



2020 Wisconsin Breastfeeding Report



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

Wisconsin Breastfeeding Rates

See how Wisconsin 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
Wisconsin	81.1%	32.8%
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
Wisconsin	28.1%	34%	13.2%	80
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
Wisconsin WIC Rates	13.2%	10.1%	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 Wisconsin 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.
- [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 increase breastfeeding rates. In Wisconsin, the Gerald L. Ignace Indian Health Center, Inc. and the Great Lakes Inter-Tribal Council received support through the GHWIC program.
- [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 Wisconsin 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. Wisconsin 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 [Children's Healthy Weight Collaborative Improvement and Innovation Network \(CHW-CollIN\)](#), coordinated by the Association of State Public Health Nutritionists, partners with and supports states in adopting evidence-based or evidence-informed policies and practices related to nutrition, physical activity, and breastfeeding. The Wisconsin CollIN team identified the need for consistent support of workplace lactation efforts throughout the state. Bringing together a team of state and local experts to form the Wisconsin Breastfeeding Coalition worksite committee, they carefully identified and examined the programs offered by local breastfeeding coalitions and researched the work other states were doing in this area. The team was able to enhance efforts for workplace lactation support through the distribution of mini grants to worksites across the state. Recognizing the importance of their work, the committee has received permanent status to continue their work statewide.
- 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. The Children's Service Society of Wisconsin in Milwaukee received a Healthy Start award totaling \$1,165,343.
- 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, Great Lakes Intertribal Council received funded from UNC to train peer supporters and educators from the Tribes to provide support to pregnant and postpartum women around breastfeeding. Outreach included promotion of telehealth services, breastfeeding initiation and duration support, and education on other chronic diseases (obesity and diabetes).

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 Wisconsin agencies were awarded:
 - *WIC Breastfeeding Awards of Excellence Gold Award 2020*: Portage County Health & Human Services.
 - *WIC Breastfeeding Awards of Excellence Gold Award 2019*: P76 Washington Ozaukee WIC Program.
 - *WIC Breastfeeding Awards of Excellence Premiere Award 2020*: P76 Washington Ozaukee, Wood County.
 - *WIC Breastfeeding Awards of Excellence Premiere Award 2019*: Saint Croix County WIC, Northwest Wisconsin Community Services Agency, Douglas County WIC, Eau Claire City-County Health Department.

Breastfeeding Coalitions Serving in Wisconsin

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 Wisconsin:

- Ho-Chunk Nation Breastfeeding Coalition: <http://health.ho-chunk.com/breastfeeding.htm>
- Native Breastfeeding Coalition of Wisconsin: <https://www.glitc.org/NativeBFCoalition>
- Wisconsin Breastfeeding Coalition: www.wibreastfeeding.com