

# New York State Breastfeeding Friendly Practice Designation Assessment Survey

NEW YORK STATE DEPARTMENT OF HEALTH  
Division of Chronic Disease Prevention

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Document type:  Pre-assessment  Post-assessment Date: \_\_\_\_\_

Practice Name: \_\_\_\_\_

Practice Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Practice Phone #: \_\_\_\_\_

Practice Type:  OB/GYN  Pediatric  Family  Federally Qualified Health Center (FQHC)  
 Other: \_\_\_\_\_

**Approximate percentage of patient population eligible for Medicaid:**

0 – 24%  25% – 49%  50% – 74%  ≥ 75%

Does your practice collect breastfeeding data?:  Yes  No

**If Yes, does someone in your practice review the data and share with practice staff periodically to monitor changes over time?**

Yes  No

**Name and title of person completing assessment:**

Name: \_\_\_\_\_

Title: \_\_\_\_\_

E-mail address: \_\_\_\_\_

**To begin the designation process, complete the following steps:**

1. Review the New York State Ten Steps to a Breastfeeding Friendly Practice Implementation Guide. [www.health.ny.gov/community/pregnancy/breastfeeding/](http://www.health.ny.gov/community/pregnancy/breastfeeding/)
2. Complete the New York State Breastfeeding Friendly Practice Designation pre-assessment form, designed to assess gaps in practice compared to the *New York State Ten Steps to a Breastfeeding Friendly Practice* and the strategies listed in the *Implementation Guide*. Submit the pre-assessment to: [promotebreastfeeding@health.ny.gov](mailto:promotebreastfeeding@health.ny.gov)
3. Work with your practice team to develop/update your breastfeeding friendly office policy and test, refine, and implement, at a minimum, all Ten Steps and the Required Implementation Activities and Office Policy Components outlined below. Please include strategies outlined in the Implementation Guide to create a more comprehensive policy.

**After developing/updating your breastfeeding friendly office policy and implementing at least the minimum components of the New York State Ten Steps to a Breastfeeding Friendly Practice:**

1. Complete the New York State Breastfeeding Friendly Practice Designation post-assessment form. [www.health.ny.gov/community/pregnancy/breastfeeding/](http://www.health.ny.gov/community/pregnancy/breastfeeding/) and submit the completed form to: [promotebreastfeeding@health.ny.gov](mailto:promotebreastfeeding@health.ny.gov)
2. Submit your practice's written breastfeeding policy to: [promotebreastfeeding@health.ny.gov](mailto:promotebreastfeeding@health.ny.gov). Ensure the date your policy was approved at your practice is noted on your policy.

Practices that achieve the New York State Ten Steps to a Breastfeeding Friendly Practice designation will be awarded a Certificate of Designation and listed on the NYSDOH's public website. The certificate expires after five years. At that time, you will need to submit another post-assessment and updated office policy.

**For a health system wishing to apply on behalf of multiple practice sites:**

We will accept one (1) written office policy for multiple practice sites operating under the same health system. Each practice seeking designation must submit individual pre- and post-assessments for each discrete geographic location.

**Ten Steps to a Breastfeeding Friendly Practice**

Required Implementation Activities and Office Policy Components for New York State Breastfeeding Friendly Practice Designation

	Yes	No	In Progress
<b>Step 1:</b> Develop and maintain a written breastfeeding friendly office policy.			
<ul style="list-style-type: none"> <li>• Establish and implement a breastfeeding friendly office policy. Submit your office's written breastfeeding policy to <a href="mailto:promotebreastfeeding@health.ny.gov">promotebreastfeeding@health.ny.gov</a></li> </ul>			
<ul style="list-style-type: none"> <li>• Designate breastfeeding champion(s) in your office and describe the job responsibilities of the champion(s).</li> </ul>			
<b>Step 2:</b> Train all staff to promote, support and protect breastfeeding and breastfeeding moms.			
<ul style="list-style-type: none"> <li>• Train all staff on an ongoing basis in skills necessary to implement and maintain a breastfeeding friendly office policy.</li> </ul>			
<ul style="list-style-type: none"> <li>• Educate all office staff on all aspects of providing breastfeeding support upon hire and at least annually.</li> </ul>			

<b>Step 3:</b> Discontinue routine distribution of infant breastmilk substitutes and eliminate formula marketing materials and gift packs from your office.	Yes	No	In Progress	
<ul style="list-style-type: none"> <li>• Stop distributing marketing materials and/or gift packs that include breastmilk substitutes, bottles, nipples, pacifiers or coupons for any such items to all pregnant women, mothers and their families.</li> </ul>				
<ul style="list-style-type: none"> <li>• Stop distributing breastmilk substitutes to all pregnant women and mothers who have chosen to breastfeed unless deemed medically necessary.</li> </ul>				
<ul style="list-style-type: none"> <li>• Any formula maintained by the practice must be stored out of patients' view. An inventory tracking system must be established and maintained by your office to monitor expiration dates and lot numbers in case of product recalls.</li> </ul>				
<b>Step 4:</b> Create a breastfeeding friendly office environment.	Yes	No	In Progress	
<ul style="list-style-type: none"> <li>• Display posters and pamphlets in your waiting room and patient areas with images of women breastfeeding. Ensure pictures or photographs are reflective of the population served. Display signs encouraging mothers to breastfeed in your office. Do not display images of infants bottle feeding.</li> </ul>				
<ul style="list-style-type: none"> <li>• Remove any items which refer to proprietary product(s) or bear product logos from your office, including memo pads, posters, pens, cups, measuring tapes, educational materials, staff lanyards, name badges, clipboards, etc.</li> </ul>				
<b>For practices serving patients during the PRENATAL period</b>				
<b>Step 5:</b> During the <b>prenatal period</b> , discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.	Yes	No	In Progress	Not Applicable
<ul style="list-style-type: none"> <li>• Help pregnant women create a birth plan that includes breastfeeding, skin-to-skin contact and rooming-in preferences to share with hospital staff at admission.</li> </ul>				
<b>For practices serving patients during the POSTPARTUM period</b>				
<b>Step 6:</b> During the <b>postpartum period</b> , discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.	Yes	No	In Progress	Not Applicable
<ul style="list-style-type: none"> <li>• Schedule a first follow-up visit 48-72 hours after hospital discharge to assess breastfeeding status and current infant feeding plan.</li> </ul>				
<ul style="list-style-type: none"> <li>• Have a system in place to automatically prescribe vitamin D to breastfeeding infants per the AAP protocol.</li> </ul>				
<b>Step 7:</b> Encourage breastfeeding mothers to feed newborns breast milk <b>only</b> .	Yes	No	In Progress	
<ul style="list-style-type: none"> <li>• Encourage <b>exclusive</b> breastfeeding for the first 6 months of life, with continued breastfeeding as long as mutually desired by the mother and baby.</li> </ul>				
<b>Step 8:</b> Teach mothers about maintaining lactation when separated from their infants.	Yes	No	In Progress	
<ul style="list-style-type: none"> <li>• Be knowledgeable about hand expression and the use of breast pumps and when and how to prescribe them.</li> </ul>				
<ul style="list-style-type: none"> <li>• Know when and how to refer mothers to an International Board Certified Lactation Consultant (IBCLC) when there are lactation difficulties.</li> </ul>				

<b>Step 9:</b> Identify the local breastfeeding support network and foster collaborative working relationships and referral systems.	Yes	No	In Progress
<ul style="list-style-type: none"> <li>Acquire or maintain a list of community resources for breastfeeding mothers including WIC, La Leche League, local breastfeeding support groups, and baby cafés/drop-in centers.</li> </ul>			
<ul style="list-style-type: none"> <li>Develop working relationships with lactation specialists in your community and make referrals as needed.</li> </ul>			
<b>Step 10:</b> Provide comprehensive breastfeeding assistance and advice for mothers.	Yes	No	In Progress
<ul style="list-style-type: none"> <li>Develop and implement an office protocol to promptly address breastfeeding problems and concerns to assist mothers at home. Examples include establishing a triage system to prioritize breastfeeding problems, pairing women with peer counselors or ensuring timely referrals to professional lactation counseling, in office or at a home visit.</li> </ul>			