



Creating Breastfeeding Friendly Communities

Progress Report

Practices



Child Care



Worksites



Baby Cafés®



Program Description

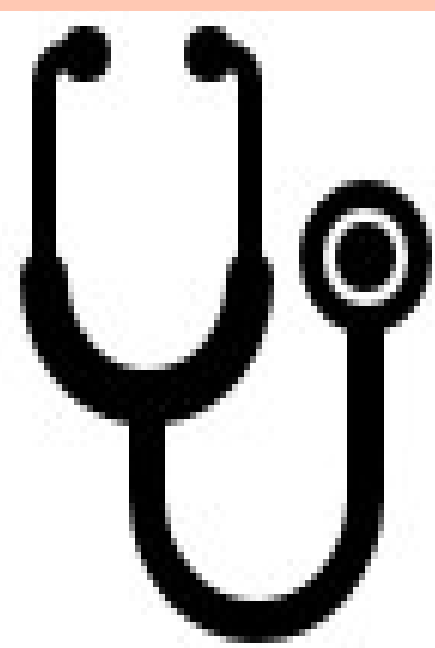
Creating Breastfeeding Friendly Communities (CBFC) is a five-year, state-funded initiative designed to build or expand community-based breastfeeding partnerships and advance broad-based policy, system, and environmental changes on breastfeeding protection, promotion, support, and care management within community settings and businesses and with child care and health care providers. The initiative also seeks to reduce the racial, ethnic and community disparities in the prevalence of breastfeeding, especially exclusive breastfeeding in New York State (NYS).

Six local contractors were selected through a competitive application process to work in high need communities (see table below) to:

1. Build or expand community-based breastfeeding coalitions.
2. Increase the knowledge and skills of community-based organizations, primary care providers, childcare directors and staff and employers.
3. Increase the number of obstetric, family medicine, midwifery and pediatric practices serving Medicaid-eligible women and their children that achieve the NYS Breastfeeding Friendly Practice designation.
4. Increase the number of child care centers and day care homes serving families that achieve the NYS Child and Adult Care Food Program Breastfeeding Friendly designation.
5. Increase the number of worksites that provide accommodations for breastfeeding employees.
6. Increase the number of Baby Cafés® in faith-based, community-based or health care organizations in communities.

Local contractors recruit sites and engage them in key program activities. In practices, child care settings and work sites, this includes conducting a pre-assessment, providing training, technical assistance and resources, developing a breastfeeding policy, conducting a post-assessment and applying for Breastfeeding Friendly designation or recognition (if applicable). In Baby Cafés, this includes providing training, technical assistance and resources, applying for licensure from Baby Café USA and opening the Baby Café. Local contractors also implement a set of strategic activities designed to ensure the sustainability of implemented policy, system and environmental changes. These activities will increase local stakeholder and state decision-maker awareness of and support for community-based breastfeeding strategies, demonstrate success in promoting and increasing breastfeeding, improve maternal and child health outcomes, and highlight the burden and health disparities associated with poor breastfeeding rates in the catchment areas.

Contractor	Counties	Targeted Communities
Clinton County Health Department	Clinton, Essex, Franklin, Warren, Washington	Altona, Bangor, Bellmont, Bombay, Brandon, Burke, Chateaugay, Clinton, Constable, Dannemora, Elizabethtown, Ellenburg, Fort Ann, Fort Covington, Fort Edward, Granville, Hague, Hampton, Hebron, Kingsbury, Lake Luzerne, Lewis, Malone, Moira, Mooers, Moriah, St. Regis Mohawk Reservation, Stony Creek, Ticonderoga, Westville
Fund for Public Health in New York City, Inc.	Bronx, Brooklyn, Manhattan	Brownsville, Claremont-Bathgate, East Concourse-Concourse Village, East Tremont, East Harlem North, East Harlem South, East New York (Pennsylvania Ave), Morrisania-Melrose
Long Island Jewish Medical Center	Nassau, Suffolk	Glen Cove, Islip, Southampton, Wyandanch
Rockland County Health Department	Rockland	Clarkstown, Ramapo
Seton Health Foundation, Inc.	Albany, Rensselaer, Schenectady	Albany, Brunswick, Cohoes, Colonie, Rensselaer, Rotterdam, Schaghticoke, Schenectady, Troy, Watervliet
University of Rochester	Monroe	Greece, Rochester



Progress: Health Care Practices

42

practices were recruited

23

practices received
training & technical
assistance

3

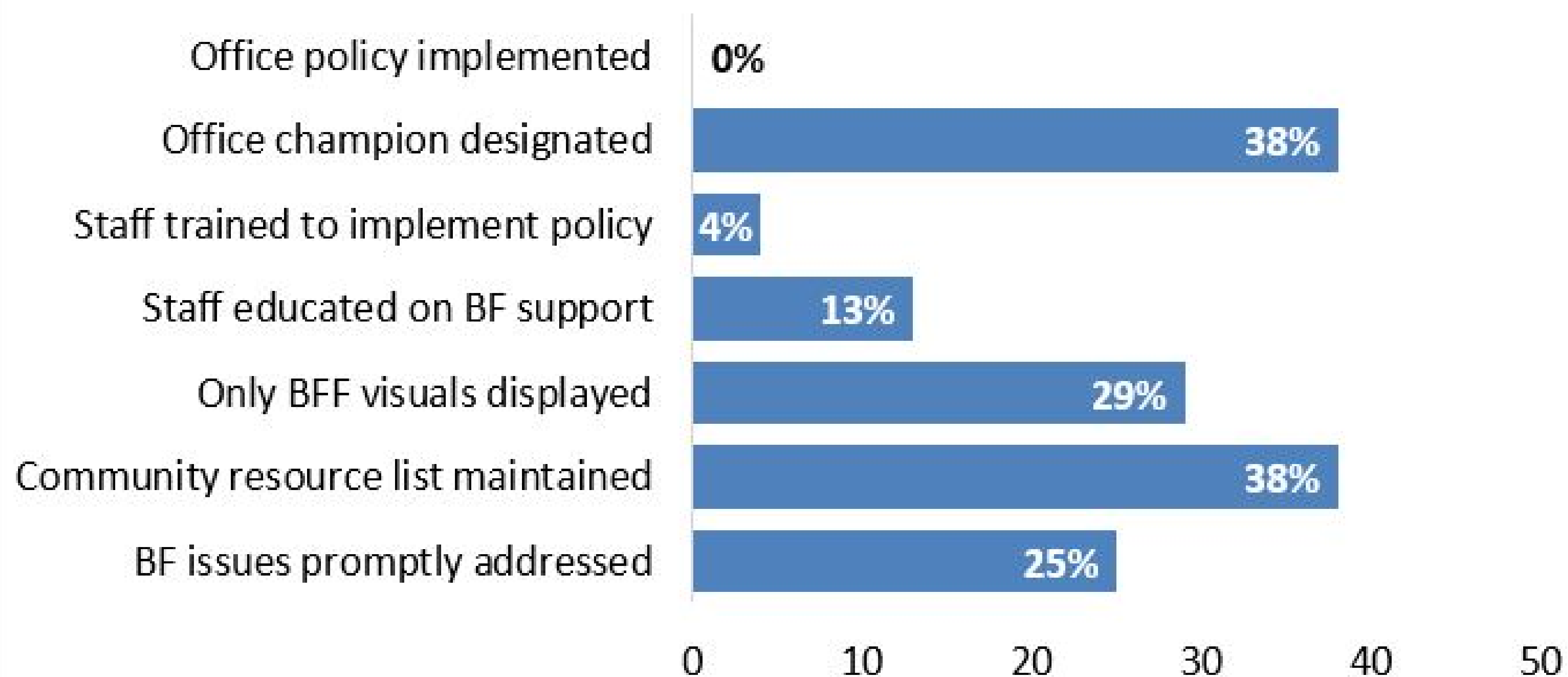
practices were
designated as
Breastfeeding Friendly

Estimated Reach: **15,708 patients**

Source: Catalyst, web-based performance monitoring system, April 2018 and reach spreadsheets

Health care providers play an integral role in promoting and supporting a woman's decision to breastfeed. This begins during preconception care and continues through prenatal, postpartum and ongoing care of the woman, the infant, and her family. Creating Breastfeeding Friendly Communities (CBFC) contractors work with health care providers at obstetrician/gynecologist, pediatric, family, midwifery practices and federally qualified health centers to implement the *New York State Ten Steps to a Breastfeeding Friendly Practice (Ten Steps)* and to strengthen the continuum of care from preconception through birth and beyond. The *Ten Steps* include 18 components that together require practices to create a breastfeeding friendly office, encourage breastfeeding, and support mothers. Contractors work with each of the recruited practices to implement these required components and to measure progress using a pre/post assessment tool. See below for baseline results.

% of practices responding 'Yes' to key assessment items at baseline (n=24)



Source: New York State Breastfeeding Friendly Practice Designation pre-assessment, January 2018



Progress: Child Care Settings

77

child care sites were recruited

65

child care sites received training & technical assistance

51

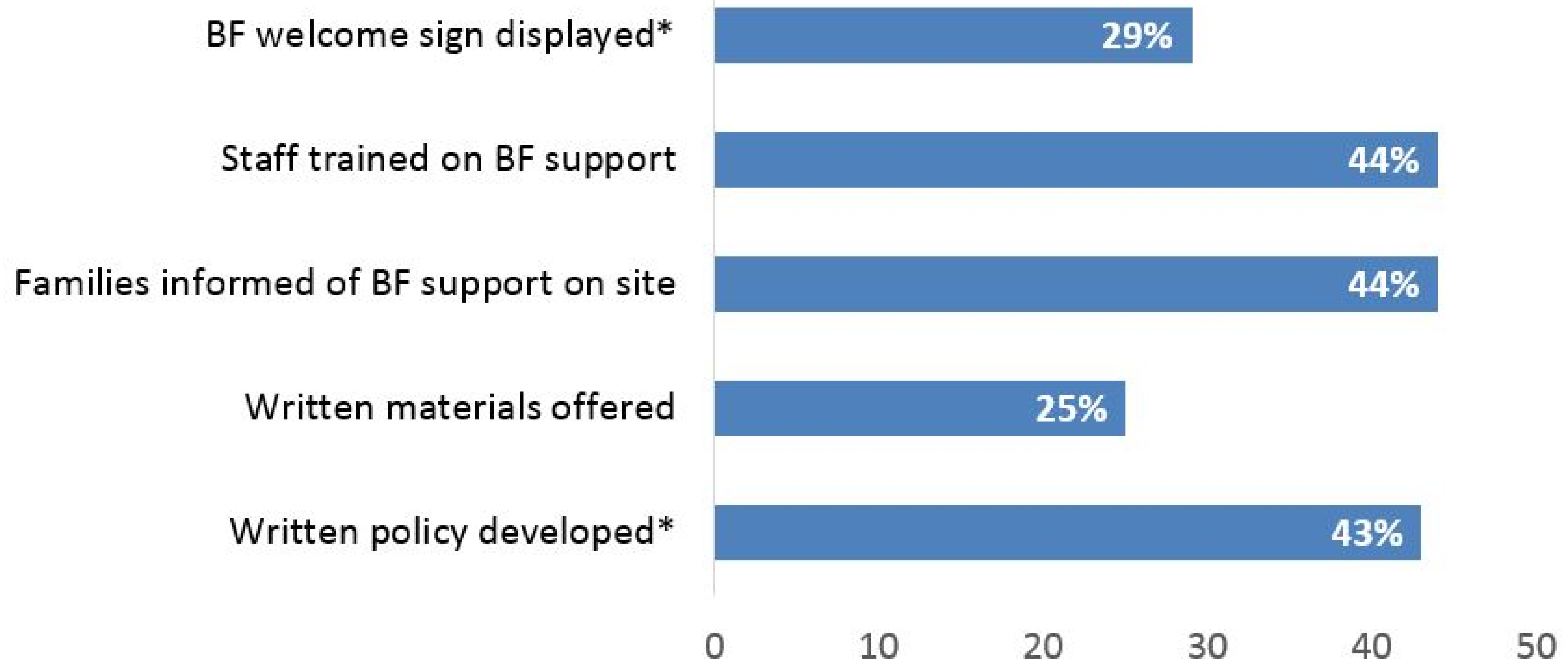
child care sites were designated as *Breastfeeding Friendly*

Estimated Reach: **369 infants**

Source: Catalyst, web-based performance monitoring system, April 2018 and reach spreadsheets

A child care setting that is Breastfeeding Friendly actively supports breastfeeding families and helps mothers continue breastfeeding when they return to work or school. Creating Breastfeeding Friendly Communities (CBFC) contractors are working with child care centers and homes to ensure that they are supportive of breastfeeding moms and babies. Their work in this setting is aligned with the standards promoted through NYS Child and Adult Food Care Program's (CACFP) Breastfeeding Friendly Child Care designation program and sites are encouraged to work toward designation. Non-CACFP sites are also eligible for designation through the NYS Council on Children and Families. To achieve designation child care centers and homes are asked to provide an atmosphere that welcomes breastfeeding families, offers accurate written materials on breastfeeding topics, feeds infants on demand, and trains all staff so they can support breastfeeding families. Contractors work with each of the recruited child care sites to implement these required components and to measure progress using a pre/post assessment tool. See below for baseline results.

% of child care sites responding 'Yes' to key assessment items (n=55)



*includes only Centers

Source: CBFC child care pre-assessment, January 2018



Progress: Worksites

91

worksites were recruited

57

worksites received training & technical assistance

11

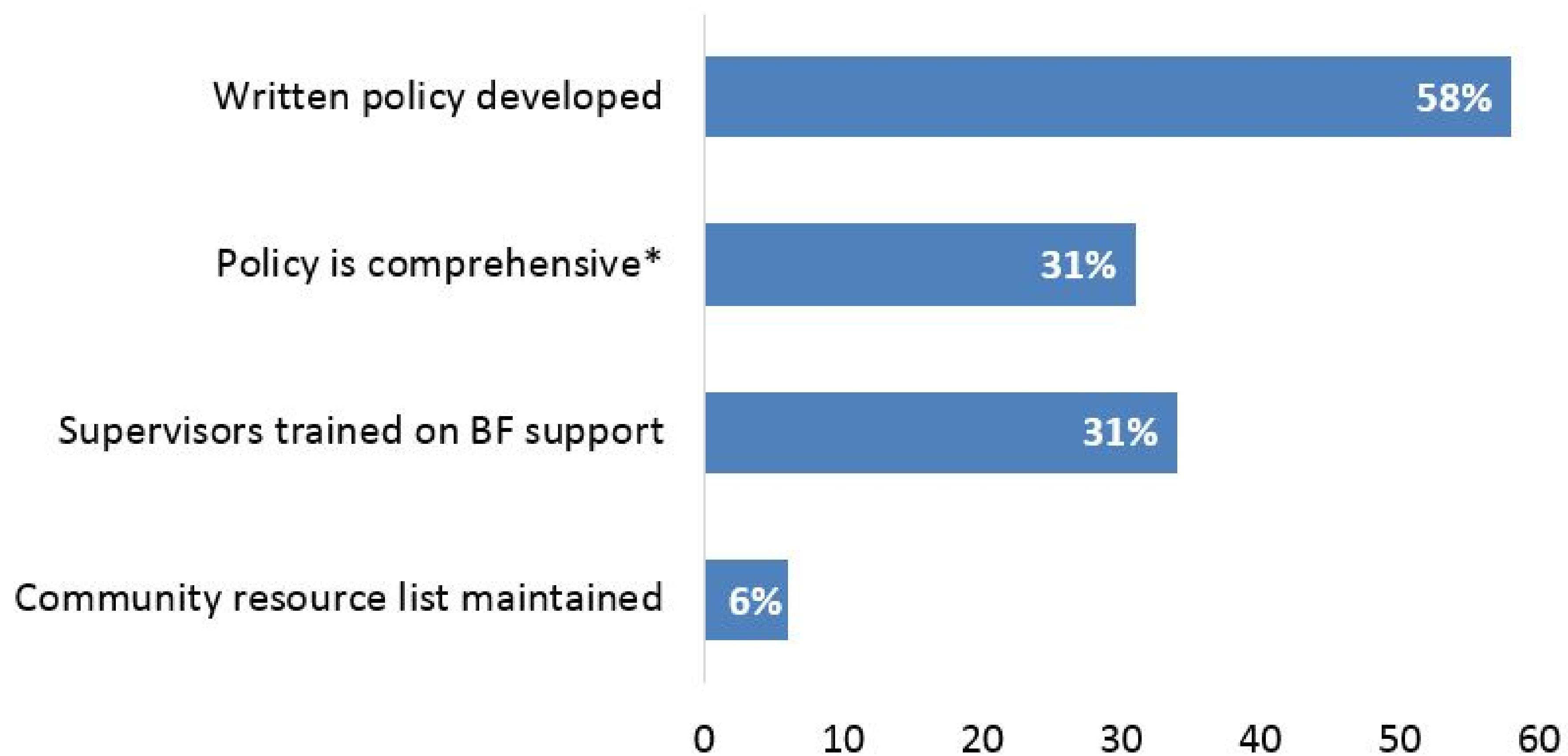
worksites earned Breastfeeding Friendly recognition

Estimated Reach: **11,466 employees**

Source: Catalyst, web-based performance monitoring system, April 2018 and reach spreadsheets

Returning to work is one of the most commonly cited barriers breastfeeding mothers face as a reason for early weaning. Barriers identified in the workplace include a lack of flexibility for milk expression in the work schedule, lack of accommodations to pump or store breast milk, concerns about support from employers and colleagues, and real or perceived low milk supply. Mothers who continue breastfeeding after returning to work need the support of their coworkers, supervisors, and others in the workplace. Creating Breastfeeding Friendly Communities (CBFC) local contractors are engaging worksites to make policy, systems, and environmental changes that support breastfeeding employees and their families. Contractors work with each of the recruited worksites to implement these changes and to measure progress using a pre/post assessment tool. See below for baseline results.

% worksites responding 'Yes' to key assessment items (n=64)



* includes only worksites with a written policy

Source: CBFC worksite pre-assessment, January 2018



Progress: BabyCafés®

13

organizations were recruited to host Baby Cafés

11

organizations received training & technical assistance

9

Baby Cafés were opened

Estimated Reach: 298 mothers

Source: Catalyst, web-based performance monitoring system, April 2018 and reach spreadsheets

Linking mothers to ongoing support, such as community-based lactation support groups, after hospital discharge is essential to successful, long-term breastfeeding. Licensed by Baby Café USA, Baby Cafés are an evidence-based example of a community-based lactation support group. Baby Cafés offer practical peer and professional help and counseling through sharing of information and experiences in a relaxed setting. Creating Breastfeeding Friendly Communities (CBFC) contractors are tasked with engaging faith-based, community-based, or health care organizations to establish Baby Cafés in their communities of focus and thereby provide ongoing support to moms and families while they are breastfeeding.

Links to Additional Resources

Practices

- NYS Breastfeeding Friendly Practice Designation: <https://www.health.ny.gov/community/pregnancy/breastfeeding/providers/#BFpractice>

Child Care

- Child and Adult Care Food Program Breastfeeding Friendly Child Care: <https://www.health.ny.gov/prevention/nutrition/cacfp/breastfeedingspon.htm>

Worksites

- Making it Work Toolkit for Employers: <http://www.breastfeedingpartners.org/images/pdf/ForEmployersFINAL.pdf>
- Business Case for Breastfeeding: <https://www.womenshealth.gov/breastfeeding/breastfeeding-home-work-and-public/breastfeeding-and-going-back-work/business-case>
- Support for Breastfeeding in the Workplace: https://www.cdc.gov/breastfeeding/pdf/BF_guide_2.pdf
- Department of Labor: <https://labor.ny.gov/formsdocs/factsheets/pdfs/p708.pdf>

Baby Cafés







- Baby Café USA: <http://www.babycafeusa.org/>



State & National Data Collection

Monitoring with existing surveillance data sources

The goal of the Creating Breastfeeding Friendly Communities (CBFC) program is to increase breastfeeding initiation, exclusivity and duration among New York State (NYS) mothers and their babies. Breastfeeding rates among the general population are estimated by assessing the feeding method of all healthy infants during the birth hospitalization and by surveying a representative sample of NYS infants again at 3-, 6- and 12-months of age. Breastfeeding rates among the higher-need population are estimated by assessing the feeding method for low-income infants enrolled in the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) in NYS. NYS breastfeeding rates can be compared against benchmarks set at the national level through Healthy People 2020.

	NYS General Population*	NYS High Need Population**	National Goal***
Breastfeeding Initiation			
 Infants fed any breast milk - in the hospital	88%	85%	82% ●
Breastfeeding Exclusivity			
 Infants fed breast milk only - in the hospital	45%	--	70% ●
 Infants fed breast milk only - 3 months of age	41%	15%	46% ●
 Infants fed breast milk only - 6 months of age	20%	9%	26% ●
Breastfeeding Duration			
 Infants fed any breast milk - 6 months of age	56%	41%	61% ●
 Infants fed any breast milk - 12 months of age	34%	24%	34% ●

*Data Source for hospital indicators: NYS Birth Certificate Data (Vital Records), 2015. Data Source for 3-, 6- and 12-month indicators: Centers for Disease Control and Prevention, National Immunization Survey (NIS) 2014-2015, among 2013 births.

**Data Source: NYS Pediatric Nutrition Surveillance System (PedNSS), 2016.

***Data Source: Healthy People 2020.

● National goal met or exceeded for general population ● National goal not met for general population