



Creating a Breastfeeding Friendly Practice

and why it matters....

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Cost of Suboptimal Breastfeeding Calculator



Select State:

Select Year:

Set Future rate to:

Number of women age 15 in 2002: 27,269






Number of births per year, 2012: 57,155

Number of VLBW births per year, 2012: 1,015










	Initiation	Exclusive in hospital	3 mo exclusive	6 mo exclusive	6 mo any	12 mo any
Baseline Rate, %	71.9	61.3	37.5	18.6	40.5	24.8
Future Rate, %	<input type="text" value="81.9"/>	<input type="text" value="70.3"/>	<input type="text" value="46.2"/>	<input type="text" value="25.5"/>	<input type="text" value="60.6"/>	<input type="text" value="34.1"/>

<http://www.usbreastfeeding.org/p/cm/ld/fid=439>

Cost savings of breastfeeding due to maternal health outcomes

Maternal Outcomes		Cases (95% CI)	Deaths (95% CI)	Medical Costs (95% CI)	Non-Medical Costs (95% CI)	Death Cost (95% CI)
Pre-menopausal Ovarian Cancer		6 (-454, 479)	-6 (-293, 302)	\$674,285 (\$-51,600,386, \$54,364,414)	\$154,411 (\$-11,816,489, \$12,449,452)	\$-28,725,503 (\$-1,426,107,617, \$1,471,386,689)
Breast Cancer		2,703 (-1,811, 7,484)	464 (-1,399, 2,501)	\$63,806,869 (\$-42,753,983, \$176,658,239)	\$14,611,777 (\$-9,790,665, \$40,454,747)	\$1,306,943,089 (\$-3,941,614,654, \$7,047,932,432)
Hypertension		18,905 (10,344, 28,661)	140 (-808, 1,296)	\$154,882,759 (\$84,744,646, \$234,814,989)	\$20,354,929 (\$11,137,271, \$30,859,745)	\$367,497,519 (\$-2,116,813,736, \$3,393,897,381)
Diabetes		6,995 (-724, 15,987)	284 (-1,151, 1,838)	\$685,242,474 (\$-70,969,194, \$1,566,070,969)	\$181,030,265 (\$-18,748,943, \$413,731,274)	\$902,532,850 (\$-3,658,045,221, \$5,841,447,703)
Myocardial Infarction		3,542 (-1,295, 8,916)	409 (-850, 1,936)	\$332,649,881 (\$-121,638,499, \$837,283,665)	\$15,245,756 (\$-5,574,843, \$38,373,747)	\$982,023,747 (\$-2,039,467,316, \$4,645,527,064)
Total			1,291 (-1,554, 4,505)	\$1,237,256,269 (\$344,372,608, \$2,263,180,884)	\$231,397,138 (\$28,495,743, \$467,223,434)	\$3,530,271,703 (\$-4,569,118,284, \$12,595,729,652)

Cost Savings of Breastfeeding due to infant & child health outcomes

Child Outcomes		Cases (95% CI)	Deaths (95% CI)	Medical Costs (95% CI)	Non-Medical Costs (95% CI)	Death Cost (95% CI)
Acute Lymphoblastic Leukemia		184 (-430, 858)	32 (-219, 335)	\$26,425,971 (\$-61,817,288, \$123,379,209)	\$1,916,547 (\$-4,483,306, \$8,948,092)	\$243,866,321 (\$-1,685,058,757, \$2,569,204,234)
Crohns Disease		159 (-272, 715)		\$1,568,627 (\$-2,674,539, \$7,033,479)	\$27,116 (\$-46,233, \$121,584)	
Ulcerative Colitis		128 (-446, 749)		\$933,707 (\$-3,259,318, \$5,478,481)	\$58,758 (\$-205,108, \$344,759)	
Sudden Infant Death Syndrome			437 (7, 896)			\$4,323,089,502 (\$70,656,977, \$8,857,306,890)
Ear Infections		276,069 (252,046, 306,011)		\$86,068,096 (\$78,578,569, \$95,402,880)	\$46,976,946 (\$42,889,077, \$52,071,978)	
Gastrointestinal Illness		1,126,893 (1,081,462, 1,181,098)		\$60,092,676 (\$57,670,031, \$62,983,179)	\$306,717,572 (\$294,352,209, \$321,470,918)	
Obesity		19,683 (15,874, 23,154)		\$57,453,795 (\$46,335,937, \$67,585,941)	\$4,634,670 (\$3,737,817, \$5,452,008)	
Lower Respiratory Tract Infection		9,213 (5,951, 13,533)	16 (-125, 203)	\$50,004,860 (\$32,303,539, \$73,452,860)	\$8,860,871 (\$5,724,193, \$13,015,861)	\$160,210,874 (\$-1,232,177,769, \$2,011,006,826)
NEC (Necrotizing Enterocolitis)		595 (108, 1,148)	85 (-106, 297)	\$14,370,739 (\$2,613,270, \$27,704,967)	\$284,015 (\$51,647, \$547,545)	\$846,032,527 (\$-1,049,695,525, \$2,949,215,747)
Total			570 (19, 1,188)	\$296,918,471 (\$204,942,374, \$398,782,174)	\$369,476,494 (\$354,598,891, \$387,116,090)	\$5,573,199,225 (\$344,770,654, \$11,388,278,677)

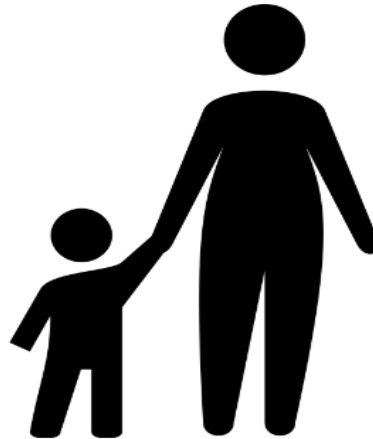
Total Cost Savings



Health impact of breastfeeding for the United States

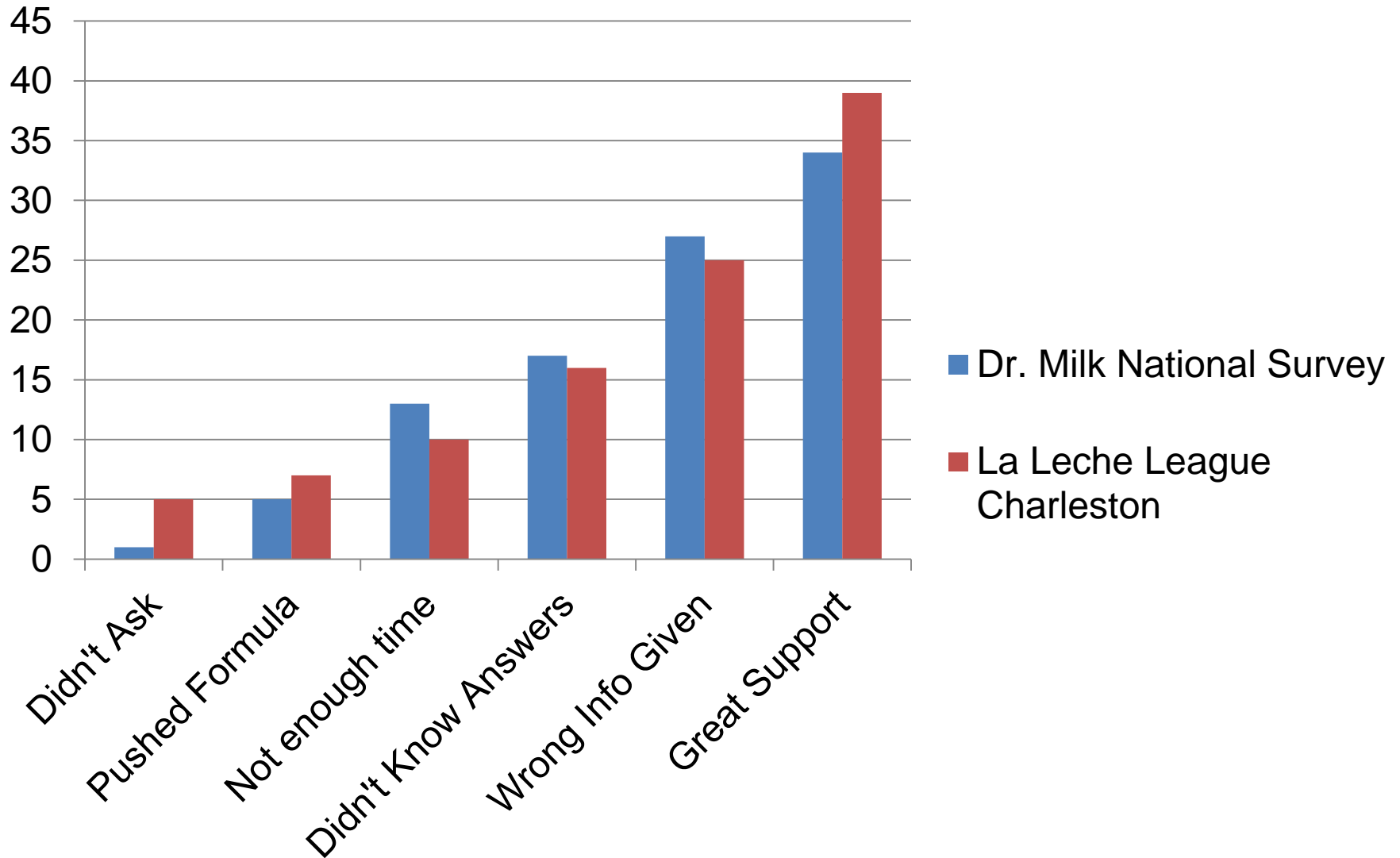
	Initiation	Exclusive in hospital	3 mo exclusive	6 mo exclusive	6 mo any	12 mo any
Changing from rates of...	80	64.72	43.3	21.9	51.4	29.2
... to rates of	90	90	60	60	90	30

would prevent...



Medical Costs
\$1,534,174,739
(\$636,566,343 to \$2,565,143,959)
Non Medical Costs
\$600,873,632
(\$397,427,524 to \$837,358,722)
Death Costs
\$9,103,470,928
(\$-536,891,279 to \$19,873,692,693)
Maternal deaths
1,291
(-1,554, 4,505)
Child deaths
570
(19, 1,188)

How are we doing?





It takes 2 to Breastfeed...

1. Learn the basics of latch mechanics - how to fix it
2. Learn the common causes of low milk supply
3. Learn the signs of poor transfer including tongue tie
4. Recognize the different breast problems and know how to advise and treat
5. Know where to look up EVIDENCE BASED information on medication safety (LactMed, InfantRisk).
6. Have easy access to Breastfeeding supplies
7. Have a lactation consultant in office or have a good relationship with one who you can refer to same-day

FORGET THE TERM PUMP AND DUMP....



How do you make a Breastfeeding Friendly Practice?

PREPARING YOUR OFFICE

Breastfeeding room or space

Breastfeeding promotion posters, books

No visible formula promotion

