

PROPOSED Healthy People 2020 Breastfeeding Objectives

- Increase the proportion of mothers who breastfeed their babies. (NIS)
 - Ever
 - At 6 months
 - At 12 months
 - Exclusively at 3 months
 - Exclusively at 6 months
- Increase the percentage of births that occur in hospitals and birth centers that are designated as “Baby-Friendly.”
- Improve practices at hospitals and birth centers to better support breastfeeding.
 - Increase the percent of hospitals and birth centers that almost always put mothers and babies skin-to-skin following delivery
 - Increase the percent of hospitals and birth centers that almost always start breastfeeding immediately after birth
 - Increase the percent of hospitals and birth centers that almost always have mothers and infants room together after birth
 - Increase the percent of hospitals and birth centers that do not distribute gift packs that market infant formula
- Decrease the percentage of breast-fed newborns who receive formula supplementation within the first 2 days of life. (NIS)
- Increase the percentage of employers who have worksite lactation programs. (SHRM)

Horizontal program funding

- CDC State Nutrition, Physical Activity & Obesity cooperative agreements
 - 25 states, \$18 million/yr
- ARRA: *Communities Putting Prevention to Work* (nutrition, physical activity & tobacco)
 - Statewide Policy and Environmental Change component
 - 58 “states”, \$45 million over 2 years (state awards range from \$335k-2.2 Million, territories range from \$99-100k)
 - Competitive Special Policy and Environmental Change Initiatives
 - 13 “states”, \$30 million over 2 years (awards range from \$1.1-3 Million per state)
 - Community grants
 - TBA – 30-40 communities, \$373 million over 2 years