



# Breastfeeding Report Card — United States, 2008

## BACKGROUND

Improving the health of mothers and their children is a primary goal of the Centers for Disease Control and Prevention (CDC). Encouraging breastfeeding, with its many known benefits for infants, children, and breastfeeding women, is a key strategy toward this goal. People from all walks of life play a role in fostering breastfeeding. When health care professionals, legislators, employers, business owners, and community and family members work together, their efforts can increase the number of women who start breastfeeding and the length of time they continue to breastfeed. The Breastfeeding Report Card — United States, 2008 shows how breastfeeding is being protected, promoted, and supported in each state\* and allows comparisons across states, making it an important tool for increasing breastfeeding nationwide.

The Breastfeeding Report Card reports information for each state on five “outcome” and nine “process” indicators. The outcome indicators are derived from the breastfeeding goals outlined in Healthy People 2010, a description of the nation’s health priorities. They profile the extent to which infants in a state are breastfed. The process indicators measure elements of breastfeeding-friendly communities. Each indicator can be measured accurately in every state, allowing easy state-by-state comparisons. As measures of a state’s ability to protect, promote, and support breastfeeding, the outcome and process indicators show where a state has been successful and where more work is needed.

The Breastfeeding Report Card indicators can be used to:

- Tell the story of breastfeeding practices in each state.
- Monitor progress and celebrate state successes.
- Identify opportunities for growth and improvement in breastfeeding protection, promotion, and support within each state.

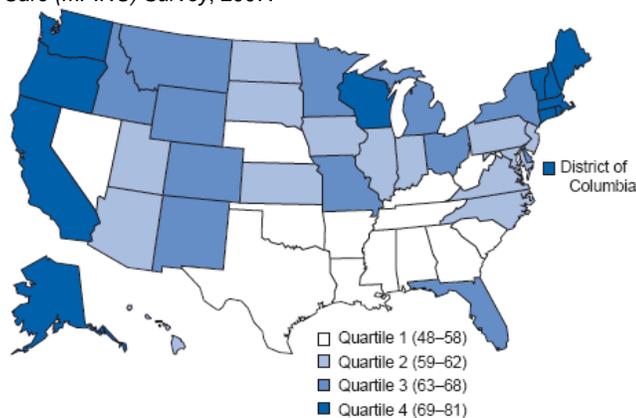
## OUTCOME INDICATORS

The five outcome indicators directly track the Healthy People 2010 breastfeeding objectives. Outcomes are estimated using data from the annual CDC National Immunization Survey (NIS).

## PROCESS INDICATORS

The nine process indicators measure five different types of breastfeeding support: birth facility support; professional support; mother-to-mother support; state legislation; and public infrastructure (public facilities and services).

Distribution of scores, CDC Maternity Practices in Infant Nutrition and Care (mPINC) Survey, 2007.



Changes in Breastfeeding Report Card Process Indicators

Indicator	2007	2008	Relative Change
Average mPINC Score		63	Not applicable
Percent of live births occurring at facilities designated as Baby Friendly (BFHI)	1.79	1.93	<b>+8.0%</b>
Number of IBCLCs per 1,000 live births	2.12	2.20	<b>+3.7%</b>
Number of La Leche League groups per 1,000 live births	0.35	0.34	<b>-2.5%</b>
State legislation about breastfeeding in public places	46	47	<b>+2.2%</b>
State legislation about lactation and employment	15	21	<b>+40.0%</b>
Number of state health department FTEs dedicated to breastfeeding	80.7	76.2	<b>-5.6%</b>
Presence of an active statewide breastfeeding coalition	42	49	<b>+16.7%</b>
Presence of coalition website	33	34	<b>+3.0%</b>

\* All references to “states” include the District of Columbia and the 50 US States.



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## OUTCOME INDICATORS -- Breastfeeding Rates

State	Percent Ever Breastfed	Percent Breastfeeding at 6 Months	Percent Breastfeeding at 12 Months	Percent Exclusive Breastfeeding at 3 Months	Percent Exclusive Breastfeeding at 6 Months
<b>U.S. National</b>	<b>74.2</b>	<b>43.1</b>	<b>21.4</b>	<b>31.5</b>	<b>11.9</b>
Alabama	53.2	25.6	9.5	17.3	6.6
Alaska	<b>81.3</b>	<b>53.0</b>	<b>25.8</b>	<b>42.3</b>	<b>20.7</b>
Arizona	<b>88.5</b>	<b>51.7</b>	22.0	33.0	10.2
Arkansas	60.3	30.6	14.0	22.5	7.4
California	<b>85.1</b>	<b>62.0</b>	<b>32.1</b>	<b>41.1</b>	<b>17.6</b>
Colorado	<b>81.4</b>	48.2	<b>25.8</b>	<b>42.9</b>	13.1
Connecticut	74.5	42.9	18.8	36.4	12.3
Delaware	63.4	30.6	13.8	23.4	8.3
Dist of Columbia	70.5	46.7	<b>25.8</b>	27.8	9.3
Florida	70.6	36.8	21.0	28.0	11.4
Georgia	72.0	43.5	18.2	23.9	11.7
Hawaii	<b>85.3</b>	<b>54.5</b>	<b>37.1</b>	34.5	15.6
Idaho	<b>85.2</b>	<b>59.0</b>	<b>28.2</b>	<b>52.4</b>	<b>21.9</b>
Illinois	71.2	37.5	15.8	33.2	10.2
Indiana	65.3	35.7	17.8	24.9	6.6
Iowa	74.8	40.4	21.9	37.7	11.5
Kansas	<b>79.4</b>	43.4	21.2	32.6	13.6
Kentucky	48.2	23.2	9.8	21.5	5.9
Louisiana	47.9	21.8	9.5	20.1	7.2
Maine	71.7	41.2	22.5	39.0	12.3
Maryland	73.0	43.0	20.7	28.9	11.6
Massachusetts	<b>78.1</b>	43.3	21.7	35.5	14.0
Michigan	69.1	35.5	19.8	31.5	12.1
Minnesota	<b>79.4</b>	45.9	20.5	<b>41.7</b>	<b>17.1</b>
Mississippi	50.2	21.8	7.5	18.5	5.6
Missouri	67.5	30.5	14.4	29.2	7.8
Montana	<b>77.6</b>	48.0	<b>26.8</b>	38.3	15.1
Nebraska	<b>78.8</b>	<b>54.9</b>	23.3	32.1	12.5
Nevada	<b>78.3</b>	45.3	18.3	30.2	11.0
New Hampshire	<b>75.3</b>	46.8	23.9	35.5	9.8
New Jersey	<b>75.0</b>	37.3	15.2	24.5	10.8
New Mexico	<b>77.0</b>	41.8	<b>26.1</b>	37.2	15.0
New York	<b>76.3</b>	43.5	24.6	25.5	8.4
North Carolina	66.2	37.5	18.2	26.3	9.5
North Dakota	68.2	36.8	18.4	36.0	11.9
Ohio	65.0	31.5	14.0	22.9	9.0
Oklahoma	69.1	28.1	13.4	24.0	8.1
Oregon	<b>89.2</b>	<b>62.1</b>	<b>38.9</b>	<b>51.8</b>	<b>23.8</b>
Pennsylvania	70.7	36.3	16.2	27.4	7.5
Rhode Island	70.9	49.3	21.9	35.6	15.3
South Carolina	66.8	33.7	15.6	27.1	11.8
South Dakota	70.1	38.1	12.2	34.0	12.5
Tennessee	56.9	24.1	12.6	19.0	6.0
Texas	<b>77.9</b>	43.8	23.7	30.5	10.0
Utah	<b>90.3</b>	<b>60.4</b>	<b>25.7</b>	<b>42.6</b>	<b>17.4</b>
Vermont	<b>77.6</b>	<b>53.8</b>	<b>32.6</b>	<b>49.0</b>	<b>23.9</b>
Virginia	<b>75.8</b>	42.7	18.7	33.8	14.3
Washington	<b>90.1</b>	<b>57.3</b>	<b>33.4</b>	<b>44.9</b>	<b>21.3</b>
West Virginia	57.7	22.5	12.0	14.7	4.4
Wisconsin	67.9	39.2	16.4	35.9	9.0
Wyoming	<b>81.8</b>	46.6	20.6	<b>40.5</b>	12.3

NOTE: Percents in **bold** are those that have met the Healthy People 2010 goal.Source: Centers for Disease Control and Prevention. *Provisional Data - National Immunization Survey, 2005 Births*. August 2008. [www.cdc.gov/breastfeeding/data/NIS\\_data/data\\_2005.htm](http://www.cdc.gov/breastfeeding/data/NIS_data/data_2005.htm)

Photo: Rochester General Hospital, Rochester, NY

## Breastfeeding Report Card - United States, 2008

## PROCESS INDICATORS -- Types of Breastfeeding Support

State	Average mPINC Score (max = 100)	Percent of Live Births Occurring at Facilities Designated as Baby Friendly (BFHI)	Number of IBCLCs* per 1,000 Live Births	Number of La Leche League Groups per 1,000 Live Births	State Legislation about Breastfeeding in Public Places	State Legislation about Lactation and Employment	Number of State Health Department FTEs** Dedicated to Breastfeeding	Presence of an Active Statewide Breastfeeding Coalition	Presence of Breastfeeding Coalition Website
<b>U.S. National</b>	<b>63</b>	<b>1.93</b>	<b>2.20</b>	<b>0.34</b>	<b>47</b>	<b>21</b>	<b>76.18</b>	<b>49</b>	<b>34</b>
Alabama	55	0	1.78	0.20	yes	no	1	yes	yes
Alaska	73	0	6.06	0.81	yes	no	1	yes	yes
Arizona	62	0	1.43	0.24	yes	no	1	yes	yes
Arkansas	48	0	1.56	0.32	yes	no	3.5	yes	yes
California	69	4.55	1.77	0.17	yes	yes	7.5	yes	yes
Colorado	66	2.07	2.17	0.44	yes	yes	0.9	yes	yes
Connecticut	70	12.45	4.03	0.70	yes	yes	1	yes	yes
Delaware	63	0	3.06	0.08	yes	no	2	yes	yes
Dist of Columbia	76	0	1.31	0.13	yes	yes	3	yes	no
Florida	68	1.70	1.62	0.30	yes	no	1	yes	yes
Georgia	56	0	1.81	0.22	yes	yes	2	yes	yes
Hawaii	62	9.81	2.46	0.21	yes	yes	0.5	yes	yes
Idaho	65	5.61	1.92	0.40	no	no	1	yes	no
Illinois	60	1.46	2.15	0.37	yes	yes	2	yes	no
Indiana	62	2.89	2.61	0.39	yes	yes	2	yes	yes
Iowa	61	0	2.06	0.37	yes	no	0.5	yes	yes
Kansas	59	0	2.18	0.66	yes	no	0.5	yes	no
Kentucky	57	5.35	2.06	0.29	yes	no	2	yes	no
Louisiana	54	0	1.47	0.26	yes	no	1	yes	no
Maine	77	16.82	5.85	1.13	yes	no	1	yes	no
Maryland	61	0	3.08	0.38	yes	no	1.05	yes	yes
Massachusetts	75	2.80	4.55	0.62	no	no	1.33	yes	yes
Michigan	64	0	2.06	0.40	yes	no	1	yes	yes
Minnesota	65	0	2.60	0.48	yes	yes	1	yes	no
Mississippi	50	0	1.33	0.19	yes	yes	1	yes	yes
Missouri	63	0	1.97	0.61	yes	no	1.5	no	no
Montana	63	0.32	1.93	0.64	yes	yes	0.5	yes	yes
Nebraska	57	13.13	1.71	0.74	no	no	0.25	yes	no
Nevada	57	0	0.78	0.29	yes	no	1	yes	yes
New Hampshire	81	5.77	6.04	1.32	yes	no	0.5	yes	yes
New Jersey	60	0	2.27	0.39	yes	no	2	yes	yes
New Mexico	64	0	2.50	0.36	yes	yes	1.5	yes	yes
New York	67	1.41	2.21	0.41	yes	yes	1.75	yes	no
North Carolina	61	0	2.89	0.46	yes	no	2	yes	yes
North Dakota	59	0	1.47	0.11	no	no	0.5	yes	yes
Ohio	67	2.33	2.83	0.44	yes	no	1	no	no
Oklahoma	57	0	1.70	0.23	yes	yes	2	yes	no
Oregon	74	6.13	4.58	0.51	yes	yes	1	yes	yes
Pennsylvania	61	0.08	2.35	0.43	yes	no	2	yes	yes
Rhode Island	77	13.02	4.08	0.32	yes	yes	1	yes	yes
South Carolina	57	0	1.58	0.33	yes	no	1	yes	yes
South Dakota	61	0	1.86	0.08	yes	no	1	yes	yes
Tennessee	57	0.24	1.86	0.22	yes	yes	1	yes	no
Texas	58	0	1.36	0.17	yes	yes	6	yes	yes
Utah	61	0	1.36	0.29	yes	no	2.2	yes	yes
Vermont	81	3.76	9.86	1.69	yes	yes	1	yes	no
Virginia	61	0	3.07	0.41	yes	yes	2	yes	yes
Washington	72	8.30	4.20	0.49	yes	yes	1	yes	yes
West Virginia	55	0	2.57	0.19	yes	no	1	yes	no
Wisconsin	69	8.86	2.74	0.48	yes	no	1.6	yes	yes
Wyoming	68	0	1.78	1.15	yes	no	0.1	yes	no

\* IBCLC - International Board Certified Lactation Consultant.

\*\*FTE - Full-Time Equivalent.



## Breastfeeding Report Card Indicators – 2008

### Birth Facility Support

- State mPINC score
- Percent of live births occurring at facilities identified as part of the Baby-Friendly Hospital Initiative

Birth facility policies and practices significantly impact whether a woman chooses to start breastfeeding and how long she continues to breastfeed. Several specific policies and practices, in combination, determine how much overall support for breastfeeding a woman birthing in a given facility is likely to receive.

Two initiatives, one national and one global, provide informative measures of birth facility support. The Maternity Practices in Infant Nutrition and Care (mPINC) Survey, initiated in 2007 by CDC in collaboration with Battelle Centers for Public Health Research and Evaluation, is designed to measure breastfeeding-related maternity care practices at all intrapartum care facilities across the United States and to compare the extent to which such practices vary by state. Thus, the state mPINC score represents the extent to which each state's birth facilities provide maternity care that supports breastfeeding.

The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization (WHO) and the United Nations Children's Fund (UNICEF) to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation based on the WHO/UNICEF Ten Steps to Successful Breastfeeding for Hospitals.

To be designated as "Baby-Friendly," facilities undergo external evaluation to demonstrate that the facility meets all of the Ten Steps requirements. All types and sizes of birth facilities can seek the Baby-Friendly designation. Some states have several small Baby-Friendly facilities, others have only one or two large ones, and still others have none at all. Because facilities vary in size and the number of births, measuring their impact on public health requires more than just counting the number of Baby-Friendly facilities per state. The best way to measure their impact is to look at the proportion of births in a given state occurring at facilities that have earned the Baby-Friendly distinction.

### Professional Support

- Number of International Board Certified Lactation Consultants (IBCLCs) per 1,000 live births

International Board Certified Lactation Consultants (IBCLCs) are health professionals who specialize in the clinical management of breastfeeding. IBCLCs work in many health care settings, such as hospitals, birth centers, physicians' offices, public health clinics, and their own offices. A strong statewide group of professional breastfeeding experts (IBCLCs) is needed to assist the mother-infant pair, create and administer lactation programs, and educate other health professionals about breastfeeding. Much of an IBCLC's work is done one-on-one. Therefore, only a rough estimate can be made of their availability to provide professional support within a state. The best measure is the ratio of IBCLCs to the number of live births.

### Mother-to-Mother Support

- Number of La Leche League Groups per 1,000 live births

La Leche League is an organization of trained and accredited volunteer mothers who provide mother-to-mother support and help to pregnant women considering breastfeeding and mothers who are breastfeeding in group meetings, as well as online and via telephone. This kind of assistance is an

important element of comprehensive breastfeeding support. The number of La Leche League groups per 1,000 live births provides a broad estimate of the availability of breastfeeding assistance in a given community.

### Legislation

- Laws protecting breastfeeding in public
- Laws supporting breastfeeding mothers who return to work

Most states now have some form of legislation (laws) protecting the basic human right to breastfeed. Unfortunately, despite protective laws, mothers and babies who breastfeed "in public" still face obstacles and negative reactions. Legislation reflects social acceptance of breastfeeding as a "normal" activity, concern for the health and well-being of children, and the importance of breastfeeding as a public health issue.

Laws supporting breastfeeding mothers who return to work serve a dual purpose: they not only encourage employers to support their employees, they also encourage mothers to continue breastfeeding after returning to work. Such laws support the economic goals of employers and employees as well as the well-being of mothers and children.

### Healthy People 2010 Targets

#### Objective 16-19 – Increase the proportion of mothers who breastfeed their babies:

- In early postpartum to 75%
- At 6 months to 50%
- At 12 months to 25%
- Exclusively through 3 months to 40%
- Exclusively through 6 months to 17%

### Infrastructure

- Number of state health department full-time equivalents (FTEs) responsible for breastfeeding
- Presence of an active statewide breastfeeding coalition
- Presence of statewide breastfeeding coalition Web site

State health departments are the central state agencies responsible for the public health and welfare of women and children. Among their many responsibilities, employees in these agencies help ensure appropriate consideration of breastfeeding in public programs and services. FTEs dedicated to the protection, promotion, and support of breastfeeding are needed to develop, implement, monitor, and maintain breastfeeding interventions.

A statewide coalition dedicated to breastfeeding represents a basic level of community support for breastfeeding. Though these coalitions differ in terms of what they do and how they do it, they share a commitment to empower community members to be local change agents. Coalition members make the case to their community for the importance of breastfeeding.

State coalitions with a Web site have an effective way to communicate. On their Web site, coalition members can share information with existing members and also recruit new members interested in breastfeeding issues. Coalition Web sites are also an excellent way to reach community members who want quality breastfeeding information and online support.

*The CDC Breastfeeding Report Card was first released in 2007 and is updated annually.*

Indicator data sources and National Immunization Survey statistical information available at: [www.cdc.gov/breastfeeding/data/](http://www.cdc.gov/breastfeeding/data/)

#### For more information:

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