



# 2020 South 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.**

## South Carolina Breastfeeding Rates

See how South 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>South Carolina</b>	78.1%	24.6%
<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>South Carolina</b>	25.6%	30.9%	16.7%	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>South Carolina WIC Rates</b>	7.1%	13.8%	20.9%	79.1%
<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 South 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.

### **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. South 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. South Carolina received three Healthy Start awards totaling \$3,494,029. Palmetto Health in Columbia, Pee Dee Healthy Start, Inc. in Florence, and South Carolina Office of Rural Health were each awarded \$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 South Carolina agencies were awarded:
  - *WIC Breastfeeding Awards of Excellence Gold Award 2020*: Lowcountry Public Health Region, Midlands Region, Upstate Public Health Regional Office.
  - *WIC Breastfeeding Awards of Excellence Gold Award 2019*: Pee Dee Region.
  - *WIC Breastfeeding Awards of Excellence Premiere Award 2019*: Beaufort Jasper Hampton Comprehensive Health Services.

### **Breastfeeding Coalition Serving in South 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 coalition serves in South Carolina:

- South Carolina Breastfeeding Coalition: <https://www.scbreastfeeds.org>