

Breastfeeding

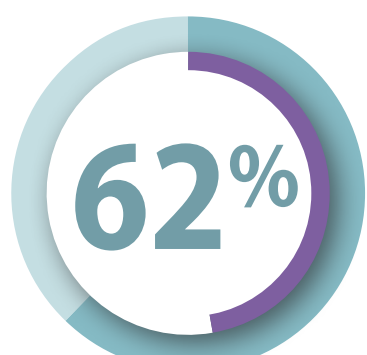
It's only natural

More and more moms
are breastfeeding...



77%

of all babies born in 2010¹ were **ever breastfed**—up from **70%** in 2000²



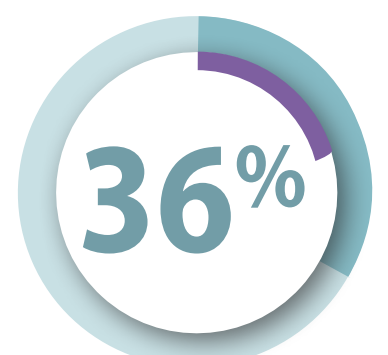
of **African-American**

babies born in 2010¹ were **ever breastfed**—up from **47%** in 2000²



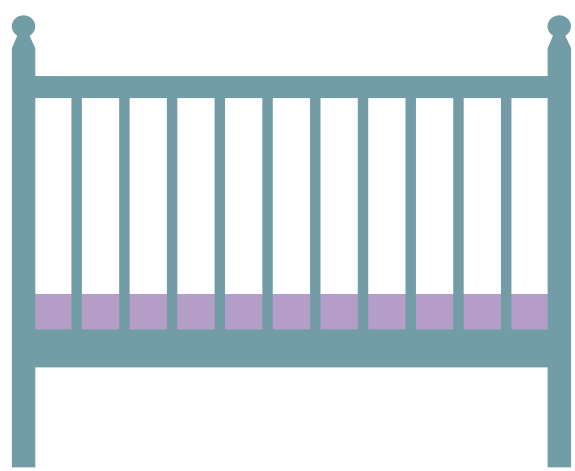
49%

of all babies born in 2010¹ were **breastfed at 6 months**—up from **35%** in 2000²



of **African-American**

babies born in 2010¹ were **breastfed at 6 months**—up from **18%** in 2000²



...saving lives...

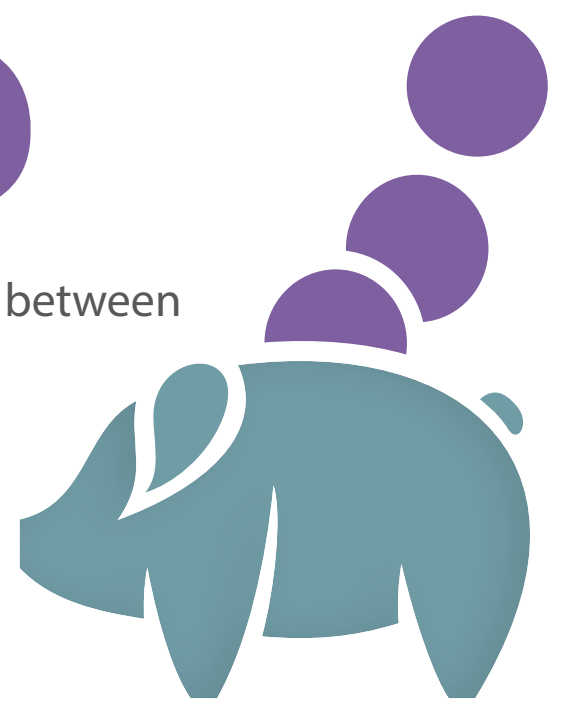
Breastfeeding can **reduce the odds** of Sudden Infant Death Syndrome by **36%**³

...and saving money.

Families who follow optimal breastfeeding practices can **save** between

\$1,200 and **\$1,500**

on infant formula⁴



Help for moms: The **Affordable Care Act** requires breastfeeding support and equipment coverage without copays.

Learn more about the law at HHS.gov/HealthCare

Get ready for the Health Insurance Marketplace at HealthCare.gov

Learn more about breastfeeding at womenshealth.gov/breastfeeding

Get help with breastfeeding by calling **800-994-9662**



1. www.cdc.gov/nchs/nis/data_files.htm

2. www.cdc.gov/nchs/nis/data_files_09_prior.htm

3. archive.ahrq.gov/downloads/pub/evidence/pdf/brfout/brfout.pdf

4. www.surgeongeneral.gov/library/calls/breastfeeding/factsheet.html