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.

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**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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# Hawaii Breastfeeding Quick Facts

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

†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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Suggested Citation

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.

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³Hawaii Office of Health Status and Monitoring; [average of 2009-2011 annual estimates, rounded to nearest hundred]


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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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Suggested Citation
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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Suggested Citation

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.  

The American Academy of Pediatrics (AAP) recommends:

- 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.  

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
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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