

# People's Health

Outcomes • Planning • Evaluation



## Know the facts: Breastfeeding Duration Among Women, Infants, and Children (WIC) Clients

### DID YOU KNOW?

- The US could save \$13 billion a year if 90% of families breastfed exclusively for six months.
- Breastfed babies have a reduced risk of ear infections, diarrhea and stomach problems.
- Breastfeeding provides numerous health benefits to both the mother and her baby, helping to reduce healthcare costs. Breastfeeding lowers a child's risk of obesity, type 2 diabetes and asthma.

### WHERE WE WERE (BASELINE):

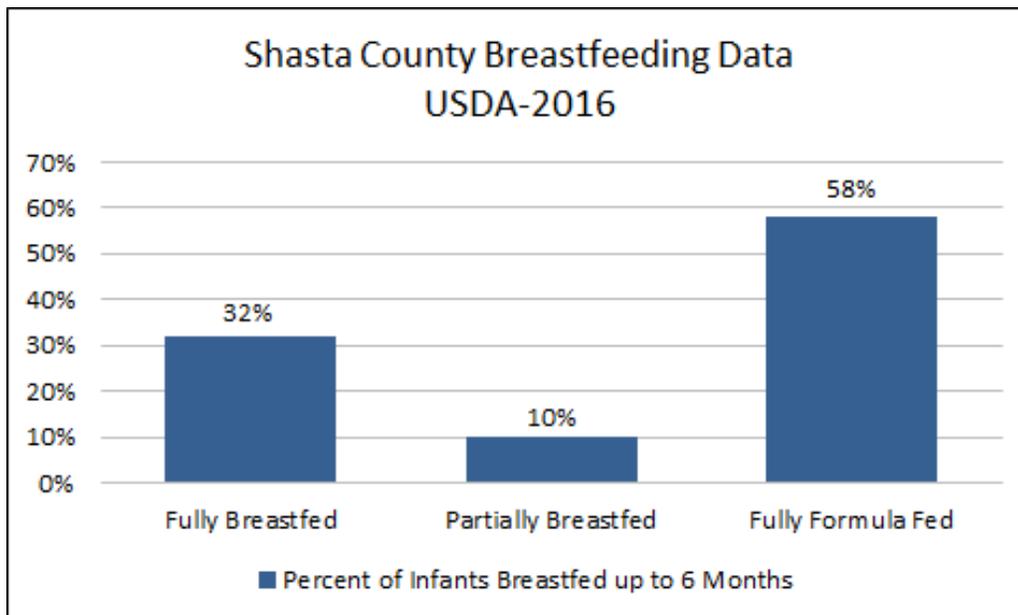
- 27% of WIC mothers with 6-month-old infants were still breastfeeding in 2000.
- 7% of WIC mothers with 11-month-old infants were still breastfeeding in 2000.

### WHERE WE ARE:

- 28% of WIC mothers with 6-month-old infants were still breastfeeding in 2017.
- 25% of WIC mothers with 11-month-old infants were still breastfeeding in 2017.

### WHERE WE ARE AIMING (HP 2020 GOAL):

The Healthy People 2020 Goal is to increase the proportion of women who breastfeed their babies for at least six months to 60.6% and for at least 12 months to 34.1%.



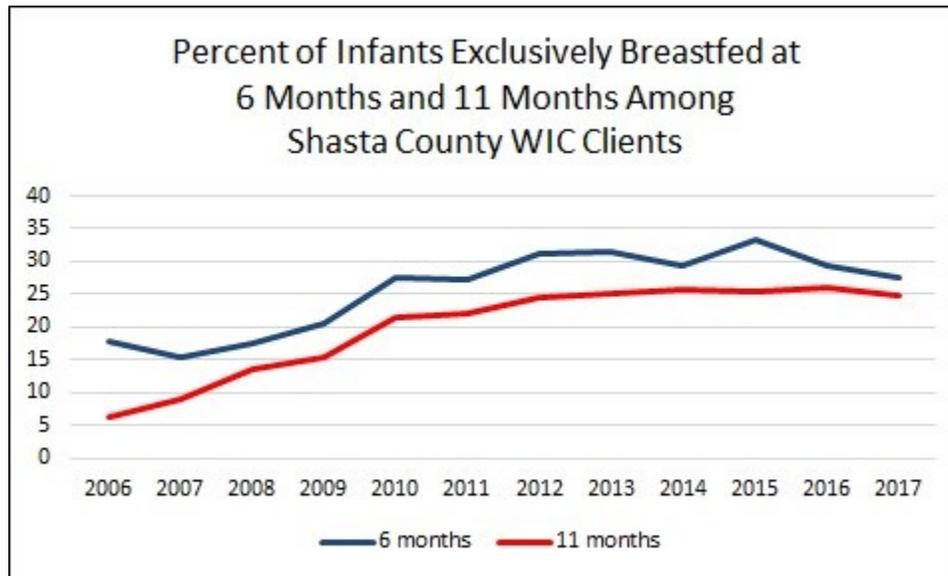
**DEFINITION:** Percentage of WIC mothers who are breastfeeding their infants at least once a day until six months of age or until 11 months of age. (Data is collected on 11 month-old infants because data on breastfeeding among WIC clients is no longer available once the child turns 1 year old.)

[USDA Food and Nutrition Service - FY 2016 WIC Breastfeeding Data](#)

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 Find more health information at [www.shastahhsa.net](http://www.shastahhsa.net). Click on “Health and Safety,” then “Current Health Concerns.”  
**Questions?** Email [shastahealthdata@co.shasta.ca.us](mailto:shastahealthdata@co.shasta.ca.us)

## KEY POINTS:

- The percentage of Shasta County WIC clients breastfeeding (exclusively) until six months of age has decreased from 29.3% to 27.6% between 2016 and 2017.
- According to the USDA, in 2016 the WIC national breastfeeding rate for infants exclusively breastfed at six months is 13.2%. The State of California has one of the higher rates at 21.0%.



## PRIMARY PREVENTION ACTIVITIES:

- Make available peer support counselors to assist women who are having trouble breastfeeding.
- Work toward making hospitals “baby friendly” by eliminating barriers to effective breastfeeding after delivery and during the hospital stay, and by eliminating hospital-based distribution of free formula.
- Reduce barriers related to public breastfeeding.
- Encourage employers to create breastfeeding-friendly workplaces by establishing on-site childcare centers or making breast pumps and refrigerators available on-site.

### From the desk of Andrew Deckert, MD, MPH

*Shasta County Public Health  
Officer*



Breastfed babies as a group are healthiest. It's the first step to reducing and preventing childhood obesity.

Some moms find it difficult to breastfeed for a variety of reasons. The Health and Human Services Agency's Breastfeeding Support Center at 1670 Market St, Suite 300 is a great place to find friendly, compassionate support.

Breastfeeding mothers need support in the home, in the community and in the workplace for success. We can all play a part in helping babies thrive.

**To your health!**

**Data Source:** Shasta County HHS Regional Services Branch; Women, Infant & Children Program (WIC); USDA Food and Nutrition Service; and U.S. Department of Health and Human Services “The Surgeon General’s Call to Action to Support Breastfeeding.”