeding** than women who delivered in non-designated facilities.



thegiftla.org

COMMUNITIES

Community Breastfeeding Trainings

Consistent Messaging Around Breastfeeding Information

Find local breastfeeding support at **LABreastfeedingSupport.org**, or download the **Collective Mobile App**.



**SUPPORT
AT ALL
LEVELS**

PREGNANT & NEW MOMS



Family Coaching and Support
Learn more at
PartnersForHealthyBabies.org

Black Mothers' Breastfeeding Club™
of Shreveport/Bossier

PARTNERSHIPS



WHAT CAN YOU DO?

- Establish consistent breastfeeding messaging** using free mobile app and patient education tools available at **Collective.com**
- Connect mothers to local breastfeeding support** using **LABreastfeedingSupport.org**
- Attend community breastfeeding trainings** to build confidence and skills to help moms achieve their breastfeeding goals
- Encourage businesses and communities to become breastfeeding-friendly** through:
 - Louisiana Workplace Breastfeeding Support program: **LABreastfeedingSupport.org**
 - Well-Ahead designation program: **WellAheadLA.com**
 - Breastfeeding Welcome Here project: **LABreastfeedingSupport.org**
- Participate in or start a breastfeeding network or coalition in your community.** Learn more at **LABreastfeedingSupport.org**

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¹ CDC, Ntnl Imm Survey, 2014

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³ CDC, Breastfeeding Report Card, 2016

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