



# 2020 North Carolina Breastfeeding Report



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

## North Carolina Breastfeeding Rates

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

	<b>Breastfeeding Initiation Rate</b>	<b>Largest Disparity Between Racial/Ethnic Groups</b>
<b>North Carolina</b>	81.6%	36.9%
<b>U.S. National</b>	84.1%	16.7%
<b>HP2020 Target</b>	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.

	<b>Exclusive Breastfeeding at 6 Months</b>	<b>Any Breastfeeding at 12 Months</b>	<b>Formula Supplementation at 2 Days</b>	<b>mPINC Score</b>
<b>North Carolina</b>	23.3%	29.2%	18.4%	77
<b>U.S. National</b>	25.6%	35.3%	19.2%	79
<b>HP2020 Target</b>	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.

	<b>Fully Breastfed Rate</b>	<b>Partially Breastfed Rate</b>	<b>Total Breastfed Rate</b>	<b>Fully Formula Fed Rate</b>
<b>North Carolina WIC Rates</b>	13%	18.1%	31.1%	68.9%
<b>National WIC Rates</b>	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 North Carolina 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, RAO Health is establishing breastfeeding peer support programs and providing outreach and education on the benefits of breastfeeding. The community-clinical linkage strategies and activities include implementing a community health worker model (patient navigation) and developing and distributing an annual community resource guide.
- 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, North Carolina is funding and supporting local coalitions to implement evidence-based strategies related to breastfeeding. These strategies are being implemented in community settings chosen based on their needs and readiness.
- **[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 North Carolina, the Catawba Indian Nation received support through the GHWIC program.

### **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. North Carolina 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. North Carolina received three Healthy Start awards totaling \$3,496,029 in funding. The North Carolina Department of Health & Human Services, Piedmont Health Services and Sickle Cell Agency in Greensboro, and the University of North Carolina at Pembroke 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 North Carolina agencies were awarded:
  - *WIC Breastfeeding Awards of Excellence Gold Award 2020:* Clay County NC, Gaston County NC, Wilson County WIC Program.
  - *WIC Breastfeeding Awards of Excellence Gold Award 2019:* Appalachian District Health Department, Iredell County Health Department, Lincoln.

### **Breastfeeding Coalitions Serving in North Carolina**

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 North Carolina:

- North Carolina Breastfeeding Coalition: <http://ncbfc.org>
- Queen City Cocoa B.E.A.N.S (Breastfeeding Education, Advocacy, Normalcy and Support): <https://www.qccocoabeans.com>

**U.S. Breastfeeding Committee • [www.usbreastfeeding.org](http://www.usbreastfeeding.org)**