CREATING COMMUNITY SUPPORTS FOR BREASTFEEDING IN CHAUTAUQUA COUNTY, NY

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Prevention Agenda: Translating Data into Action
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**PURPOSE**

Short-term goal: Increase the % of babies who are breastfed in Chautauqua County.

Long-term goal: Decrease the burden of preventable disease (chronic and infectious) and improve quality of life for Chautauqua County residents.

Making it easier for moms to make the healthiest choice for their babies, by creating supports at multiple community levels.
KEY PROJECT ACTIVITIES

1) Encourage participation of L&D hospitals in Great Beginnings New York (+BQIH!)

2) Cross-train L&D Staff to provide consistent patient care that is supportive of breastfeeding mothers

3) Provide tobacco cessation services to moms

4) Train 5 new certified lactation counselors (CLC)

5) Work with health care practices (pediatric, family, and OB/GYN) to achieve Breastfeeding Friendly Practice designation

6) Establish a 24-hour breastfeeding helpline

7) Empower mothers to talk with their employers about breastfeeding upon return to work

8) Work with employers to ensure compliance with NYS Labor Laws that support BF moms
STAKEHOLDERS AND PARTNERS

**Moms!**
- Participating in Facebook Group
- Educating moms about BF support
- Educating moms about laws, policies that allow pump at work

**Hospitals**
- Training Staff as CLCs
- Cross-training L&D Nurses in BF Education
- Creating BF policies

**Private Practices** (Peds, OB/GYN, Family, FQHC)
- Working toward BFFP
- Tracking BF during postpartum visits

**Maternal and Infant Health Program**
- Direct education to moms
- Staffing BF Helpline
- Empowering moms to talk with employers

**Funders**
- Financial resources
- Best practices

**NYSDOH**
- Best practices support
- Incentives, programs for partners

**Employers**
- Tracking BF support
- Staffing BF Education
- Creating BF policies

**Private Practices**
- Working toward BFFP
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**Maternal and Infant Health Program**
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CREATING COMMUNITY SUPPORTS FOR BREASTFEEDING IN ACTION

Breastfeeding is SO good for mom and baby!

Breastfeeding offers many health benefits to both mom and baby.

- Babies who are breastfed: 
  - Experience less respiratory and gastrointestinal illness, as well as our infections, allergies and skin hatch.
  - Face less risk from Sudden Infant Death Syndrome (SIDS), obesity, Type 2 Diabetes, and Leukemia.

Moms who breastfeed:
- Are less likely to develop Type 2 Diabetes, Breast and Ovarian Cancers, or Postpartum Depression.
- Heal from birthing quicker and in many cases, lose weight faster.

The American Academy of Pediatrics recommends exclusive breastfeeding for your baby’s first six months of life, and breastfeeding supplemented with solid foods from six months to one year of age.

But breastfeeding can be HARD! The purpose of this guide is to help you aware of all the resources in our area that are available to help you and your baby learn to breastfeed and help you be successful!

Local Breastfeeding Professionals

Call to make an appointment to see one of these breastfeeding professionals to help with any breastfeeding issues:

- Brooks Memorial Hospital
  - Mindy Conklin, RN, IBCLC, 716-363-30
  - Tricia Tucker, RN, CLC

- Chautauqua County Maternal and Infant Health Program
  - Cathy Burgess, RN, CLC, Text or Call 716-769-5

- Chautauqua Opportunities, Inc.
  - Donna Czrecta, RN, 716-769-5

- Jamestown Pediatrics
  - Jennifer L. Anderson, RN, 716-999-8

- The Chautauqua Center
  - Kimberly Ellis, RN, 716-363-5

- Darlene Redick, Private Practice
  - Darlene Redick, M.Ed., CLC, 716-450

- Southern Tier Pediatrics
  - Amy Beach, FNP, CLC, 358-547

- WCA Hospital
  - Dawn Pickett, RN, CLC, 716-664-828
  - Michelle Besse, RN, CLC
  - Toni DeAngelo, RN, CLC, 716-664-867

- Women, Infants and Children (WIC)
  - Contact your Peer Counselor 716-21

Designated Breastfeeding Friendly Practices

Breastfeeding Friendly Practices work to educate their patients about the importance of breastfeeding support, and create a breastfeeding friendly office/mall. Two practices are working toward this goal:

- Lane Women's Health, Jamestown, 716-484-9
- The Resource Center - Jamestown, 716-661-144
- The Chautauqua Center - Dunkirk, 716-363-505

Breastfeeding and the Workplace

Lactation Breaks, Appropriate Spaces, and Labor Laws

Returning to work is one of the most challenging times for moms, especially who are dedicated to breastfeeding!

We are lucky to have New York State and Federal laws that protect the rights of breastfeeding moms. Your employer is required to offer you reasonable break time to pump your milk. They are also required to offer you a location to pump that is NOT a bathroom. You have the right to ask your employer to make a plan with you for how to make breastfeeding work. Breastfeeding is good for employers, too!

Most Health Insurance Plans Cover Breast Pumps!

Before you run to Wal-Mart or Babies R Us, check with your health insurance company to see if they cover breast pumps. Most private companies cover electric pumps (as well as tubing), while NYS Medicaid Programs mainly offer manual pumps but will supply electric pumps in some cases (call us to find out more).

These have to be supplied by a durable medical supply company, so check with your insurance company first!

Local Suppliers of Breast Pumps and Supplies

MedCare
512 W. Third St, Jamestown, 716-684-5

Pentagon Pharmacy
320 N Main St, Jamestown, 716-720-8

Respiratory Services of Western New York, Inc.
168 Vineyard Drive, Dunkirk, 716-202-720

MOMMY TIP: A good latch is important for your baby to breastfeed effectively and for your comfort. During the early days of breastfeeding, it can take time and patience for your baby to latch on well.

Sleep: Sleep is critical. If you have a busy schedule, your baby may need to sleep more often. If you have a baby who is being breastfed more easily at night, how often do you breastfeed?

Sleep safely and close by, have your baby sleep in a crib or bassinet in your room so that you can breastfeed more easily at night.

State law requires that when the baby is in the early weeks after birth, you should wake your baby to feed 4-6 hours prior to the beginning of the last feeding.

Online Resources

- La Leche League International
  - http://www.llla.org
  - 1-800-258-1524

- Women, Infant and Children (WIC)
  - Contact your Peer Counselor
  - Jamestown: 484-6001 & Dunkirk: 666-5150
  - http://www.wicnys.org

- Baby Goo Roo
  - http://babyyogoroo.com
  - KellyMom
  - http://kellymom.com
  - My Plate for Pregnancy and Breastfeeding
  - http://www.choosemyplate.gov/myplatemenus/index.html

- The Care Connection
  - 1-877-699-0390
  - www.careconnectiononline.org
  - Lactation and Wellness Center

- Office of Women's Health
  - Breastfeeding Helpline
  - 1-800-999-996

- NYS Department of Health
  - Breastfeeding Promotion Program

- Chautauqua County Maternal and Infant Health Program
  - Can't find what you need? Give us a call!
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HOW FAR HAVE WE COME?

1) Encourage participation of L&D hospitals in Great Beginnings New York (+BQIH!)
   - WCA participated in GBNY, updated BF, formula hand-out policies
   - BMH will be participating in BQIH

2) Cross-train L&D Staff to provide consistent patient care that is supportive of breastfeeding mothers
   - 35 staff members have been trained in 10 Steps to Successful Breastfeeding, an Online Course

3) Provide tobacco cessation services to moms
   - 122 moms counseled, 32 successful quit attempts
   - WCA providing BF education during visits: 78 moms

4) Train 5 new certified lactation counselors (CLC)
   - 7 people attended training (2 in each hospital, 5 certified to date)

7) Empower mothers to talk with their employers about breastfeeding upon return to work
   - 540 moms educated at WCA during MIH ward rounds
PROGRESS OR CHALLENGE

Breastfeeding Initiation Rates by Hospital and Quarter 2014-2015

- BMH
- WCA
- County
- NYS Average (2011-2013)
CHALLENGES

• How can we get better data (especially BF duration rates!) from our partners? (ex/WIC, pediatricians, OB/GYN)

• How can we balance the fears of mothers who have substance abuse disorders with the benefits of breastfeeding?

• How can we overcome common misconceptions about breastfeeding? How do we better educate moms and community members?

• We can use funds to train new professionals in an effort to build capacity, but people are often in transition (moving, switching jobs, have competing priorities, etc.). Is there a way to build capacity in a more sustainable way?
Discussion Questions

- How do we keep moms interested and engaged in breastfeeding (to increase duration), especially those living in non-supportive environments?
- Breastfeeding moms and their babies function as one unit, but are treated separately for medical purposes. How can we connect the OB/GYN and pediatric worlds to ensure better care and enhance chances for a successful breastfeeding experience?
THANK YOU!