GOAL

To demonstrate breastfeeding promotion through community collaboration.

Clinical Lactation Certification

April, 2013
Established in 2011

- Grew out of the Ontario Health Collaborative.
- Recognized the connection between breastfeeding and obesity prevention.
ORIGINAL PARTNERS

- Started small and focused on education
- Chronic disease coordinator (PH)
- 1 OB/GYN office
- La Leche representative
- Nurses from 2 birthing centers

Grew rapidly: By 2014…
- 2 more Hospitals
- 4 Public Health agencies
- W.I.C.
- Cornell Cooperative Extension
- Pediatric Offices
- Child & Family Resources, Inc.
- FQHC’s
- Wayne County Action Program, Inc.

FUTURE PARTNERS

Plan to expand to 9 Finger Lakes Counties
ACCOMPLISHMENTS

• Community awareness
  • World Breastfeeding Week
  • “Breastfeeding Welcome Here!”
  • Proclamations

• Education
  • Providers, nursing students, hospitals, daycares, alternatives
  • C.L.C training

• Collaboration
  • Helping Hospitals: Baby Friendly & Great Beginnings NY

• Worksites
WORK PLACE

Health in ALL policies

- Smoke-free campus
- Healthy vending
- Healthy meeting
- Breastfeeding friendly

Creating a Healthy Workforce
Creates a Healthy Economy
Creates Healthy Families
WHY IT MATTERS

• Women in the workforce
• Mothers are fastest growing segment of workforce
• 57 percent of women with infants employed
• Working moms breastfeed for shorter duration
• Low-income women
  • Return to work earlier
  • Challenging work environments
WORKSITES: PERCEIVED BARRIERS

Knowledge Deficit
- Inconsistent messages/lack of dialogue with HC providers
- Perceived lack of benefit beyond 6 weeks
- Breastfeeding seems difficult/unattainable
- Lack of understanding of available services and supplies

Workplace specific barriers
- Time to pump
- Place to pump
- Place to store milk
- Embarrassment (inability to self-advocate)

Lack of support
- Family, friends, and employer
- Maternity leave not long enough
KNOWLEDGE DEFICIT

• NYS Labor Law, Section 206-c
• NYS Civil Rights Law, Section 79-e
• Tax deduction for supplies
• W.I.C. benefits
• Hand expression option
• Milk storage options
• Benefits to mother, baby, and family beyond 6 wks.
  • Health
  • Financial
  • Emotional
SUPPORT SYSTEMS

- Families/Friends
  - Health benefit education
- Medical Providers
  - Training providers offices, nursing schools, & hospitals
- Child Care Agencies
  - Trainings at mandatory education events
- The Community
  - Celebration of World Breastfeeding Week
  - Proclamations
- Workplace
  - Assistance policy
  - Assistance with space & set-Up
RESOURCES/TOOLKIT

Support the Prevention Agenda by
Increasing Breastfeeding

You can support the Prevention Agenda goal of Reducing Chronic Disease by increasing the proportion of babies who are breastfed exclusively and increasing the duration of breastfeeding in your county.
GETTING STARTED

• Low hanging fruit
• OCHC employers & Finger Lakes Breastfeeding Partnership employers
• Benefit:
  • Established buy-In
  • “Practice what you preach”
  • Substantial impact
EXPANDING

• Identify employers that are struggling
  • School districts
  • Farm workers
  • Restaurants
  • Small businesses not covered by law

• Offer assistance
  • Healthy policy creation (Health in ALL policies)
  • Establishment of Worksite Wellness programs
  • Sharing of toolkit (DVD)
NEXT STEPS

- Identify additional community opportunities
- Use & expand DASH-NY
- Provide continued support
- Monitor/Evaluate/Survey
COMMUNITY OPPORTUNITIES

- County Government
- Rotary
- Chamber of Commerce
- Hospitals
- Federally Qualified Health Care facilities
- Public Health Agencies
- Pediatric Offices
- Employers
• Data sources
  • Hospital call back data
  • Birth certificate data
  • W.I.C. data
• Survey of provider offices
• Number of healthy policies implemented
  • Identify successes
  • Identify barriers
CONCLUSION

- Establish Collaboration
  - Business/Employers
  - Public Health
  - Health Care
  - Community Leaders
  - Government Official
- Assess Needs
- Plan
- Find Resources/Policies
  - DASH NY- NYSDOH
  - Business Case
- Implement Strategies
- Evaluate Efforts
Ontario County Public Health

Christy Richards, RN, BSN
Chronic Disease Coordinator

christy.richards@co.ontario.ny.us

Phone: 585-396-4343
Toll-free: 800-299-2995
Fax: 585-396-4551
QUESTIONS