



2020 Missouri Breastfeeding Report



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

Missouri Breastfeeding Rates

See how Missouri 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 |
|---------------|-------------------------------|--|
| Missouri | 79.7% | 23.4% |
| 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 |
|---------------|-------------------------------------|--------------------------------|-----------------------------------|-------------|
| Missouri | 23.4% | 27.2% | 15% | 75 |
| 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 |
|--------------------|----------------------|--------------------------|----------------------|------------------------|
| Missouri WIC Rates | 12.1% | 11.2% | 23.3% | 76.7% |
| 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 Missouri 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.
- 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, Missouri is supporting breastfeeding interventions at worksites, early care and education sites, and medical venues.
- With funding from the CDC, the Association of State and Territorial Health Officials awarded [innovation grants to support SPAN recipients](#) to implement innovative projects that advance breastfeeding initiatives and health equity. The Missouri Department of Health and Senior Services (DHSS) designated Uzazi Village as its bona fide agent. Uzazi Village and partner organization Jamaa Birth Village conducted five focus groups with Black women representing Black-run non-profit organizations to assess hospital breastfeeding barriers for Black women. Lessons learned from the focus groups included improved understanding of appropriate social media images and media strategies as well as that partnerships between community-based organizations (CBOs) and state governmental agencies can be successful, but require that state agencies enable CBOs to lead efforts.
- 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 Missouri, NACCHO is supporting the East Side Health District to conduct a community assessment of African American families on the east side of St. Louis.

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

- 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. Missouri received two Healthy Start awards totaling \$2,330,686. The Maternal and Child Health Coalition of Greater Kansas City and Missouri Bootheel Regional Consortium, Inc. in Sikeston each received \$1,165,343.

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 Missouri agencies were awarded:
 - *WIC Breastfeeding Awards of Excellence Gold Award 2020:* Andrew County. Rodgers Health Center, Wayne County Health Center MO, Truman Medical Centers WIC.
 - *WIC Breastfeeding Awards of Excellence Gold Award 2019:* Butler County WIC, Jefferson Franklin Community Action Corporation, Samuel U.
 - *WIC Breastfeeding Awards of Excellence Premiere Award 2019:* Springfield-Greene County WIC, Joplin City.

Breastfeeding Coalitions Serving in Missouri

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 Missouri:

- Missouri Breastfeeding Coalition: <http://www.mobreastfeeding.org>
- Greater Ozarks Regional Breastfeeding Coalition: <http://www.ozarksbreastfeeding.com/>
- St. Louis Breastfeeding Coalition: <http://stlbreastfeedingcoalition.org>