New York State
Breastfeeding Friendly Practice
Education Module for Staff
Learning Objectives
Learning Objectives

The learner will:

• Understand the importance of:
  • all professional and office staff giving consistent messages, and
  • supporting the policies of a New York State Breastfeeding Friendly practice.

• Be able to list three specific examples of how non-clinical staff can support breastfeeding when interacting with parents.
Learning Objectives

The New York State Model Breastfeeding Policy states:

*Breastfeeding saves lives, improves health and reduces costs. Breastfeeding is a public health issue. Improving breastfeeding rates is not the sole responsibility of individual parents, rather governments, policy makers, hospitals, healthcare providers, communities and families all share responsibility.*
Scenarios: What Should You Say?
What should you say?

a. Your mother-in-law is correct, give the baby formula. It will give you a break. This will allow your nipples to heal and formula is the same as breast milk.

b. By breastfeeding, you are providing your baby optimal nutrition and promoting bonding. Let me refer you to a lactation specialist to assess your baby’s latching, sucking, and unlatching, and to suggest some remedies for sore nipples.

a. Just keep nursing with sore nipples.
Answer:

a. Your mother-in-law is correct, give the baby formula. It will give you a break. This will allow your nipples to heal and formula is the same as breast milk.

b. By breastfeeding, you are providing your baby optimal nutrition and promoting bonding. Let me refer you to a lactation specialist to assess your baby’s latching, sucking, and unlatching, and to suggest some remedies for sore nipples.

c. Just keep nursing with sore nipples.
What should you say?

a. I don’t like it either, but I don’t have any choice now that we are “Breastfeeding Friendly.”

b. I will give them a sheet so they can cover themselves.

c. It sounds like breastfeeding makes you uncomfortable. In New York State, a person has the right to breastfeed in a public or a private location.
Answer:

a. I don’t like it either, but I don’t have any choice now that we are “Breastfeeding Friendly.”

b. I will give them a sheet so they can cover themselves.

c. It sounds like breastfeeding makes you uncomfortable. In New York State, a person has the right to breastfeed in a public or a private location.
NYS’s Comprehensive Approach to Protecting, Promoting and Supporting Breastfeeding

- Community
- Healthcare Providers
- Pregnancy, Breastfeeding and Family Support
- Childcare
- Hospitals and Healthcare Offices
- Laws, Rules and Regulations
- Worksites
NYS Civil Law: Breastfeeding in Public

NYS Labor Law: Nursing in the Workplace

https://labor.ny.gov/workerprotection/laborstandards/nursing-mothers.shtm
NYS Labor Law: Paid Family Leave

https://paidfamilyleave.ny.gov/
Scenario #3
What would you say?

a. It has been shown that when breast milk substitutes, like formula, are given to parents, they don’t breastfeed for as long. It sounds like you might have some concerns about breastfeeding. Be sure to mention this to your nurse, doctor or provider during your visit so that you can talk about this and work together to develop a plan.

b. Wait here, I think I have some hidden away in the back closet.

c. You can always look online for ways to get free samples.
What would you say?

a. It has been shown that when breast milk substitutes, like formula, are given to parents, they don’t breastfeed for as long. It sounds like you might have some concerns about breastfeeding. Be sure to mention this to your nurse, doctor, or provider during your visit so that you can talk about this and work together to develop a plan.
b. Wait here, I think I have some hidden away in the back closet.
c. You can always look online for ways to get free samples.
Benefits of Breastfeeding
Promotion, Support and Protection

Breastfeeding is widely promoted, supported and protected around the world by many governmental and professional organizations such as:

- World Health Organization (WHO)
- Centers for Disease Control and Prevention (CDC)
- American Academy of Pediatrics (AAP)
- American College of Obstetricians and Gynecologists (ACOG)
- Association of Women’s Health, and Neonatal Nurses (AWHONN)
- American Academy of Family Medicine (AAFP)
- American College of Nurse Midwives (ACNM)
Benefits of Breastfeeding
Benefits of Breastfeeding

Studies have estimated that pediatric and maternal diseases could be reduced and deaths could be prevented, if infants were breastfed for at least 1 year after birth.

Benefits of Breastfeeding
Benefits of Breastfeeding: Saves Money

Breastfeeding Provides Environmental Benefits
Breastfeeding Healthy People Goals
Percentage of Infants Fed Breast Milk in the Hospital, NYS 2017


* Denominator: Total live births, excluding infants admitted to NICU or transferred to/from another hospital

**Denominator: Infants fed any breast milk
Percentage of Infants Fed Any Breast Milk at 6 and 12 months or Fed Exclusively Breast Milk at 3 and 6 months, NYS 2017

Fed Any Breast Milk

- 6 months: 59.8%, Goal 60.6%
- 12 months: 37.8%, Goal 54.1%

Fed Exclusively Breast Milk

- 6 months: 45.2%, Goal 46.2%
- 12 months: 25.8%, Goal 42.4%

Source: CDC National Immunization Survey (NIS), among 2017 births
Health Disparities
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<tr>
<td>White, non-Hispanic</td>
<td>58.6%</td>
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<tr>
<td>Black, non-Hispanic</td>
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<tr>
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<tr>
<td>Asian/Pacific Islander, non Hispanic*</td>
<td>38.4%</td>
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<tr>
<td>Other, non-Hispanic*</td>
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<tr>
<td>Hispanic</td>
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<tr>
<td>High school graduate</td>
<td>35.9%</td>
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<tr>
<td>More than high school</td>
<td>55.0%</td>
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<td>Medicaid</td>
<td>35%</td>
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<tr>
<td>Other</td>
<td>57.9%</td>
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The Baby-Friendly Hospital Initiative
The Baby-Friendly Hospital Initiative
Births at Baby-Friendly Hospitals in NY and US 2007 – 2018

Data Source: CDC Breastfeeding Report Card
Step 1:
Develop, implement and maintain a written breastfeeding friendly office policy.
Step 2: Train all staff to promote, support and protect breastfeeding and breastfeeding parents.
Step 3: Discontinue routine distribution of breast milk substitutes and eliminate infant formula marketing materials and gift packs from your office.
Step 4: Create a breastfeeding friendly office environment.
Step 5: During the prenatal period, discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management.
Step 6: During the postpartum period, discuss the benefits of breastfeeding, especially exclusive breastfeeding, and the basics of breastfeeding management.
Step 7: Encourage breastfeeding families to feed newborns only breast milk.
Step 8: Teach breastfeeding parents about maintaining lactation when separated from their infants.
Step 9: Identify the local breastfeeding support network and foster collaborative working relationships and referral systems.
Step 10: Provide comprehensive breastfeeding assistance and advice for families.
Conclusions
Any Questions?