



2020 Mississippi Breastfeeding Report

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

Mississippi Breastfeeding Rates

See how Mississippi 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
Mississippi	64.7%	34%
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
Mississippi	18.1%	20.3%	17.5%	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
Mississippi WIC Rates	3.5%	11.5%	14.9%	86.1%
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 Mississippi 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 Mississippi Public Health Institute project is focusing on the health and well-being of African American families, mothers, and babies by promoting breastfeeding through a focused communication campaign that influences health behaviors and the implementation of Baby Cafes, as well as increases the number of primary care providers who link mothers to lactation support services.
- 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 Mississippi, NACCHO is supporting the Coahoma County Diaper Bank to conduct a community assessment of African American families in the northern Mississippi Delta (Leflore, Washington, Coahoma, Tunica, Panola, Bolivar, Sunflower Quitman, Granada, Issaqu Issaquena, Humphreys, Holmes, Sharkey, Yalobusha, Carroll and Tallahatchie counties).
- [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 Mississippi 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. Mississippi 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. Mississippi received three Healthy Start awards totaling \$3,495,814. Central Mississippi Improvement Association, Inc. in Jackson and Tougaloo College each received \$1,165,343. Delta Health Alliance, Inc in Stoneville was awarded \$1,165,128.

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 Mississippi agencies were awarded:
- *WIC Breastfeeding Awards of Excellence Gold Award 2020:* Clay County, Hinds County, Mississippi WIC Region 3, Rankin County, Warren County.
- *WIC Breastfeeding Awards of Excellence Gold Award 2019:* Lincoln County.

Breastfeeding Coalitions Serving in Mississippi

The USBFC 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 Mississippi:

- Mississippi Breastfeeding Coalition: <http://msbfc.org>;
- South Mississippi Breastfeeding Coalition: <https://www.smbfc.org>

U.S. Breastfeeding Committee • www.usbreastfeeding.org