

# Breastfeeding in KS – Moving Up!



Our Mission: To protect and improve the health and environment of all Kansans



# Why Move Up?

“If breastfeeding did not already exist, someone who invented it today would deserve a dual Nobel Prize in medicine and economics. [...]

Breastfeeding is a child’s first inoculation against death, disease, and poverty, but also their most enduring investment in physical, cognitive, and social capacity.”

*Keith Hansen*  
The World Bank



# Recommendations

American Academy of Pediatrics  
DEDICATED TO THE HEALTH OF ALL CHILDREN™



“...exclusive breastfeeding for about **6 months**, followed by continued breastfeeding as complementary foods are introduced, with continuation of breastfeeding for **1 year or longer** as mutually desired by mother and infant.”

*Similar statements by:  
Academy of Family Physicians  
American Congress of Obstetricians  
and Gynecologists*

# Benefits to Kansas Families if 90% Breastfed Exclusively for Six Months

Illness	Casts Averted	Cost Savings
Otitis Media	20,396	\$ 6.8 Million
Childhood Obesity	126	\$5.2 Million
Atopic Dermatitis	1,017	\$5.0 Million
Lower Respiratory Infections	806	\$4.3 Million
Childhood Asthma	405	\$3.0 Million
Gastrointestinal Infections	4,376	\$1.8 Million

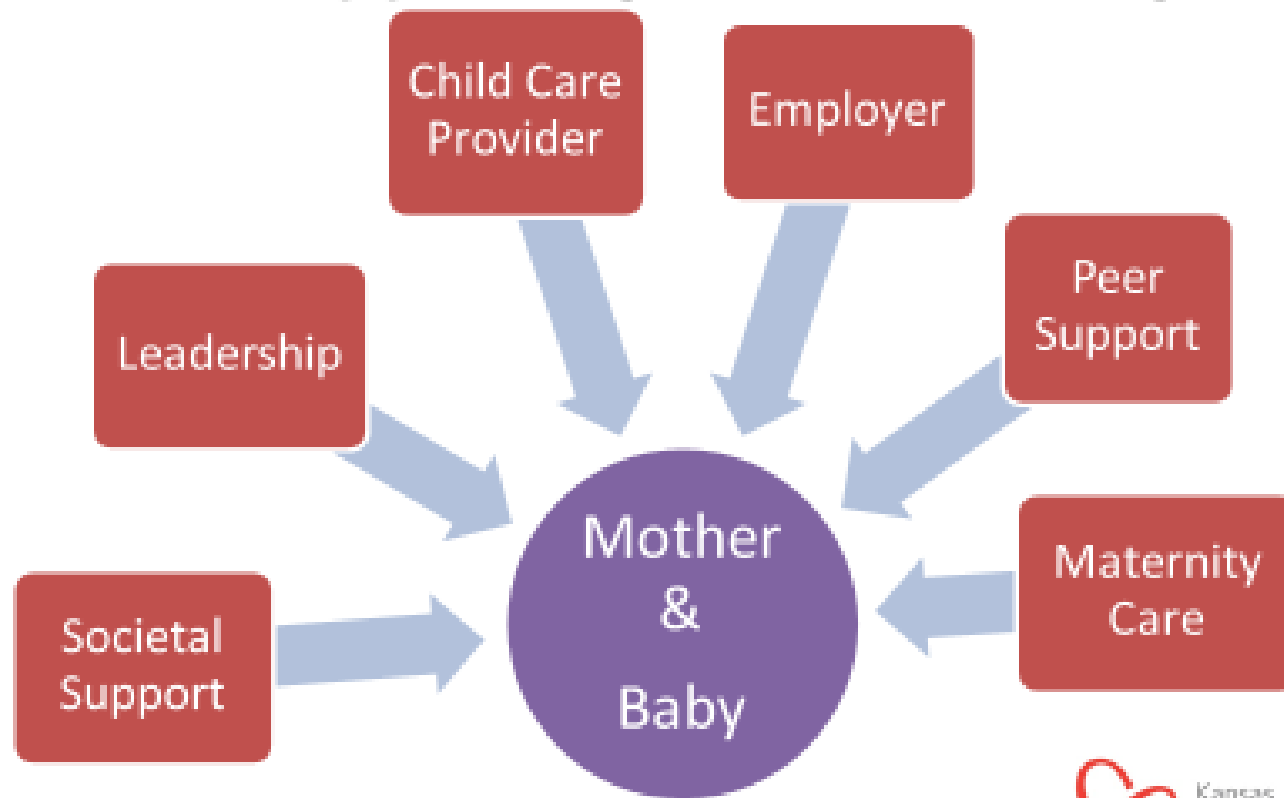
**Kansas would save  
\$122 Million a year  
And 8 lives**

Based upon data from Bartick, M., & Reinhold, A. (2010). The burden of suboptimal breastfeeding in the United States: a pediatric cost analysis. Pediatrics, 125(5), e1048-e1056.

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# New Designation: **Communities Supporting Breastfeeding**



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# Societal Support



470 businesses in KS have signed up as Breastfeeding Welcome Here



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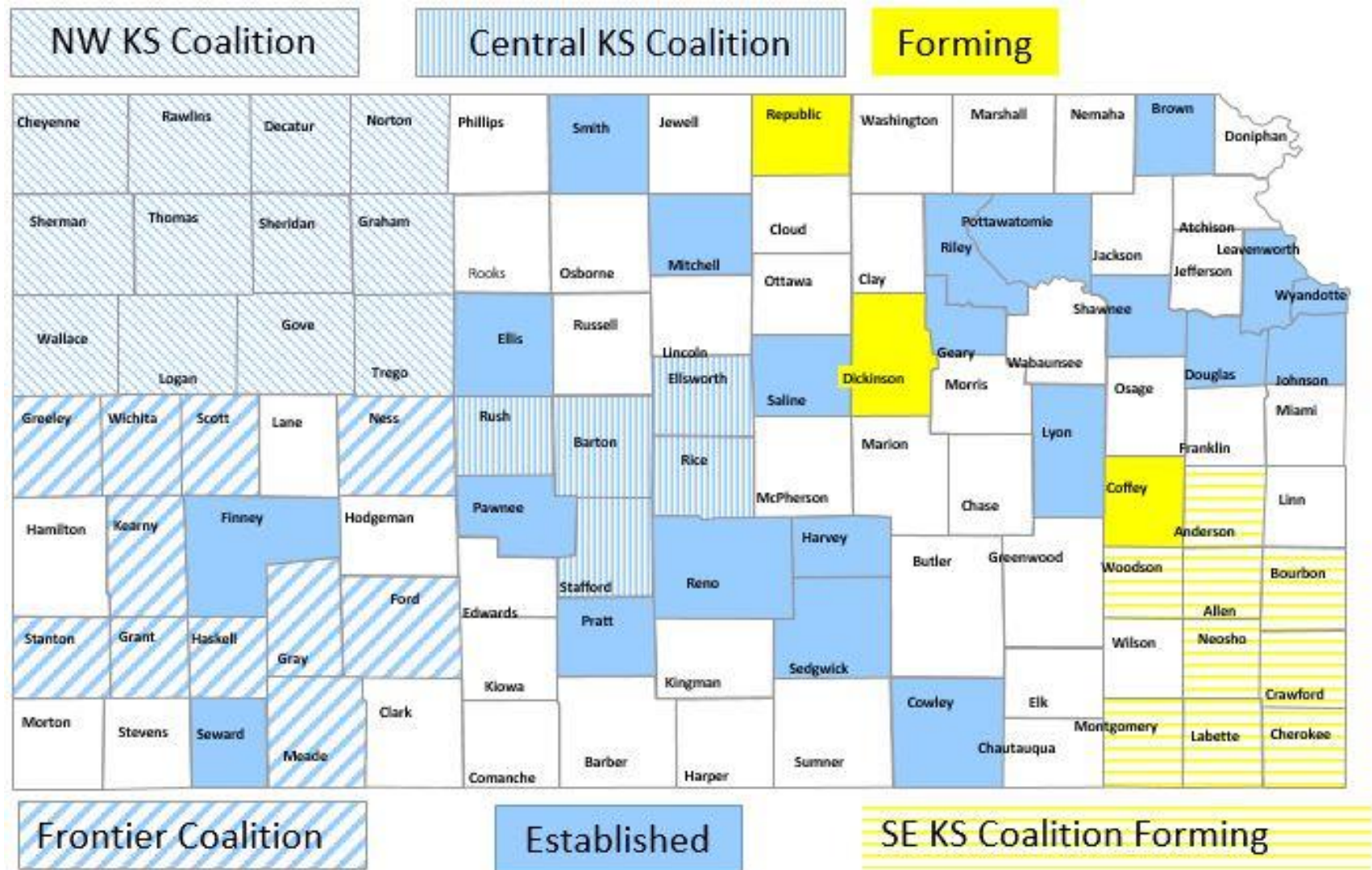




# Leadership



Kansas Breastfeeding Coalition, Inc.



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# Child Care Providers

[“Child Care Provider Education Program”](#)



Partners:

- Kansas Child Care Training Opportunities
- Child Care Aware® of Kansas
- KDHE Child Care Licensing

Breastfeeding Friendly Child Care  
Designation

*New*

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# Employers



Business Case for Breastfeeding

[www.kansasbusinesscase.com](http://www.kansasbusinesscase.com)

Awards -

Gold

Silver

Bronze

Over 170 employers  
awarded!

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# The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE



- Support from employer, supervisor, coworkers
- Time to express milk
- Education and access to resources
- Place to express milk
- Supportive & knowledgeable child care provider

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# Peer Support



- WIC Peer Counselors
- Community Support Groups
- La Leche League

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# Maternity Care



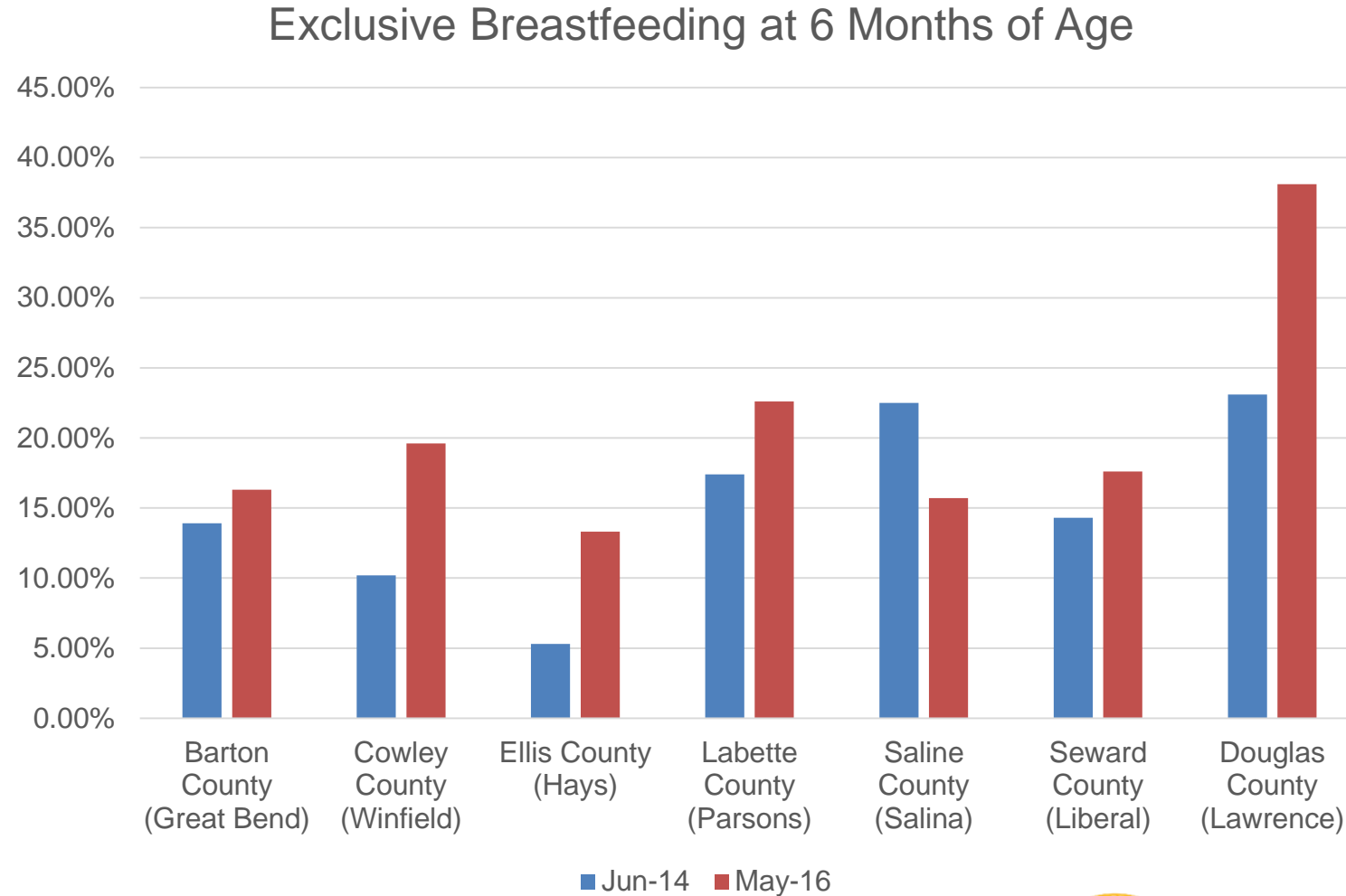
- Becoming A Mom Classes – Infant Feeding Session
- WIC Education
- Breastfeeding 101
- High 5 for Mom and Baby
- Baby Friendly Hospitals
- Healthy Start Home Visitors
- Kansas AAP BF Friendly Designation



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# Impact of Community Supporting Breastfeeding A Year Later

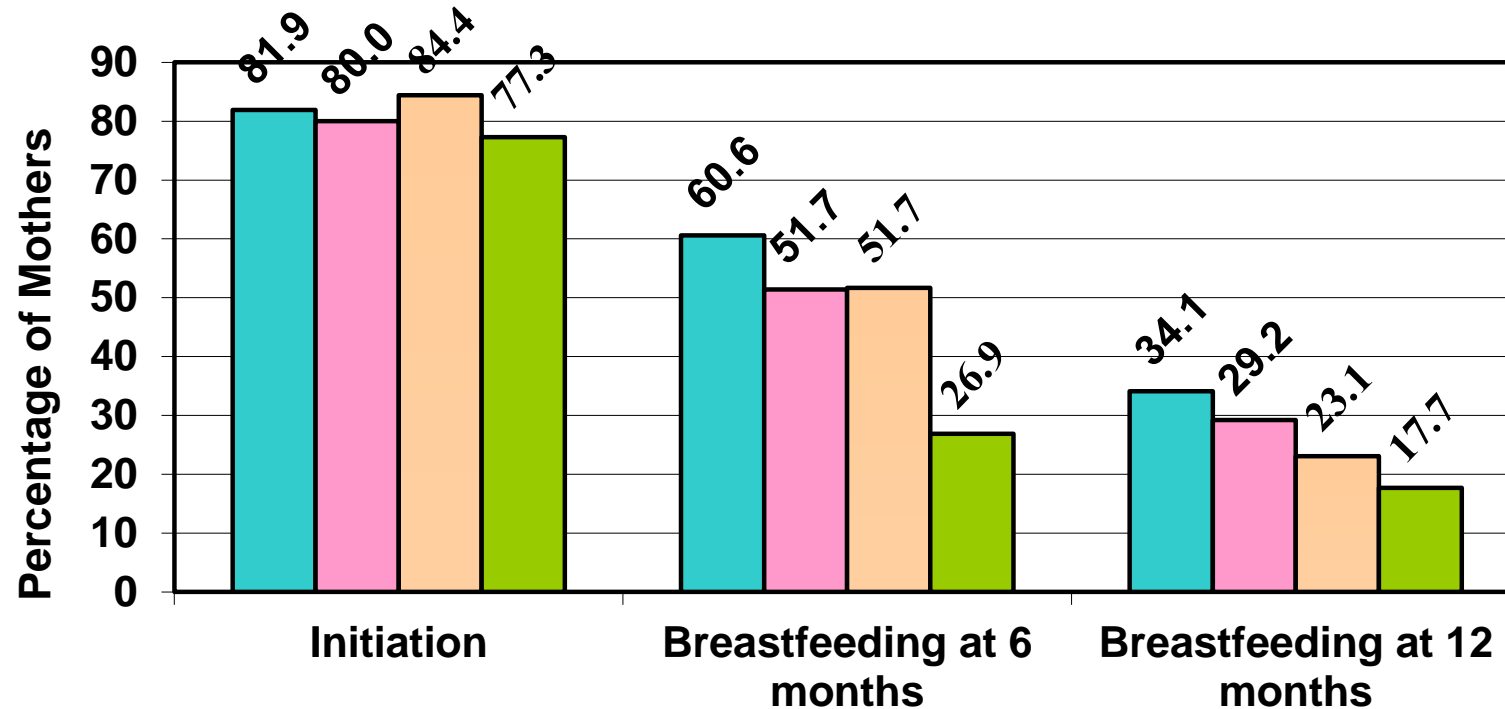


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# Breastfeeding Initiation and Duration



Healthy People 2020 Objective

2015 BF Report Card US

2015 BF Report Card KS

2015 KS WIC Data

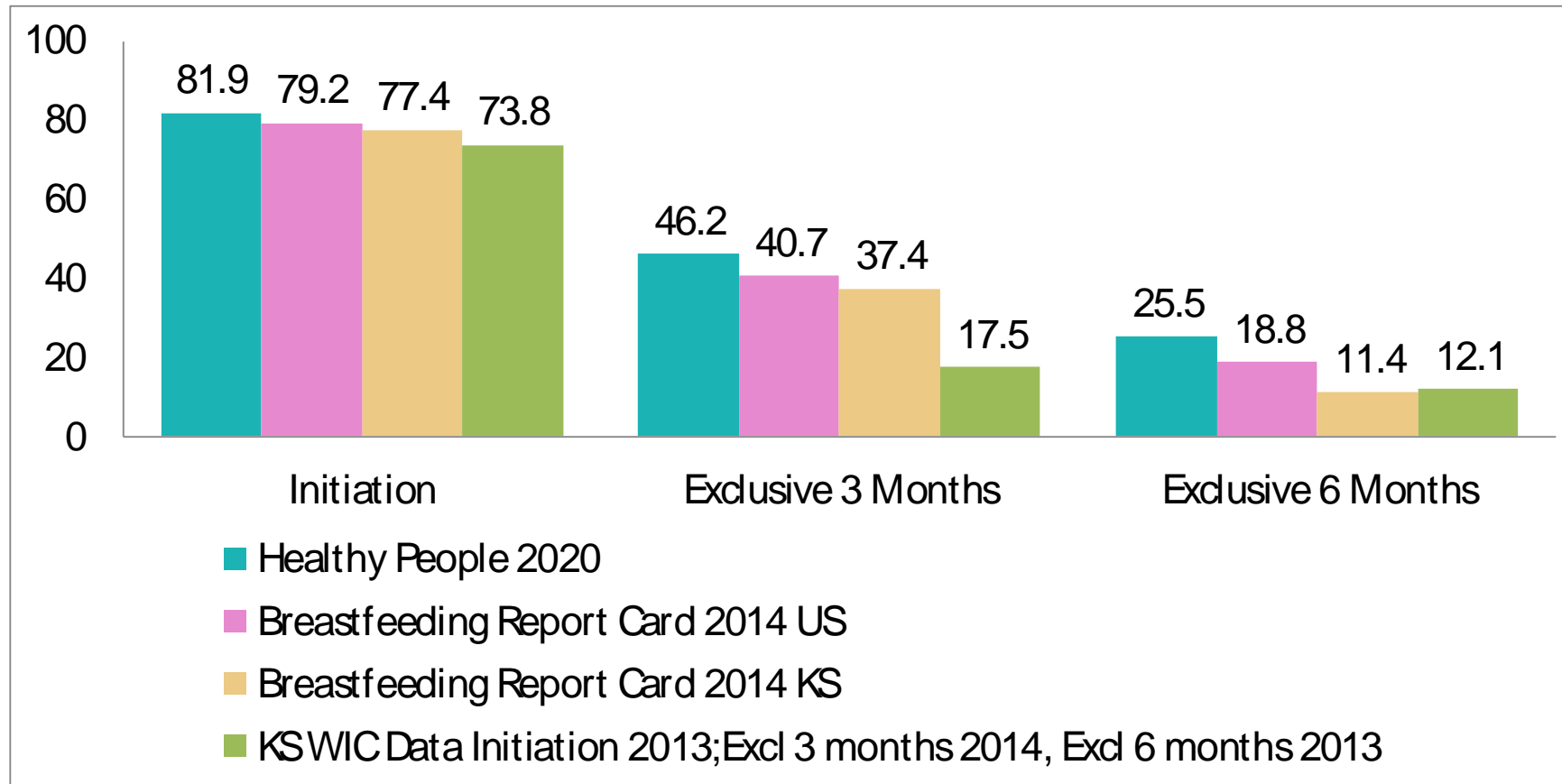
*Centers for Disease Control and Prevention,  
Breastfeeding Report Card – US, 2011 National  
Immunization Survey Data Babies born in 2011*



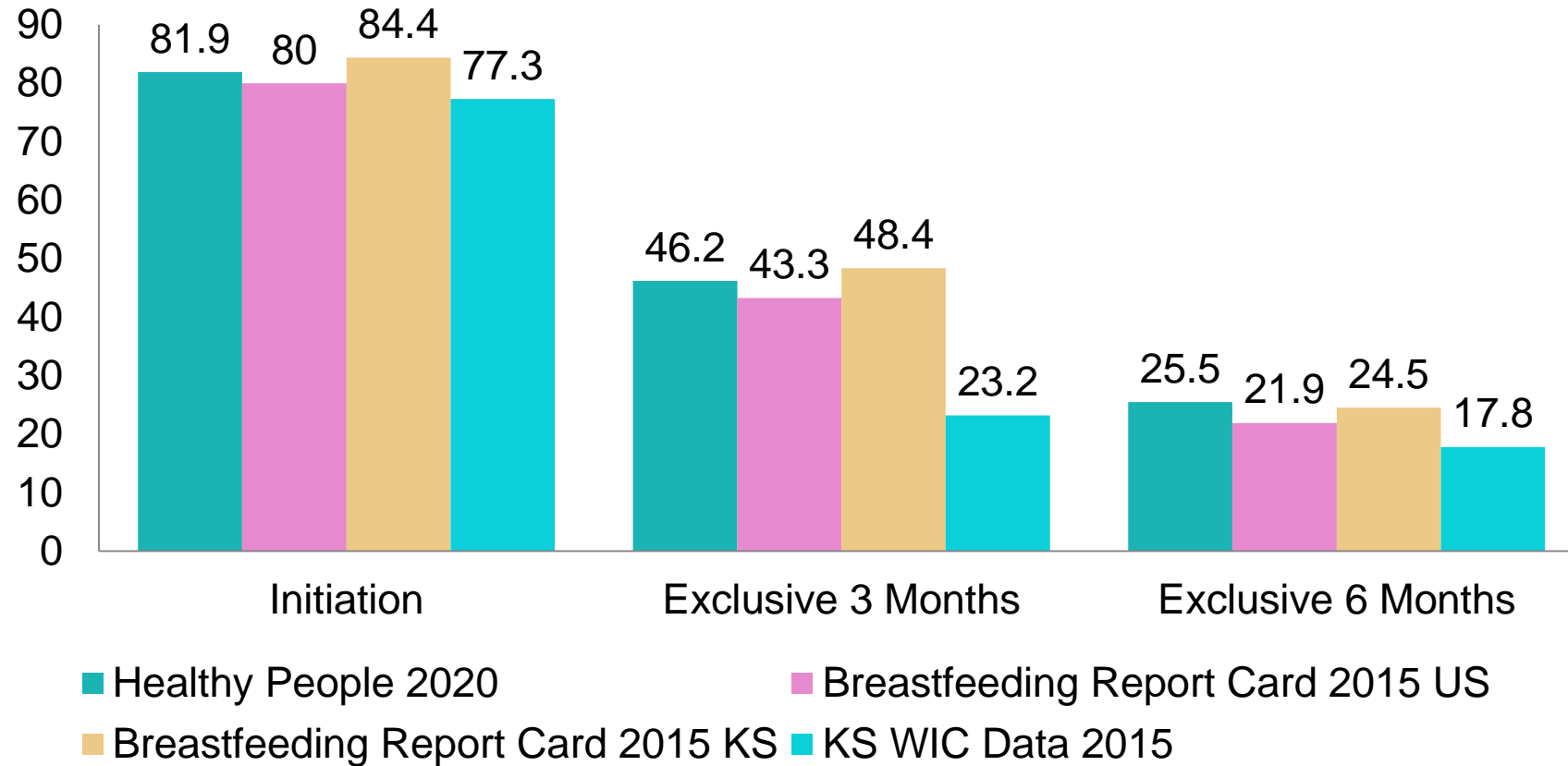
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# % Exclusive Breastfeeding 2014 BF Report Card



# % Exclusive Breastfeeding 2015 BF Report Card



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# Questions or Need More Information?

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