

# Breastfeeding, Chestfeeding, and Lactation Friendly New York (BFFNY)



Onondaga County

*Continuity of Care in breast/chestfeeding is achieved by consistent, collaborative, and seamless delivery of high-quality services from the prenatal period until families are no longer breast/chestfeeding. Continuity of care results in transitions that are coordinated and fully supportive of families throughout their breast/chestfeeding journey (CDC/NACCHO, 2023).*

## About The Designation

The NYS Breastfeeding, Chestfeeding, and Lactation Friendly Practice Designation is awarded to eligible health care practices in NYS that achieve all “**NYS Ten Steps**”.

## Statistics

While 88% of infants in NYS initiate breast/chestfeeding during the birth hospitalization, the proportion of infants receiving any human milk or continuing to breast/chestfeed at six months drops to 60% (CDC, 2020). At twelve months, 38% of infants are still breast/chestfeeding, which is below the Healthy People 2030 U.S. target of 54%.

## Practice Settings

- Pediatric
- Obstetrics and Gynecology (OB/GYN)
- Family Medicine
- Midwifery
- Federally Qualified Health Centers (FQHC)

## Purpose

To guide and assist health care providers and office staff in outpatient settings to improve the continuity of care and advance health equity for all families by implementing strategies supportive of breastfeeding, chestfeeding, and lactation that are culturally responsive to and inclusive of all families served.

## Ready To Get Started?

The Onondaga County Health Department can help you become a lactation friendly practice by:

- Assisting with breast/chestfeeding policy development
- Providing items to furnish the dedicated lactation space
- Providing technical assistance and resources



# ***“NYS Ten Steps” to a Breastfeeding, Chestfeeding, and Lactation Friendly Practice***

## ***Create a Breastfeeding, Chestfeeding, and Lactation Friendly Office***

1. Develop, implement, and maintain a written breastfeeding, chestfeeding, and lactation friendly office policy.
2. Train all staff to promote, support, and protect breastfeeding, chestfeeding, and lactation.
3. Stop routinely distributing infant human milk substitutes, and remove formula marketing materials and gift packs from your office.
4. Create a breastfeeding, chestfeeding, and lactation friendly office environment by displaying posters, pamphlets, and signs in your waiting rooms and patient areas encouraging breast/chestfeeding.

## ***Encourage Breastfeeding, Chestfeeding, and Lactation***

5. In the preconception period and during pregnancy, talk with your patients about the benefits of infant human milk feeding – especially exclusive breast/chestfeeding or feeding only human milk. Also, talk about initial management of breast/chestfeeding.
6. During the postpartum period, talk with your patients about the benefits of infant human milk feeding – especially exclusive breast/chestfeeding or feeding only human milk. Also, talk about initial management of breast/chestfeeding.
7. Encourage parents and families to feed infants only human milk for the first six months of an infant's life.
8. Teach lactating parents how to maintain their milk supply even when they are separated from their children.

## ***Support Families***

9. Create and promote collaborative working relationships with local breast/chestfeeding support networks and lactation care professionals. Connect your patients with these and other health and mental health resources as needed.
10. Give comprehensive breast/chestfeeding advice and assistance to expectant and new parents and their families.



# Steps for Designation

- 1. Learn about the designation program and review information about the NYS Ten Steps** and resources to support implementation and policy development.
- 2. To begin the designation process, complete the online registration form.** Before completing the form, collect all the required information, including the approximate percentage of patients eligible for Medicaid and the approximate number of individual patients seen each year.
- 3. Conduct a pre-assessment** of the site-level practices compared to the NYS Ten Steps evaluation criteria using the Breastfeeding, Chestfeeding, and Lactation Friendly Practice Designation Assessment Tool. This tool includes criteria that will be used to evaluate eligibility for the designation award. Submit the pre-assessment results to the DOH team using the digital platform.
- 4. Work with your practice team to fully implement the NYS Ten Steps.** Use the pre-assessment results to develop an action plan to implement the designation evaluation criteria that are not fully implemented.
- 5.** When all the NYS Ten Steps evaluation criteria are met, **conduct a post-assessment** of the site to demonstrate implementation of all NYS Ten Steps. When submitting a post-assessment, upload your practice's written breastfeeding, chestfeeding, and lactation office policy in the digital platform for DOH to review.
- 6. Address feedback/questions from DOH.** Within 2-4 weeks of submission of a post-assessment, the DOH team will review the assessments, evaluate the office policy using criteria included in the Policy Guide, and send feedback/questions to the practice. To earn the designation award, all the items on the post-assessment must be marked 'yes' (i.e., fully implemented).
- 7. Celebrate your designation award!** DOH will send designated practices electronic and mailed copies of the designation award letter and add the practice to the DOH website, Breastfeeding Friendly Practices by County. Celebrate your achievement with your practice team and spread the word about your designation status to patients, partners, and your community.
- 8. Sustain the office policy and practice and plan for re-designation in five years.** Plan to review the office policy and practice annually to sustain implementation of the NYS Ten Steps. Finally, note that designation awards expire after five years. Practices must submit a re-designation assessment and updated office policy at that time.

