



2020 Georgia Breastfeeding Report



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

Georgia Breastfeeding Rates

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

	Breastfeeding Initiation Rate	Largest Disparity Between Racial/Ethnic Groups
Georgia	83.1%	16.9%
U.S. National	84.1%	16.7%
HP2020 Target	81.9%	N/A

Source: [National Vital Statistics System birth certificate data](#), a census of all 2019 births and the largest collection of breastfeeding data. Breastfeeding initiation is measured as a percentage. Largest disparity in breastfeeding initiation between racial/ethnic groups is measured as a percentage difference.

	Exclusive Breastfeeding at 6 Months	Any Breastfeeding at 12 Months	Formula Supplementation at 2 Days	mPINC Score
Georgia	22.1%	33.5%	19.6%	73
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
Georgia WIC Rates	7.7%	20.7%	28.4%	71.6%
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 Georgia 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, the LEAD DeKalb initiative of the DeKalb County Board of Health is improving the health of African Americans by establishing lactation support services and connecting the priority population to appropriate and locally available health programs.
- [State perinatal quality collaboratives](#) (PQCs) are state or multi-state networks of teams working to improve the quality of care for mothers and babies, including improvements in breastfeeding rates. CDC's Division of Reproductive Health is currently providing support for the Georgia Perinatal Quality Collaborative.

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

- The [Title V Maternal and Child Health \(MCH\) Block Grant](#) provides funding for states and jurisdictions to meet the unique health needs of their children and families. Georgia has chosen increasing the percentage of infants who are ever breastfed and infants who are breastfed exclusively through 6 months as one of their Title V Maternal and Child Health grant National Performance Measures.
- 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. Georgia received six Healthy Start awards totaling \$6,962,058 in funding. The Center for Black Women's Wellness Inc. in Atlanta, Cobb County Board of Health, The Corporation of Mercer University in Macon, County of Clayton, and County of Laurens each received \$1,165,343 in funding. The Georgia Department of Health was awarded \$1,135,343.
- 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 doulas/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, the Latch and Love Lactation Center of Snellville used funding from ROSE to provide access to a free prenatal breastfeeding series, one on one virtual postpartum support to families, and monthly breastfeeding training to birth workers. In addition, an individual practitioner was funded through ROSE to utilize social media marketing and visual support services to help increase the percentage of women of color who breastfeed from 69% to 83%.

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 Georgia agencies were awarded:
- *WIC Breastfeeding Awards of Excellence Gold Award 2020*: North Central Health District WIC Program, North Georgia Health District 1-2, Southeast Health District.
- *WIC Breastfeeding Awards of Excellence Gold Award 2019*: Valdosta District 8-1.

Breastfeeding Coalitions Serving in Georgia

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 Georgia:

- Georgia Breastfeeding Coalition: <http://georgiabreastfeedingcoalition.org/>
- Northwest Georgia Breastfeeding Coalition: <http://nwgabfcoalition.com/>