



WISCONSIN DEPARTMENT
of HEALTH SERVICES

Wisconsin Breastfeeding Data

Rachel Meyer

Chronic Disease Prevention Epidemiologist

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Agenda

- Why breastfeed?
- Wisconsin breastfeeding metrics
- Breastfeeding initiation rates by sub-groups
- Breastfeeding duration by subgroup
- Hospital performance on policies that support breastfeeding
- What can you do?



Human Milk Matters



- Better health outcomes for both mother and baby
- Reduced risk of sudden infant death syndrome
- Lower environmental impact





Wisconsin Breastfeeding Metrics

How are we doing as a state?



Wisconsin Breastfeeding Metrics

Children born in 2022	Wisconsin	National	Ideal	Met the ideal
Ever breastfed	89%	86%	Higher	<input checked="" type="checkbox"/>
Breastfed through 12 months	49%	40%	Higher	<input checked="" type="checkbox"/>
Exclusive breastfeeding through six months	31%	28%	Higher	<input checked="" type="checkbox"/>



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Healthy People 2030 target for children breastfed at 12 months is **54.1%**



Wisconsin Breastfeeding Metrics

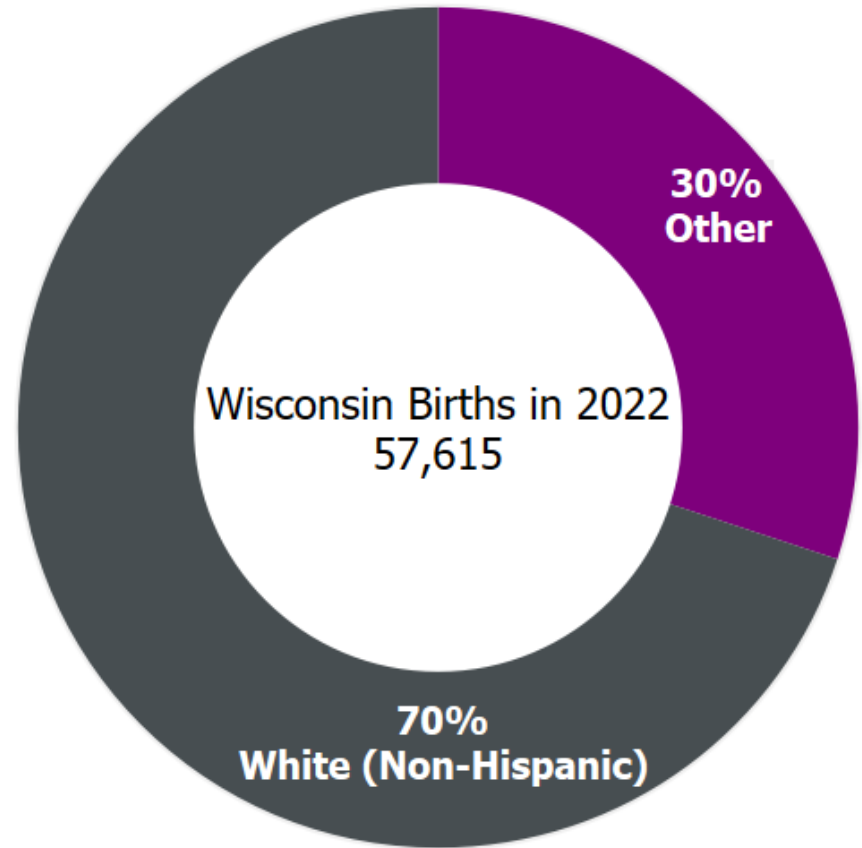
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Healthy People 2030 target for babies exclusively breastfed at 6 months is **42.4%**

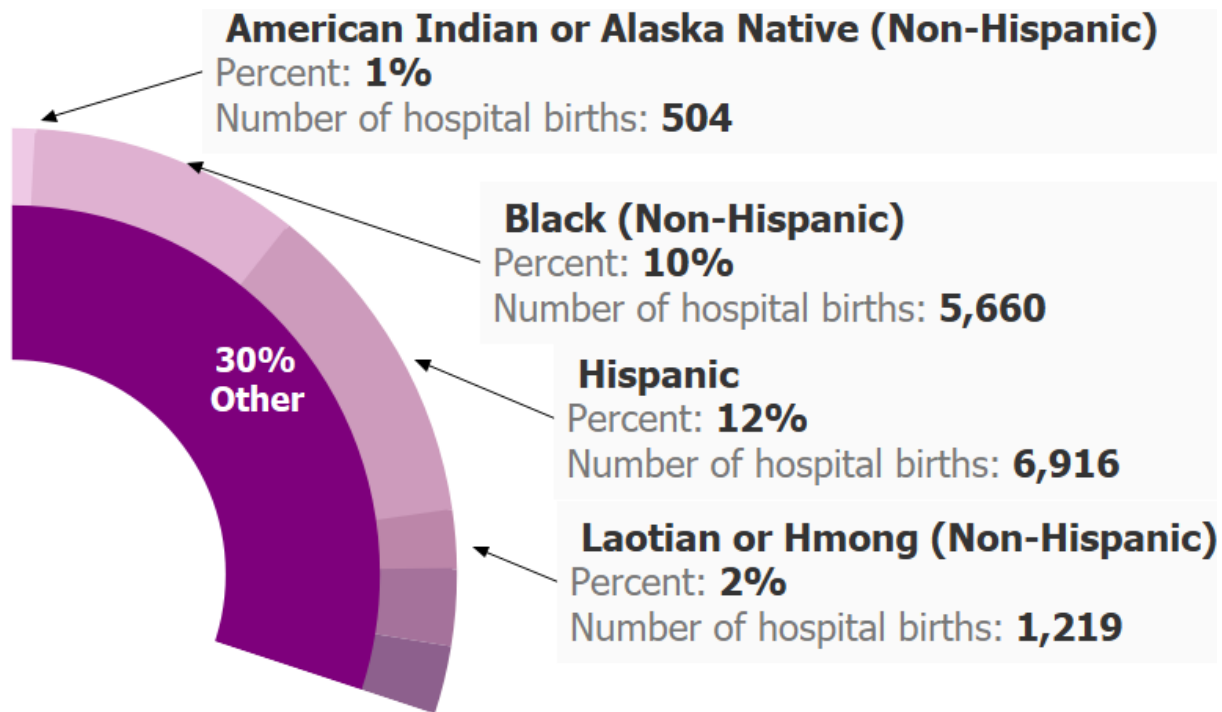


Birthing Trends and Demographics

Breastfeeding rates can vary based on population demographics.

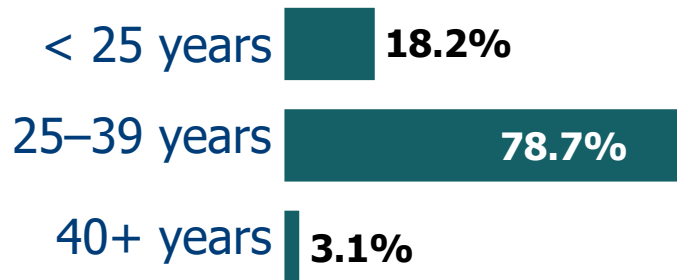


Birth Trends and Demographics

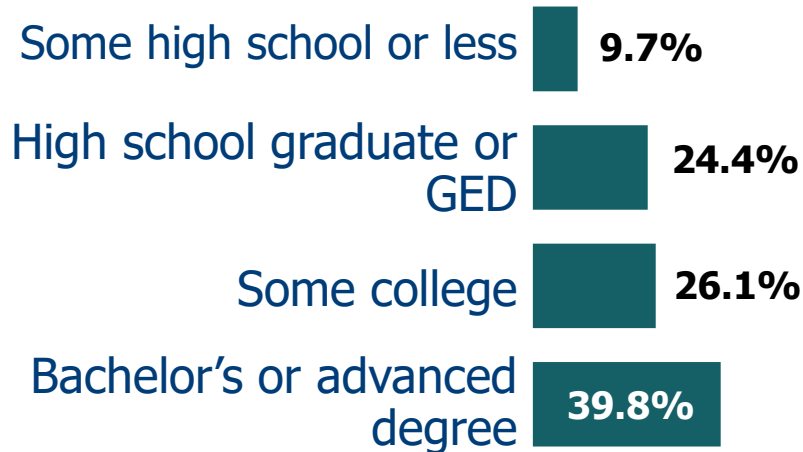


Birth Trends and Demographics

By age



By education

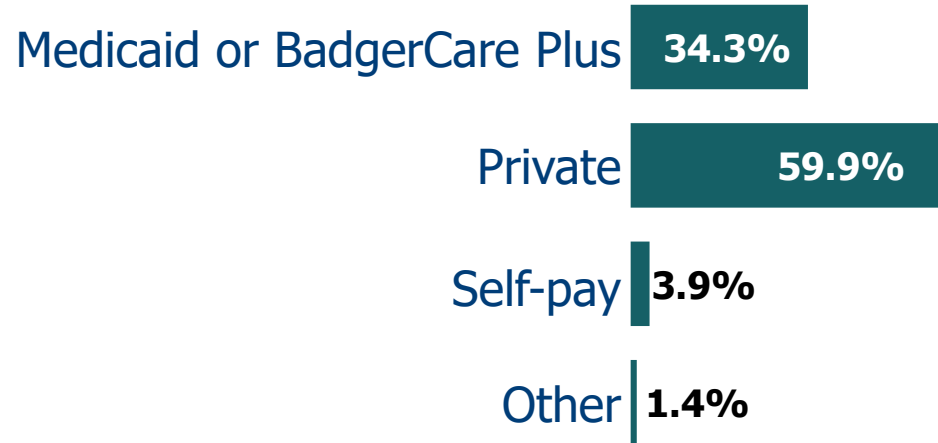


Birth Trends and Demographics

By rurality of residence



By insurance at delivery



Data Sources

Hospital practices

- Maternity Practices in Infant Nutrition and Care (mPINC™) Survey
- WHO and UNICEF Ten Steps to Successful Breastfeeding
- Pregnancy Risk Assessment Monitoring System (PRAMS)

Breastfeeding initiation and duration

- Birth certificate data
- Special Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Pregnancy Risk Assessment Monitoring System (PRAMS)





Breastfeeding Initiation

How it differs among sub-groups



Breastfeeding Initiation

- Attempted breastfeeding before hospital discharge
- Collected from birth certificates
- Represents the entire birthing population
- Does not capture those who started breastfeeding after hospital discharge



Breastfeeding Initiation

The lowest breastfeeding initiation rates are in the **northeastern** region.

Breastfeeding initiation rate



71.9%-80.4%



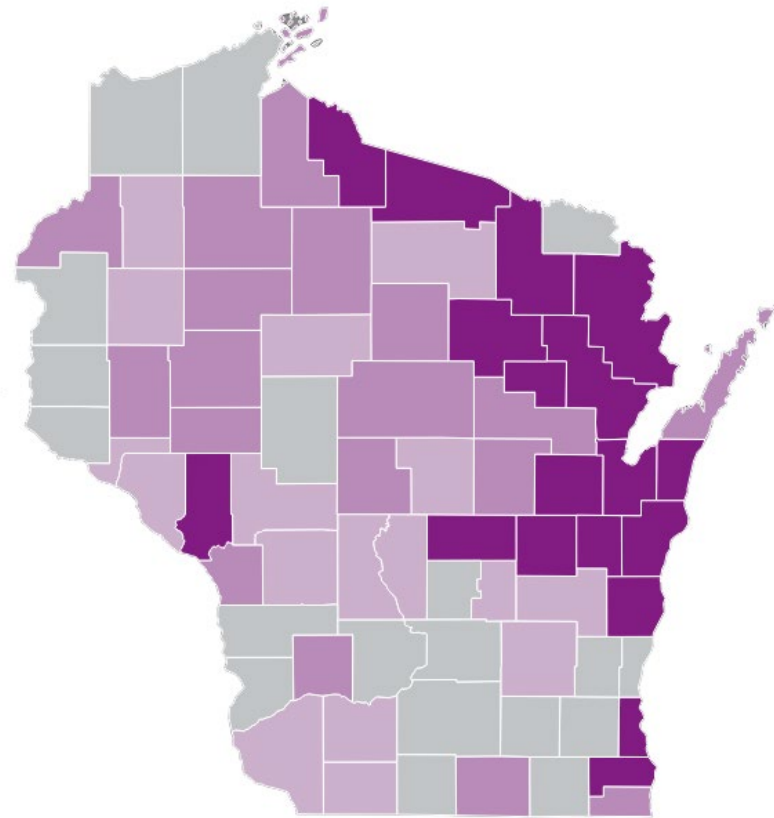
80.6%-83.6%



83.9%-86.9%



87.0%-93.6%



Breastfeeding Initiation

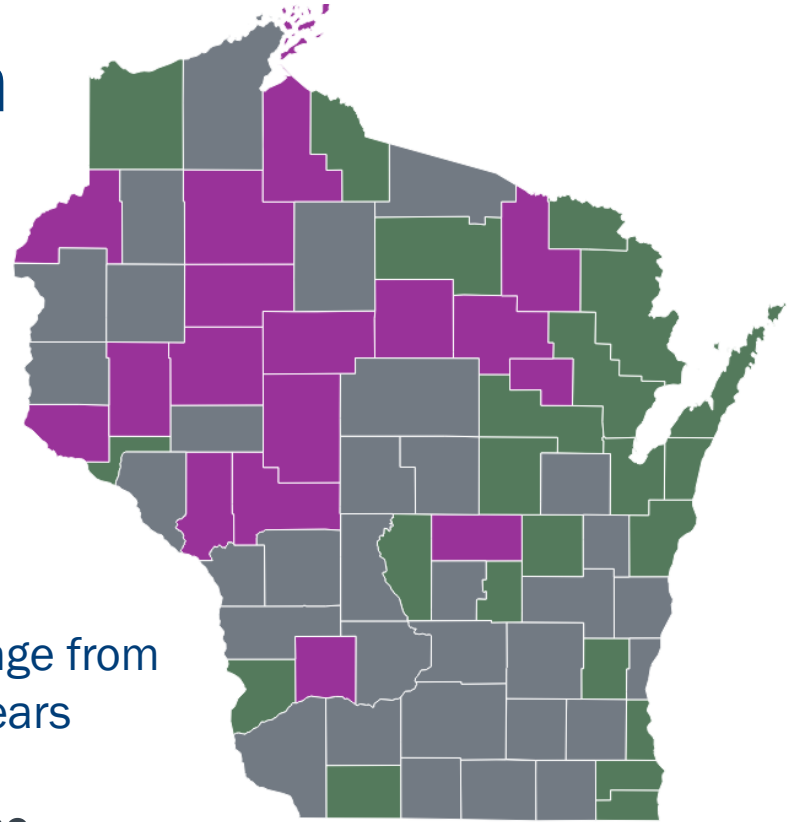
More counties in the
western region saw a
decrease in
breastfeeding initiation
rates.

Percent change from
previous 2 years

Decrease

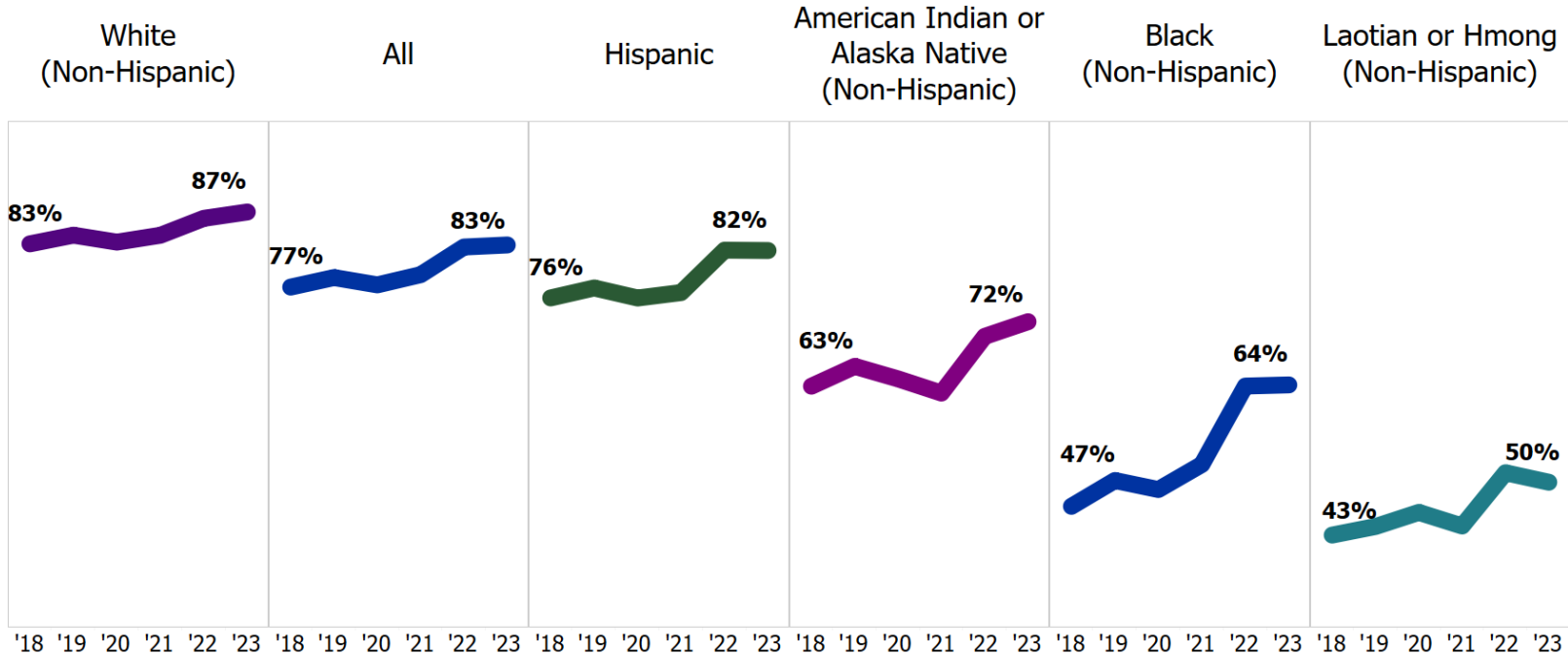
0-2% increase

More than 2% increase

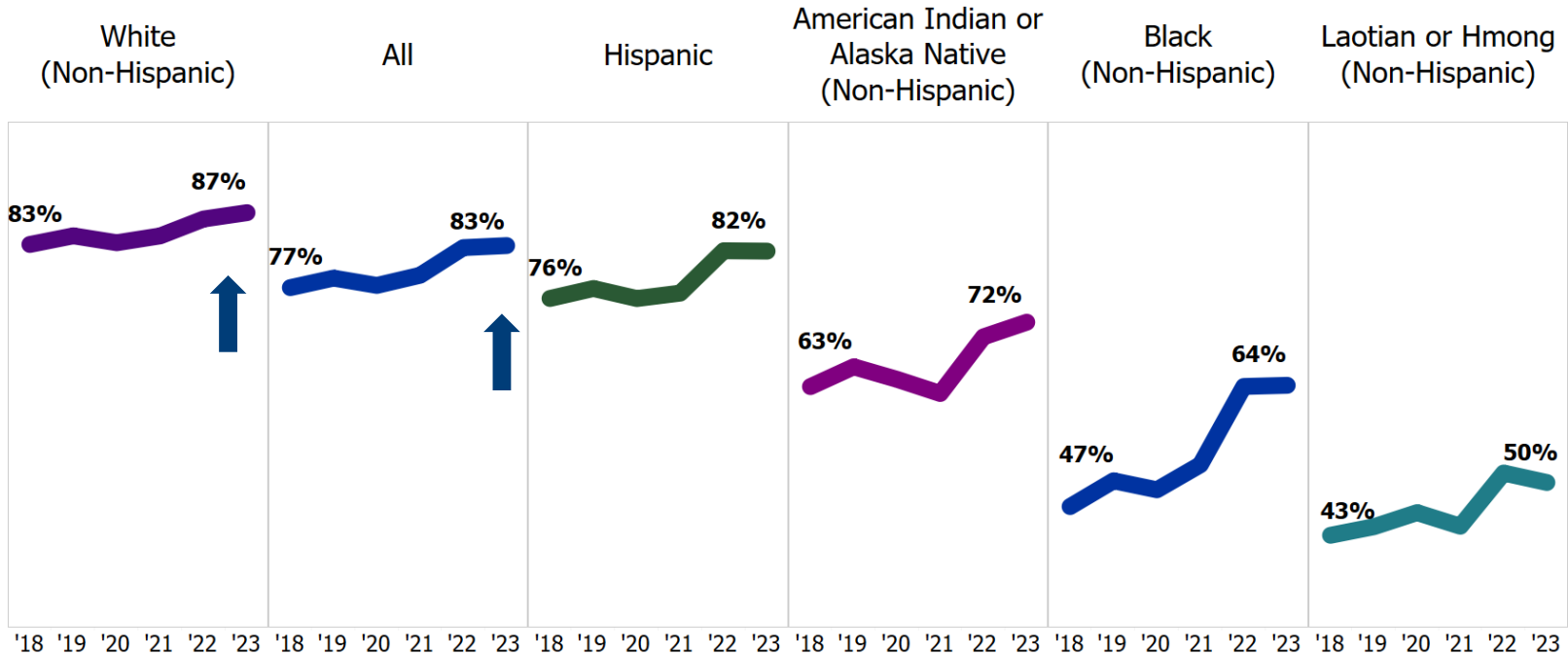


Breastfeeding Initiation

The rates have been increasing for all groups.

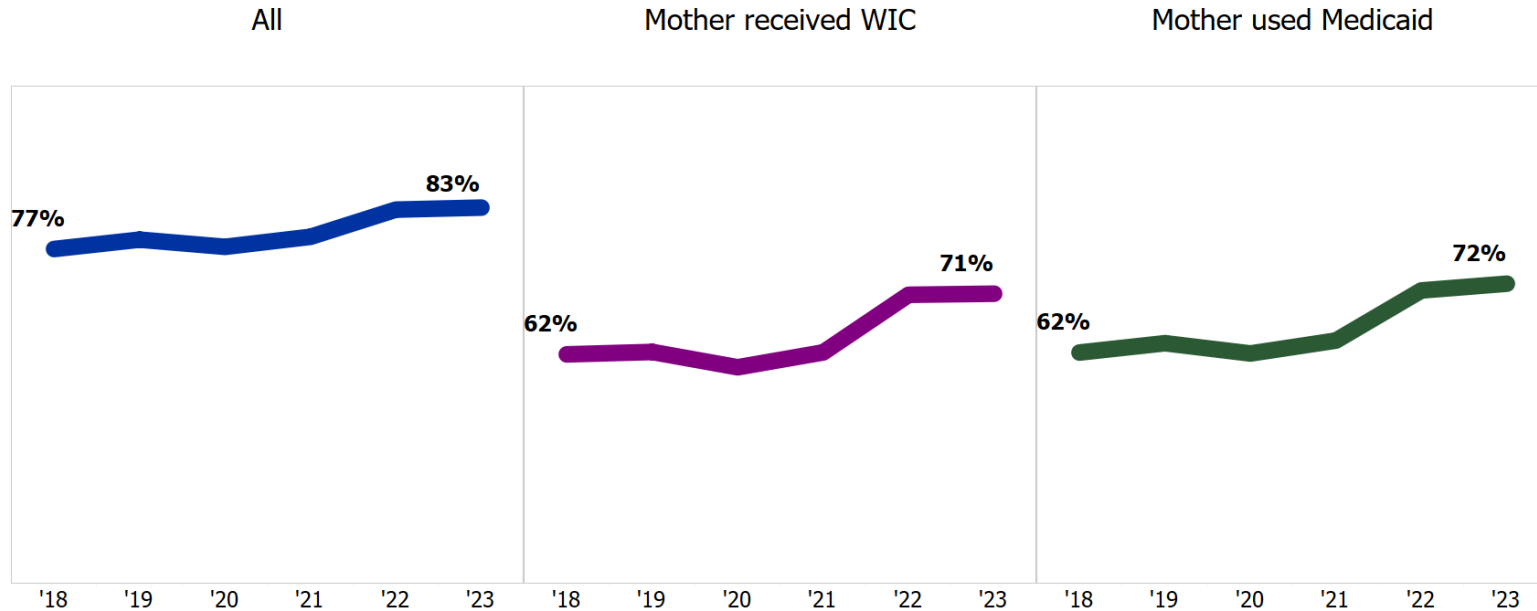


Breastfeeding Initiation



Breastfeeding Initiation

Income impacts the ability to initiate breastfeeding.



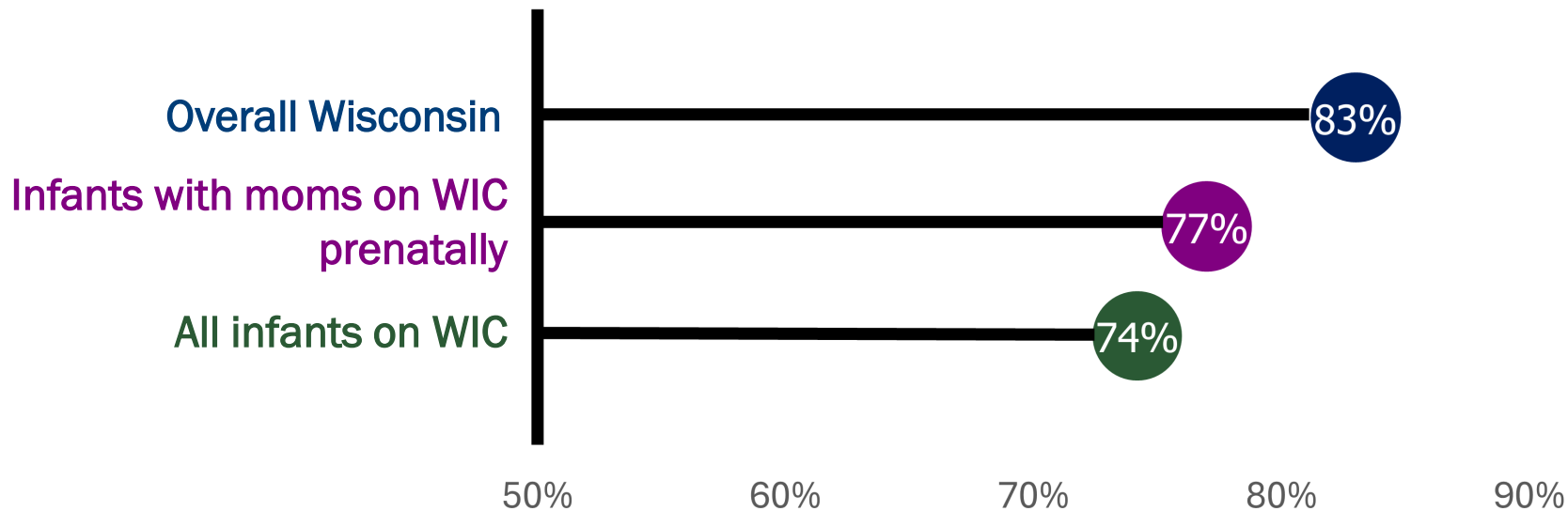
WIC Data

- Routinely collects feeding information for all infants on WIC
- Generates reports on percent of participants ever breastfed, duration, and exclusively breastfed.
- In 2023, there were 24,210 infants on WIC which is **40% of all infants in Wisconsin.**



2023 WIC Ever Breastfed Rates

Access to WIC resources prenatally has a positive impact on breastfeeding rates.





Breastfeeding Duration

How it differs among sub-groups



2023 WIC Breastfed Duration

Of those mothers who were exclusively breastfeeding their infants at 1 month old

3 in 10 stopped exclusively feeding before 3 months



7 in 10 stopped exclusively feeding before 6 months



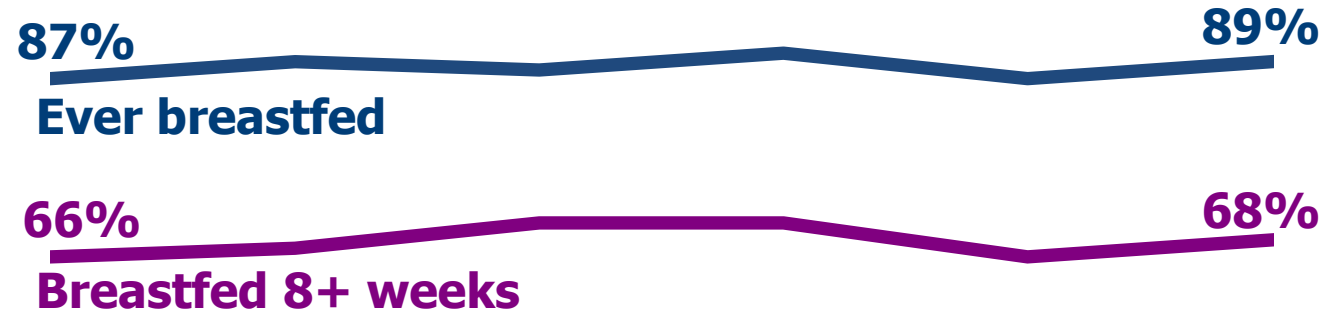
Pregnancy Risk Assessment Monitoring System (PRAMS)

- Population-based survey of individuals who recently gave birth in Wisconsin
- Breastfeeding questions provide data on duration, reasons for stopping, hospital experiences, and breastfeeding support.



Breastfeeding Duration

The gap between ever breastfed and **breastfed 8+ weeks** has remained the same.



2016

2017

2018

2019

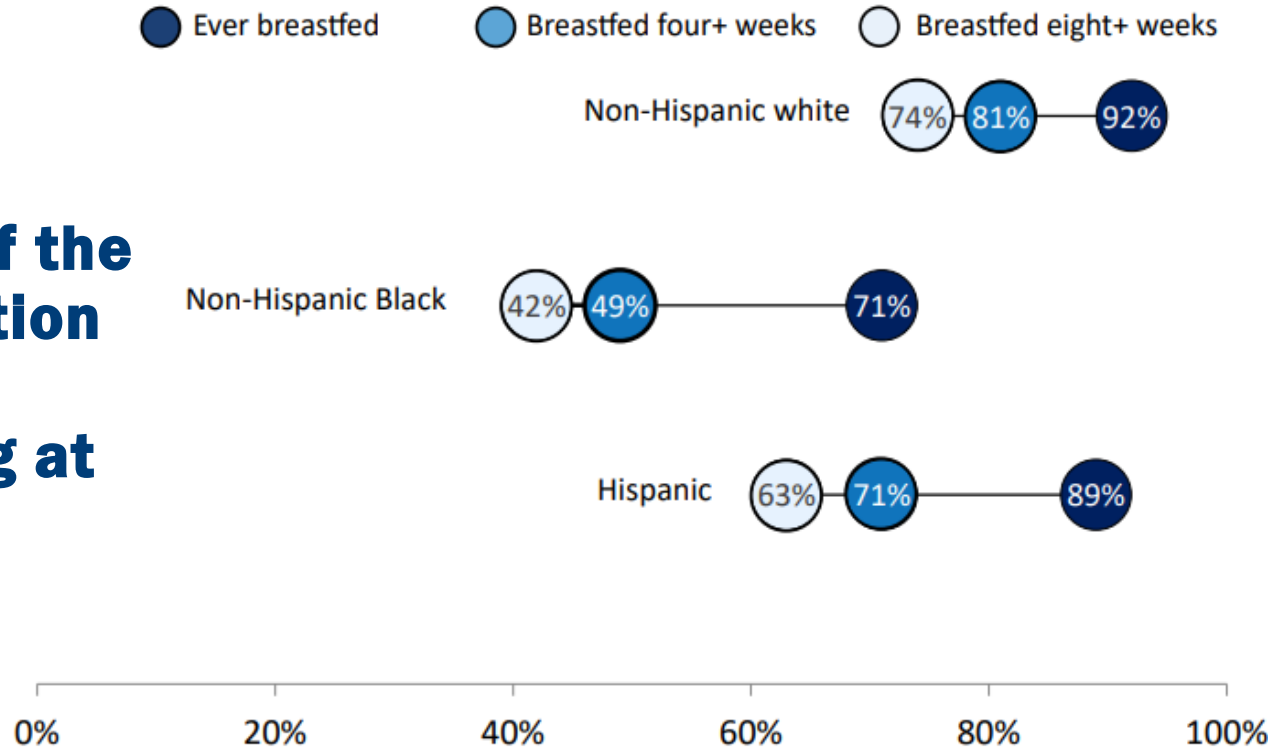
2020

2021



Breastfeeding Duration

A smaller percentage of the black population continued breastfeeding at 4+ weeks.

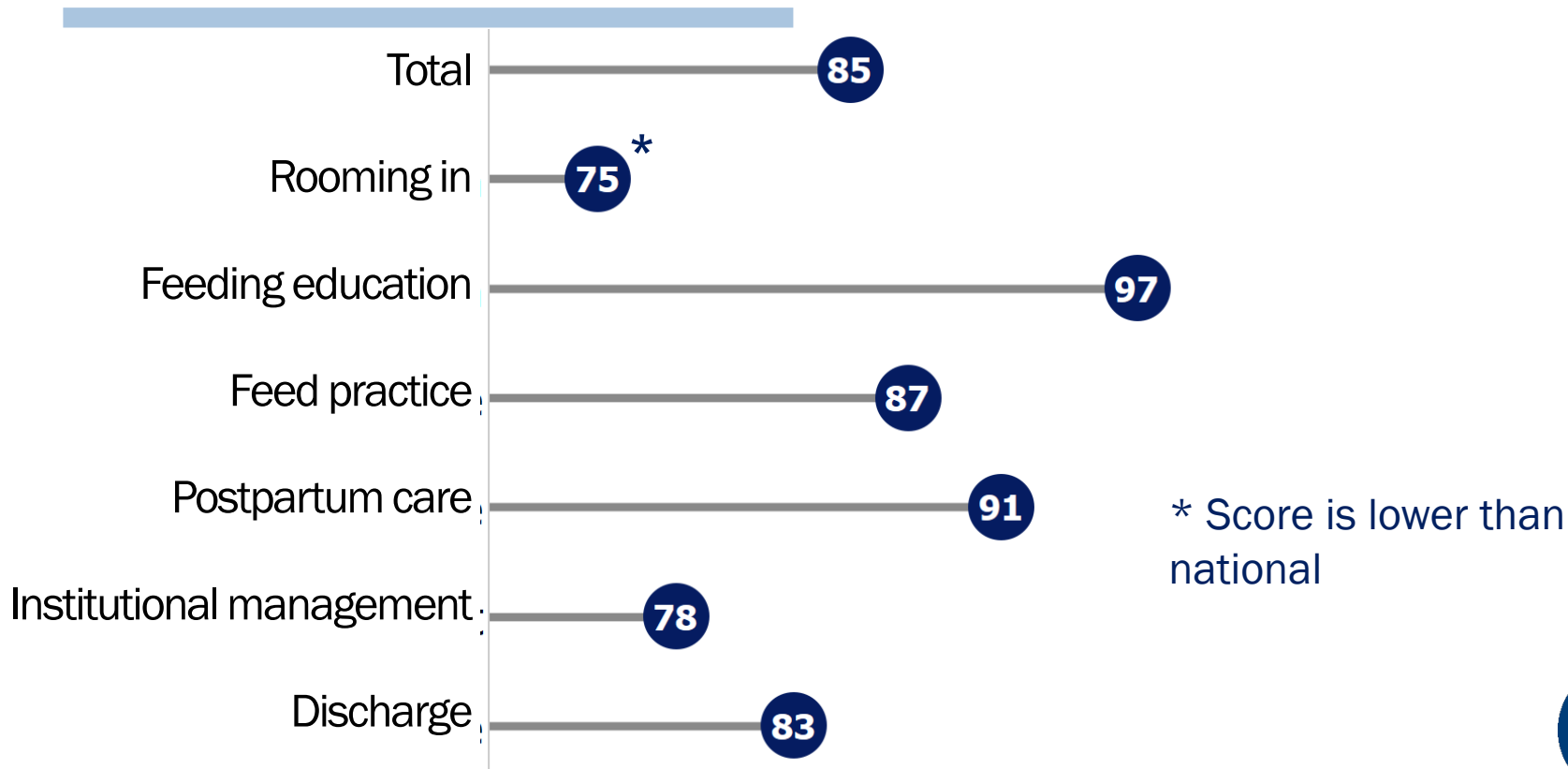


Maternity Practices in Infant Nutrition and Care (mPINC™) Survey

- Assesses policies and practices that support infant feeding in maternity care hospitals
- CDC calculates a Total mPINC score and six subscores for participating hospitals.
- Possible scores range from 0 to 100. Higher scores indicate better maternity care practices and policies
- In 2024, 66 of 80 eligible hospitals in Wisconsin participated (83%).



2024 Wisconsin mPINC™ Scores



Hospital Practices PRAMS

Of the mothers who responded “yes” to ever breastfeeding

- 50% of Hispanic and Non-Hispanic Black mothers reported they fed their infants formula in addition to breastmilk in the hospital compared to only 20% of white mothers.
- 50% of Hispanic and Non-Hispanic Black mothers said their hospital provided a gift pack with formula as opposed to only 23% of white mothers.



Call to Action

Work with breastfeeding coalitions, healthcare, community organizations, and groups that represent **populations with lower breastfeeding rates** to carry out breastfeeding support programs and services.



Questions



Contact the CDPP at
DHSChronicDiseasePrevention@dhs.wisconsin.gov

