



2020 California Breastfeeding Report



Human milk feeding is a proven primary prevention strategy, building a foundation for life-long health and wellness for infants and parents.

California Breastfeeding Rates

See how California breastfeeding rates and other measures compare to national rates and targets set by the Healthy People 2020 (HP2020) initiative.

	Exclusive Breastfeeding at 6 Months	Any Breastfeeding at 12 Months	Formula Supplementation at 2 Days	mPINC Score
California	28.2%	43.3%	23.4%	86
U.S. National	25.6%	35.3%	19.2%	79
HP2020 Target	25.5%	34.1%	14.2%	N/A

Source: [CDC Breastfeeding Report Card](#), a biannual publication highlighting progress towards breastfeeding goals in the United States. Breastfeeding and supplementation rates are measured as a percentage. CDC's national Maternity Practices in Infant Nutrition and Care (mPINC) survey assesses maternity care practices that affect how babies are fed.

WIC Program Breastfeeding Performance Measures

The Special Supplemental Nutrition Program for Women, Infants and Children (WIC) program provides supplemental foods, health care referrals, and nutrition education for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five. The WIC program serves approximately 53 percent of all infants born in the United States.

	Fully Breastfed Rate	Partially Breastfed Rate	Total Breastfed Rate	Fully Formula Fed Rate
California WIC Rates	17.6%	20%	37.6%	62.4%
National WIC Rates	12.1%	21.9%	33.9%	66.1%

Source: [Fiscal Year 2020 WIC Breastfeeding Data Local Agency Report](#). Breastfeeding and formula feeding rates are measured as a percentage of participating children under one year of age.

Federally Funded Lactation Projects in California During 2020

Each year funding is allocated to a variety of federally funded programs that include infant feeding support through the federal appropriations process.

Centers for Disease Control and Prevention

- The [CDC Hospitals Promoting Breastfeeding program](#) provides critical support to advance breastfeeding continuity of care and increase access to lactation-friendly environments in states, hospitals, and communities. In Fiscal Year 2020, this program was funded at \$9 million.

- [Racial and Ethnic Approaches to Community Health](#) (REACH) funding is used to reduce health disparities among racial and ethnic populations with the highest burden of chronic disease through culturally tailored interventions to address preventable risk behaviors. As part of the REACH program, there are three funded communities in California. In the San Joaquin Valley, the California Department of Public Health supports evidence-based policy, systems, and environmental change strategies in Hispanic American communities to improve nutrition, physical activity, breastfeeding continuity of care and community supports, and community-clinical linkages. In San Diego, the county's REACH project is supporting interventions in nutrition, physical activity, and clinical-community linkages interventions tailored for African Americans and Hispanic Americans, including increased support for lactation-friendly policies and programs. In Stockton, the Public Health Institute is establishing health ministries in African American faith communities to implement nutrition, physical activity, and breastfeeding guidelines in their communities.
- The [State Physical Activity and Nutrition](#) (SPAN) program funds recipients to implement evidence-based strategies at state and local levels to improve nutrition and physical activity. As part of the SPAN program, California is addressing racial disparities in breastfeeding rates by improving workplace compliance with the lactation accommodation laws and incorporating breastfeeding supports into continuity of care practices.
- With funding from the CDC, the National Association of County and City Health Officials supported organizations to conduct a [community assessment of the lactation landscape](#) at the local level with the intent to utilize findings to improve breastfeeding rates in communities with historically low rates of breastfeeding. In California, NACCHO is supporting the Northeast Valley Health Corporation to conduct a community assessment of African American families in the Los Angeles County (LAC) Service Planning Area (SPA), the San Fernando and Santa Clarita Valleys.
- [Good Health and Wellness in Indian Country](#) (GHWIC) is the CDC's largest investment to improve American Indian and Alaskan Native (AI/AN) tribal health and is focused on health promotion and chronic disease prevention, including increased breastfeeding rates. In California, the California Rural Indian Health Board Inc. and the Pinoleville Pomo Nation received support through the GHWIC program.

Health Resources & Service Administration, Maternal and Child Health Bureau (HRSA, MCHB)

- The [Children's Healthy Weight Collaborative Improvement and Innovation Network \(CHW-CollIN\)](#), coordinated by the Association of State Public Health Nutritionists, partners with and supports states in adopting evidence-based or evidence-informed policies and practices related to nutrition, physical activity, and breastfeeding. The California CollIN team worked to ensure that parents in the state who return to work or school after giving birth, and who choose to breastfeed or provide human milk, are equally and adequately supported and accommodated. Working collaboratively, the team focused its efforts on training and educating individuals and organizations providing lactation accommodation education and resources to communities with low breastfeeding duration.
- The [Healthy Start program](#) strengthens the foundations at the community, state, and national levels to help women, infants, and families reach their fullest potential. The Healthy Start program implements community-based interventions to improve the health of mothers and children, including lactation education. California received five Healthy Start awards totaling \$5,456,029 in 2020. The Alameda County was awarded \$1,165,343, Fresno County was awarded \$980,000, Los Angeles County was awarded \$1,165,343, Project Concern International in San Diego was awarded \$1,165,343, and SHIELDS for Families in Los Angeles was awarded \$980,000.
- The [Maternal Telehealth Access Project](#) (MTAP) is a one-time project funded through the CARES Act to increase access to quality maternity care and services via telehealth during (and beyond) the COVID-19 pandemic. The project focuses specifically on serving women at greatest risk of maternal mortality and morbidity, including women of color, Black women, Native American women, Latinx women, and women who live in rural and frontier communities. The MTAP [Community Grant Program](#) was designed to increase access to perinatal services and supports via telehealth, including clinical care, care coordination, support, and doula/community health workers. The project was coordinated by the University of North Carolina at Chapel Hill (UNC), in partnership with Reaching Our Sisters Everywhere (ROSE) and the National Birth Equity

Collaborative (NBEC). Through the MTAP program, Northridge Hospital Foundation/Dignity Health used funding from UNC to purchase iPads and covers for Welcome Baby participants in order to support breastfeeding and mental/behavioral health via telehealth. A parent-coach supported all clients. The New Familia Health Support Services, LLC also received funding from ROSE to purchase tablets, electronic health record systems, and equipment for doula, lactation, and mental health providers.

U.S. Department of Agriculture, Food and Nutrition Service

- Each year, the Food and Nutrition Service (FNS), Special Supplemental Nutrition Program for Women, Infants and Children (WIC) presents the **[WIC Breastfeeding Award of Excellence](#)** to recognize local WIC agencies that have provided exemplary breastfeeding promotion and support activities. The following California agencies were awarded:
 - *WIC Breastfeeding Awards of Excellence Gold Award 2020:* Ampla Health, County of Sonoma, Solano County WIC Program.
 - *WIC Breastfeeding Awards of Excellence Gold Award 2019:* Ventura County WIC.

Breastfeeding Coalitions Serving in California

The USBC supports an extensive network of state, tribal, territorial, local, and cultural breastfeeding coalitions working to create policy, systems, and environmental (PSE) interventions to better serve babies and families. The following coalitions serve in California:

- Asian Pacific Islander Breastfeeding Task Force: www.breastfeedla.org/asian-breastfeeding-task-force/
- BreastfeedLA: <http://BreastfeedLA.org>
- California Breastfeeding Coalition: www.californiabreastfeeding.org
- Antelope Valley Breastfeeding Coalition: <http://avbreastfeeding.com>
- Breastfeeding Coalition of San Joaquin County: <http://www.breastfeedsjc.org/>
- Breastfeeding Coalition of Ventura County: <http://breastfeedventura.org/>
- Inland Empire Breastfeeding Coalition: <http://iebreastfeeding.org>
- Lake County Breastfeeding Taskforce: www.facebook.com/Lake-County-Breastfeeding-Task-Force-455322841607142/
- Nursing Mothers Counsel, Inc.: www.nursingmothers.org
- San Diego County Breastfeeding Coalition: <http://breastfeeding.org>
- Tulare County Breastfeeding Coalition: www.facebook.com/tcbreastfeeds