

# The WKKF Story

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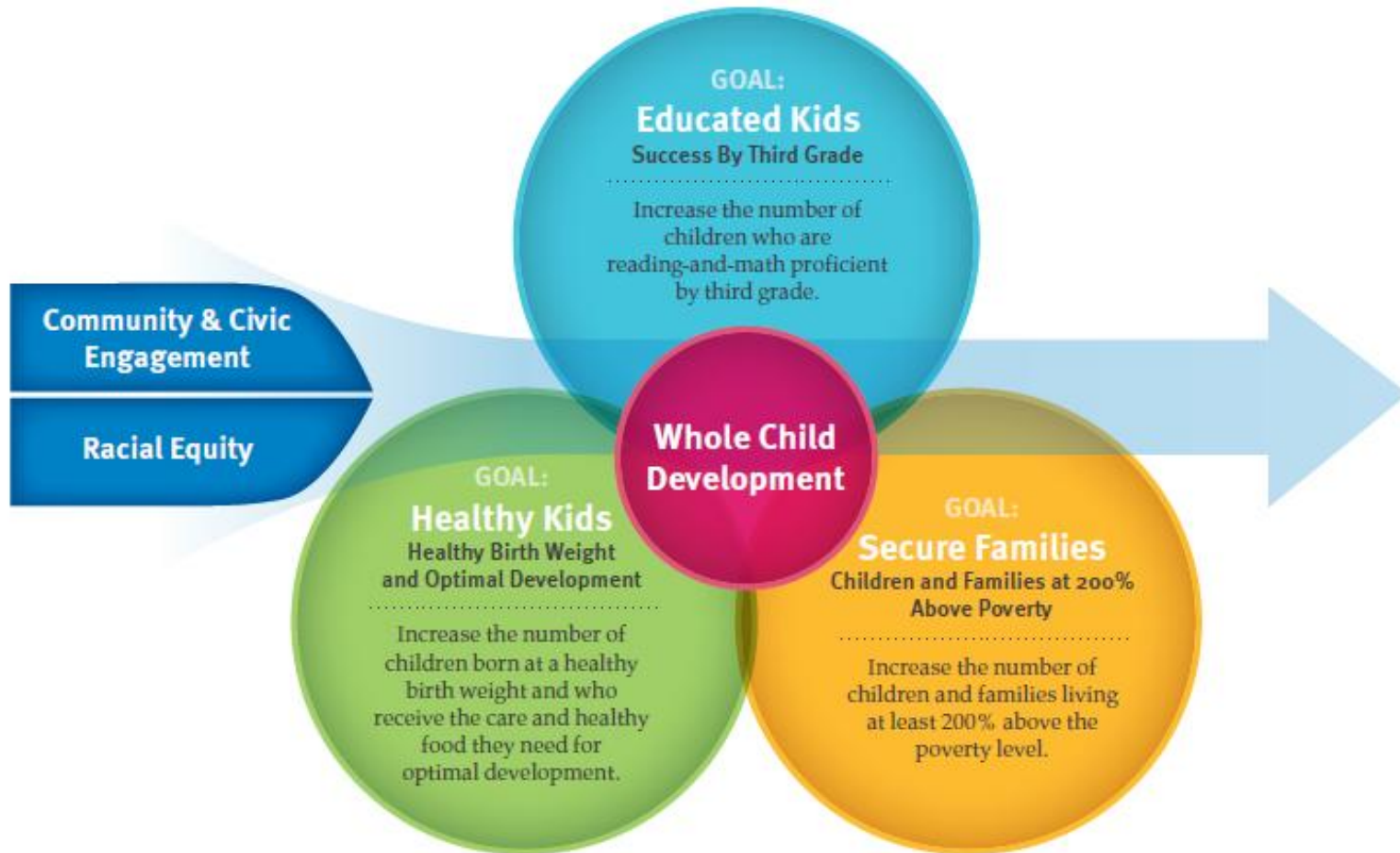
## **Our Vision**

We envision a nation that marshals its resources to assure that all children have an equitable and promising future – a nation in which all children thrive.

## **Our Mission**

The W.K. Kellogg Foundation supports children, families and communities as they strengthen and create conditions that propel vulnerable children to achieve success as individuals and as contributors to the larger community and society.

# What We Support: Our Grantmaking



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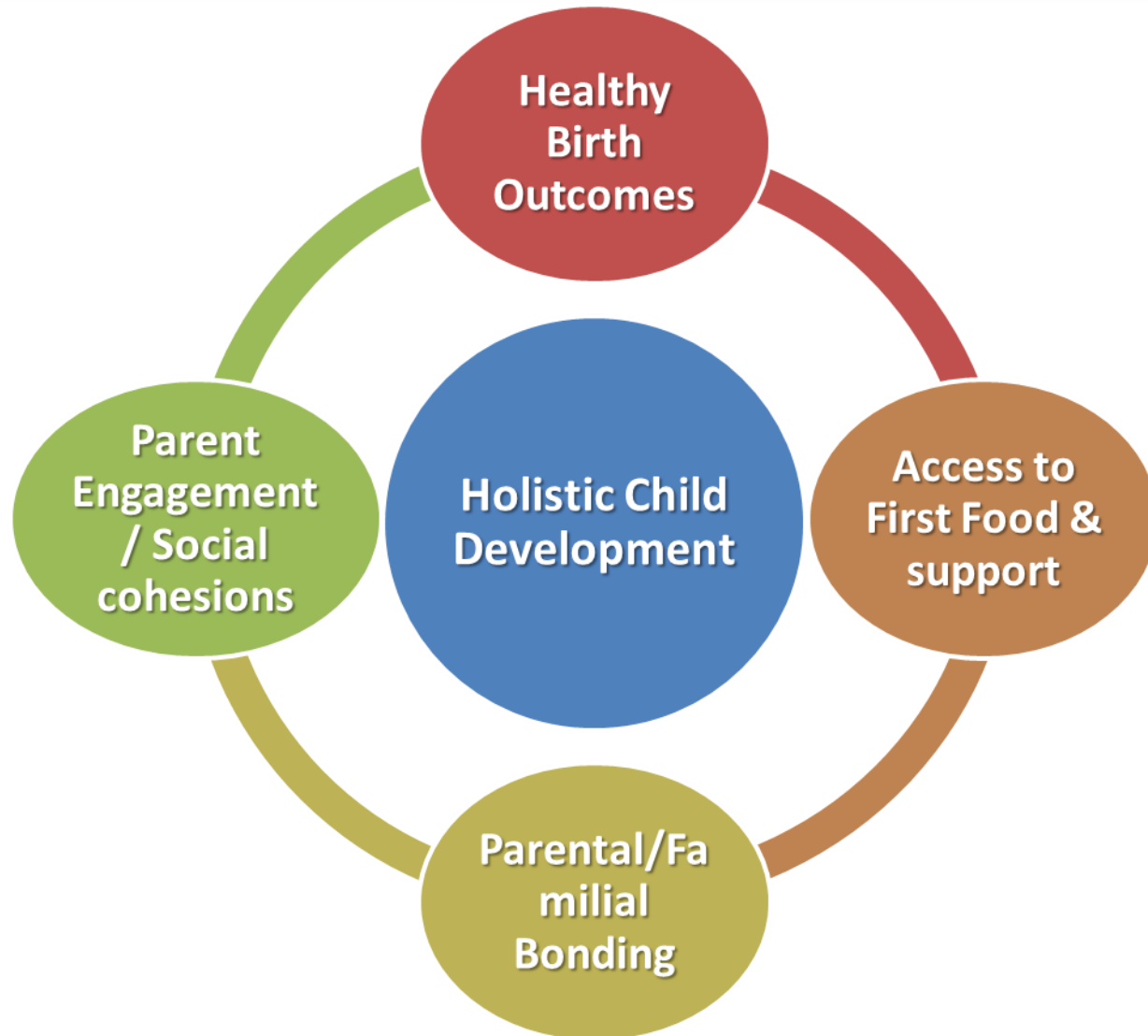
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## Our Investment in Maternal and Child Health

We believe every child deserves the opportunity to thrive, and invest in maternal and child health to advance mother's and children's best interests.



# Healthy Child Continuum



# BREASTFEEDING RATES

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- Percentage of women who initiate breastfeeding:
  - 75.2% of white women
  - 80 % of Hispanic women
  - 58.9% of African American women
- Percentage of women who breastfeed their babies at six months:
  - 46.6% of white women
  - 45.2% of Hispanic women
  - 30.1% of African American women
- Percentage of women who exclusively breastfeed their babies at six months:
  - 16% of white women
  - 14% of Hispanic women
  - 8% of African American women

## **BENEFITS OF BREASTFEEDING:**

Infant's reduced risk of:

- Ear infections
- Eczema
- Obesity
- Childhood leukemia
- Necrotizing Enterocolitis

Mother's reduced risk of:

- High blood pressure
- Heart attack
- Type II diabetes
- Ovarian cancer
- Breast cancer

# FIRST FOOD GRANTMAKING

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- Expand community supports for mothers and families
- Improve hospital and workplace environments to make breastfeeding easier
- Encourage new social norms and behaviors around breastfeeding
- Strengthen the network of groups working together to increase breastfeeding rates