



Memorandum

#12-078

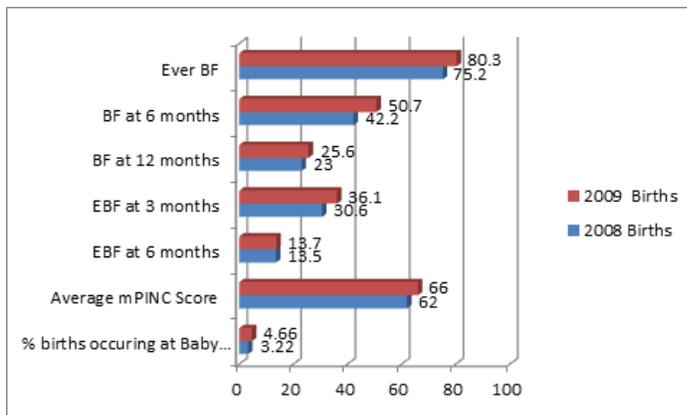
TO: WIC Regional Directors
WIC Local Agency Directors

FROM: Linda Brumble, Unit Manager
Nutrition Education/Clinic Services Unit
Nutrition Services Section

DATE: August 20, 2012

SUBJECT: 2012 Breastfeeding Report Card Released August 1, 2012

The Centers for Disease Control and Prevention *2012 Breastfeeding Report Card*, released August 1, 2012, reflects rates of breastfeeding among 2009 births (all infants). Texas experienced great improvements in breastfeeding rates from 2008 to 2009 births and is exceeding the national average for breastfeeding initiation (80.3% in Texas versus the national average of 76.9%). **This could not have happened without the wonderful and passionate efforts of the WIC staff throughout the state.** Texas also experienced an increase in its Maternity Practices in Infant Nutrition and Care (mPINC) Survey score and the number of births occurring at Baby-Friendly facilities, although the rates of supplementation before day two remain high. More work is needed to improve hospital maternity care practices throughout the state and nation.



Please use the attached press release fit to announce Texas' high breastfeeding initiation rates and the need to improve hospital maternity care practices. Please visit <http://www.cdc.gov/breastfeeding/data/reportcard.htm> to review the complete *2012 Breastfeeding Report Card* and to learn more about the mPINC Survey.

Thank you for your tireless efforts to protect, promote, and support breastfeeding.

If you have any questions or need additional information about the *2012 Breastfeeding Report Card*, please contact Tracy Erickson, WIC Breastfeeding Coordinator, Nutrition Education/Clinic Services Unit, at tracy.erickson@dshs.state.tx.us or (512) 341-4521.

Attachment

Embargoed Until:
August 1, 2012; XXX EST

Contact: (Your Name)
(xxx) xxx-xxxx

Rates of Breastfeeding High in Texas

Important support strategy to improve hospital breastfeeding practices

According to the *2012 Breastfeeding Report Card*, released today by the Centers for Disease Control and Prevention (CDC), reflects that 80.3 percent of Texas mothers started breastfeeding. This rate is above the national average of 76.9 percent. For Texas, the report also found that 50.7 percent of mothers are still breastfeeding at 6 months and 25.6 percent are still breastfeeding at 12 months.

CDC's *2012 Breastfeeding Report Card* includes national and state-specific data about individual behaviors related to breastfeeding, as well as data on support in hospitals and communities, which can either help or hinder mothers' efforts to meet their breastfeeding goals.

The report found that hospital support for breastfeeding has improved throughout the country. Since 2009 every state and the District of Columbia have either maintained or increased their score on CDC's Maternity Practices in Infant Nutrition and Care Survey, which measures the degree to which practices in United States hospitals support breastfeeding. Texas's score increased to 66 percent. Also, the report found that in Texas 4.66 percent of births occur in Baby-Friendly hospitals (those making special efforts to support breastfeeding).

"Breastfeeding support is an important strategy toward improving the health of Texas mothers and their children," said Tracy Erickson, Breastfeeding Coordinator for the Texas Supplemental Nutrition Program for Women, Infants and Children. "We must continue to focus on providing better support in our hospitals and communities, and this will, in turn, help improve Texas's breastfeeding rates."

"National rates of breastfeeding continue to rise, and state-to-state rates vary greatly," said Laurence Grummer-Strawn, Ph.D., chief of the nutrition branch in CDC's Division of Nutrition, Physical Activity and Obesity. "We must continue to focus on hospital support to improve these rates at the state level. Consistently measuring hospital practices and working to increase the number of births at Baby-Friendly facilities are ways to do this."

The full CDC report is available at www.cdc.gov/breastfeeding/data/reportcard.htm. For more information about CDC's breastfeeding rates and efforts to improve hospital practices to support breastfeeding, visit www.cdc.gov/breastfeeding.