



Hawaii Breastfeeding Quick Facts

Breastfeeding is acknowledged by experts worldwide as providing multiple advantages to mothers, babies, families, and society. As such, it is important for society to continue to remove barriers that mothers and infants face when trying to establish and continue breastfeeding. Research has shown that advantages persist long beyond the immediate duration of breastfeeding. For example, breastfeeding is associated with a reduced risk of obesity and lower rates of major chronic diseases for the lifetime of both mother and child. A detailed cost analysis has shown that if 90% of infants were exclusively breastfed for the recommended 6 months, the US would save \$13 billion in healthcare costs annually.¹

The American Academy of Pediatrics (AAP) recommends²:

- **Exclusive breastfeeding for about 6 months**
- **Continued breastfeeding after 6 months as complementary foods are introduced**
- **Continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant**

There are approximately 18,900 live births each year in Hawaii.³ The following facts are from the 2009-2011 Hawaii Pregnancy Risk Assessment Monitoring System (PRAMS) survey:

Breastfeeding initiation

The majority of women who gave birth in Hawaii in 2009-2011 (94.3%) breastfed their infants at least once.

Breastfeeding at 8 weeks

Of women who gave birth in Hawaii in 2009-2011 and breastfed at least once, over three-quarters (78.7%) were still breastfeeding 8 weeks after delivery.

Exclusive breastfeeding at 8 weeks

Of women who gave birth in Hawaii in 2009-2011 and breastfed at least once, less than half (45.2%) were breastfeeding **exclusively** (no water, formula, juice, food or anything other than breast milk, with the exception of medicine and vitamins) 8 weeks after delivery.

Reasons for discontinuing breastfeeding

Many women face challenges that prevent them from breastfeeding as long as they might like to. The most common reasons for stopping among Hawaii women who discontinued breastfeeding before answering the PRAMS survey were:

- 46.6% reported that they thought they were not producing enough milk;
- 33.3% reported that breast milk alone did not satisfy their babies;
- 29.0% reported that their babies had difficulty latching or nursing;
- 21.6% reported that they stopped breastfeeding because they went back to work or school; and
- 21.2% reported that their nipples were sore, cracked, or bleeding.

About the Data

PRAMS is a self-reported survey of recent mothers conducted by mail with telephone follow-up. It is designed to monitor the health and experiences of women before, during, and just after pregnancy. Every year in Hawaii, about 2,400 women who deliver a live infant are randomly selected to participate.

Suggested Citation

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¹Bartick M, Reinhold A. The burden of suboptimal breastfeeding in the United States: a pediatric cost analysis. *Pediatrics* 125 (2010), e1048 -e1056.

²American Academy of Pediatrics, "Breastfeeding and the use of human milk." *Pediatrics* 129 (2012), e827-41.

³Hawaii Office of Health Status and Monitoring; [average of 2009-2011 annual estimates, rounded to nearest hundred] <http://hawaii.gov/health/statistics/vital-statistics/index.html> (accessed 9 January 2013).



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	Breastfeeding initiation % of mothers who breastfed at least once after most recent delivery	Breastfeeding at 8 weeks % of breastfeeding initiators who were still breastfeeding 8 weeks	Exclusive BF at 8 weeks % of breastfeeding initiators who were exclusively breastfeeding at 8 weeks
STATE OF HAWAII	94.3	78.7	45.2
Island			
Big Island	94.4	76.6	45.6
Maui, Molokai, Lanai	96.7	78.5	47.8
Oahu	93.8	78.7	44.2
Kauai	96.5	84.1	52.5
Mother's race/ethnicity			
White	96.2	81.7	57.6
Hawaiian/Part-Hawaiian	92.2	73.7	40.8
Filipino	94.5	74.5	33.3
Japanese	98.9	88.5	41.3
Other Asian	93.7	85.4	46.7
Other Pacific Islander	92.6	80.3	49.4
Other†	92.4	77.0	53.3
Maternal nativity			
Mother born in the US	93.8	77.4	44.9
Mother born outside the US	95.9	82.5	46.0
Mother's age			
19 and younger	93.9	57.5	37.1
20-24	92.8	74.4	41.1
25-29	93.2	78.6	48.2
30-34	96.2	84.5	48.8
35 and older	95.7	84.9	44.0
Mother's education			
Less than HS graduate	91.6	69.3	38.0
HS graduate	91.7	71.0	40.8
1-3 years college	94.6	81.1	47.8
4 or more years college	98.6	88.6	50.3
WIC during pregnancy‡			
Received WIC services	92.7	72.9	42.0
Did not receive WIC services	95.6	83.1	47.3

†Other races/ethnicities include: Hispanic, Black, American Indian, and all others.

‡WIC refers to the Special Supplemental Nutrition Program for Women, Infants, and Children.

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Hawaii Breastfeeding Quick Facts: Big Island



Breastfeeding is acknowledged by experts worldwide as providing multiple advantages to mothers, babies, families, and society. As such, it is important for society to continue to remove barriers that mothers and infants face when trying to establish and continue breastfeeding. Research has shown that advantages persist long beyond the immediate duration of breastfeeding. For example, breastfeeding is associated with a reduced risk of obesity and lower rates of major chronic diseases for the lifetime of both mother and child. A detailed cost analysis has shown that if 90% of infants were exclusively breastfed for the recommended 6 months, the US would save \$13 billion in healthcare costs annually.¹

The American Academy of Pediatrics (AAP) recommends²:

- **Exclusive breastfeeding for about 6 months**
- **Continued breastfeeding after 6 months as complementary foods are introduced**
- **Continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant**

There are approximately 2,300 live births each year to Hawaii County residents.³ The following facts are from the 2009-2011 Hawaii Pregnancy Risk Assessment Monitoring System (PRAMS) survey:

Breastfeeding initiation

The majority of Big Island women who gave birth in 2009-2011 (94.4%) breastfed their infants at least once.

Breastfeeding at 8 weeks

Of Big Island women who gave birth in 2009-2011 and breastfed at least once, about three-quarters (76.6%) were still breastfeeding 8 weeks after delivery.

Exclusive breastfeeding at 8 weeks

Of Big Island women who gave birth in 2009-2011 and breastfed at least once, less than half (45.6%) were breastfeeding **exclusively** (no water, formula, juice, food or anything other than breast milk) 8 weeks after delivery.

Reasons for discontinuing breastfeeding

Many women face challenges that prevent them from breastfeeding as long as they might like to. The most common reasons for stopping among Big Island women who discontinued breastfeeding before answering the PRAMS survey were:

- 42.0% reported that they thought they were not producing enough milk;
- 33.3% reported that breast milk alone did not satisfy their babies;
- 32.0% reported that their babies had difficulty latching or nursing;
- 21.4% reported that they stopped breastfeeding because they went back to work or school; and
- 19.3% reported that they stopped breastfeeding due to a reason that was not listed on the PRAMS survey.

About the Data

PRAMS is a self-reported survey of recent mothers conducted by mail with telephone follow-up. It is designed to monitor the health and experiences of women before, during, and just after pregnancy. Every year in Hawaii, about 2,400 women who deliver a live infant are randomly selected to participate.

For more information, please contact:

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Hawaii Breastfeeding Quick Facts: Maui County (Maui, Molokai, & Lanai)



Breastfeeding is acknowledged by experts worldwide as providing multiple advantages to mothers, babies, families, and society. As such, it is important for society to continue to remove barriers that mothers and infants face when trying to establish and continue breastfeeding. Research has shown that advantages persist long beyond the immediate duration of breastfeeding. For example, breastfeeding is associated with a reduced risk of obesity and lower rates of major chronic diseases for the lifetime of both mother and child. A detailed cost analysis has shown that if 90% of infants were exclusively breastfed for the recommended 6 months, the US would save \$13 billion in healthcare costs annually.¹

The American Academy of Pediatrics (AAP) recommends²:

- **Exclusive breastfeeding for about 6 months**
- **Continued breastfeeding after 6 months as complementary foods are introduced**
- **Continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant**

There are approximately 1,900 live births each year to Maui County residents.³ The following facts are from the 2009-2011 Hawaii Pregnancy Risk Assessment Monitoring System (PRAMS) survey:

Breastfeeding initiation

The majority of Maui County women who gave birth in 2009-2011 (96.7%) breastfed their infants at least once.

Breastfeeding at 8 weeks

Of Maui County women who gave birth in 2009-2011 and breastfed at least once, more than three-quarters (78.5%) were still breastfeeding 8 weeks after delivery.

Exclusive breastfeeding at 8 weeks

Of Maui County women who gave birth in 2009-2011 and breastfed at least once, less than half (47.8%) were breastfeeding **exclusively** (no water, formula, juice, food or anything other than breast milk) 8 weeks after delivery.

Reasons for discontinuing breastfeeding

Many women face challenges that prevent them from breastfeeding as long as they might like to. The most common reasons for stopping among Maui County women who discontinued breastfeeding before answering the PRAMS survey were:

- 47.6% reported that they thought they were not producing enough milk;
- 39.0% reported that breast milk alone did not satisfy their babies;
- 25.2% reported that their babies had difficulty latching or nursing;
- 21.2% reported that they stopped breastfeeding because they went back to work or school; and
- 19.2% reported that they stopped breastfeeding due to a reason that was not listed on the PRAMS survey.

About the Data

PRAMS is a self-reported survey of recent mothers conducted by mail with telephone follow-up. It is designed to monitor the health and experiences of women before, during, and just after pregnancy. Every year in Hawaii, about 2,400 women who deliver a live infant are randomly selected to participate.

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Hawaii Breastfeeding Quick Facts: Oahu



Breastfeeding is acknowledged by experts worldwide as providing multiple advantages to mothers, babies, families, and society. As such, it is important for society to continue to remove barriers that mothers and infants face when trying to establish and continue breastfeeding. Research has shown that advantages persist long beyond the immediate duration of breastfeeding. For example, breastfeeding is associated with a reduced risk of obesity and lower rates of major chronic diseases for the lifetime of both mother and child. A detailed cost analysis has shown that if 90% of infants were exclusively breastfed for the recommended 6 months, the US would save \$13 billion in healthcare costs annually.¹

The American Academy of Pediatrics (AAP) recommends²:

- **Exclusive breastfeeding for about 6 months**
- **Continued breastfeeding after 6 months as complementary foods are introduced**
- **Continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant**

There are approximately 13,800 live births each year to Oahu residents.³ The following facts are from the 2009-2011 Hawaii Pregnancy Risk Assessment Monitoring System (PRAMS) survey:

Breastfeeding initiation

The majority of Oahu women who gave birth in 2009-2011 (93.8%) breastfed their infants at least once.

Breastfeeding at 8 weeks

Of Oahu women who gave birth in 2009-2011 and breastfed at least once, more than three-quarters (78.7%) were still breastfeeding 8 weeks after delivery.

Exclusive breastfeeding at 8 weeks

Of Oahu women who gave birth in 2009-2011 and breastfed at least once, less than half (44.2%) were breastfeeding **exclusively** (no water, formula, juice, food or anything other than breast milk) 8 weeks after delivery.

Reasons for discontinuing breastfeeding

Many women face challenges that prevent them from breastfeeding as long as they might like to. The most common reasons for stopping among Oahu women who discontinued breastfeeding before answering the PRAMS survey were:

- 47.1% reported that they thought they were not producing enough milk;
- 32.1% reported that breast milk alone did not satisfy their babies;
- 29.3% reported that their babies had difficulty latching or nursing;
- 22.4% reported that their nipples were sore, cracked, or bleeding; and
- 21.5% reported that they stopped breastfeeding because they went back to work or school.

About the Data

PRAMS is a self-reported survey of recent mothers conducted by mail with telephone follow-up. It is designed to monitor the health and experiences of women before, during, and just after pregnancy. Every year in Hawaii, about 2,400 women who deliver a live infant are randomly selected to participate.

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Hawaii Breastfeeding Quick Facts: Kauai County



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The American Academy of Pediatrics (AAP) recommends²:

- **Exclusive breastfeeding for about 6 months**
- **Continued breastfeeding after 6 months as complementary foods are introduced**
- **Continuation of breastfeeding for 1 year or longer as mutually desired by mother and infant**

There are approximately 900 live births each year to Kauai County residents.³ The following facts are from the 2009-2011 Hawaii Pregnancy Risk Assessment Monitoring System (PRAMS) survey:

Breastfeeding initiation

The majority of Kauai women who gave birth in 2009-2011 (96.5%) breastfed their infants at least once.

Breastfeeding at 8 weeks

Of Kauai women who gave birth in 2009-2011 and breastfed at least once, more than five out of six (84.1%) were still breastfeeding 8 weeks after delivery.

Exclusive breastfeeding at 8 weeks

Of Kauai women who gave birth in 2009-2011 and breastfed at least once, more than half (52.5%) were breastfeeding **exclusively** (no water, formula, juice, food or anything other than breast milk) 8 weeks after delivery.

Reasons for discontinuing breastfeeding

Many women face challenges that prevent them from breastfeeding as long as they might like to. The most common reasons for stopping among Kauai women who discontinued breastfeeding before answering the PRAMS survey were:

- 51.3% reported that they thought they were not producing enough milk;
- 37.6% reported that breast milk alone did not satisfy their babies;
- 24.8% reported that they stopped breastfeeding because they went back to work or school;
- 24.7% reported that their babies had difficulty latching or nursing; and
- 18.7% reported that they stopped breastfeeding due to a reason that was not listed on the PRAMS survey.

About the Data

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