NEW YORK STATE
BACK TO BASICS: OVERVIEW OF THE
TEN STEPS TO A BREASTFEEDING
FRIENDLY PRACTICE
VIRTUAL LEARNING NETWORK
NYS Prevention Agenda Webinar Series
June 26, 2014
12:00 PM to 1:00 PM

Welcome!
- Today you will hear a presentation and have the opportunity to ask questions via the chat box.
- Find resources and materials at nyspreventschronicdisease.com

Evaluations
Nursing Contact Hours, CME, LCERP and CHES credits are available
Please visit nyspreventschronicdisease.com to fill out your evaluation and complete the post-test.

Partners and Sponsors
- New York State Department of Health
- University at Albany, School of Public Health, Center for Public Health Continuing Education

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No commercial funding has been accepted for this activity.

Today's Objectives
- Illustrate the connection between being designated as a Breastfeeding Friendly Practice and the Prevention Agenda.
- Identify at least 4 of the 10 Steps to create, encourage or support a Breastfeeding Friendly Practice.
- Name three resources available to support a Breastfeeding Friendly Practice
BREASTFEEDING PROMOTION IN THE FRAMEWORK OF THE 2013-2017 PREVENTION AGENDA

Deborah Gregg, MPH, RDN, CDN, CLC

PREVENTION AGENDA 2013-2017

• New York State’s Health Improvement Plan
  • Blueprint for state and local action to improve the health of New Yorkers in five Priority Areas and reduce health disparities for racial, ethnic, disability, and other groups who experience them.


5 Prevention Agenda Priorities

1) Prevent chronic diseases
2) Promote a healthy and safe environment
3) Promote healthy women, infants, and children
4) Promote mental health and prevent substance abuse
5) Prevent HIV, sexually transmitted diseases, vaccine-preventable diseases, and healthcare-associated infections
Selection of Chronic Disease Focus Areas

- **Focus Area 1:** Reduce obesity in children and adults.
- **Focus Area 2:** Reduce illness, disability and death related to tobacco use and secondhand smoke exposure.
- **Focus Area 3:** Increase access to high-quality chronic disease preventive care and management in clinical and community settings.

Reduce Obesity in Children and Adults: Priority Strategies

1. Increasing adoption and use of food standards
2. Implementation of Complete Streets policies, plans, and practices
3. Promotion of policies and practices in support of breastfeeding
4. Increasing the availability, accessibility and use of evidence-based interventions

Breastfeeding Support and the Prevention Agenda

- Save infants’ and mothers’ lives, and reduce acute and chronic diseases among infants, children and mothers by increasing exclusive breast milk feeding.
- Specifically, increase the proportion of infants (in your county) who exclusively breastfeed for the first 6 months of life, and continue breastfeeding for 12 months—and beyond.
- Promote and sustain breastfeeding by increasing the number of hospitals, primary care settings and employers that adopt supportive policies/practices.

Obesity Prevention Priority Strategies: Increasing Breastfeeding Fact Sheet

- **Aim:** What are you trying to accomplish?
- **Actions:** What changes will you make to achieve your Aim?
- **Recommended Steps**
- **Focus on disparities**
- **Stakeholders to engage**
- **Achievement:** How will you know that the changes you are making will result in achieving the Aim?
- **Selected Resources**

Site Specific Actions

- **Hospitals**
  - Improve maternity care practices
- **Primary Care**
  - Implement supportive policies and practices in prenatal, post-partum and pediatric care settings
- **Employers**
  - Implement lactation support programs

Resources:

**Hospitals:**

- Great Beginnings NY
- Latch On NYC*
- NYS Breastfeeding Quality Improvement in Hospitals*
- NYC Breastfeeding Hospital Collaborative

*Referenced on DASH NY Breastfeeding Fact Sheet
Resources – cont’d

**Worksites:**
- Business Case for Breastfeeding*
- Making It Work: Returning to Work Toolkit*

**Primary Care:**
- NYS Breastfeeding Friendly Practice Designation

*Referenced on DASH NY Breastfeeding Fact Sheet

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NYS TEN STEPS TO A BREASTFEEDING FRIENDLY PRACTICE: REQUIRED IMPLEMENTATION ACTIVITIES & RESOURCES

Megan Prokorym, MPH

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**Breastfeeding Friendly Provider Practice Designation**

To be designated as a NYS Breastfeeding Friendly Practice, the Ten Steps must be implemented through specific strategies by each step.

**Required** strategies are included in the pre- and post-assessment survey and in the office policy.

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**Breastfeeding Friendly Practice Designation Process**

- Checklist:
  - Complete pre-assessment
  - Implement system changes needed to support breastfeeding mothers
  - Develop breastfeeding friendly office policy
  - Complete post-assessment
  - Submit all documentation to: promotebreastfeeding@health.state.ny.us

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**Ten Steps to a Breastfeeding Friendly Practice**

**Create a Breastfeeding Friendly Office**

1. Develop and maintain a written breastfeeding friendly office policy.
2. Train all staff to be breastfeeding friendly by promoting, supporting and protecting breastfeeding and breastfeeding moms.
3. Eliminate infant formula and formula company materials from your office.
4. Create a breastfeeding friendly office environment.

**Encourage Breastfeeding**

5. During the prenatal period, discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.
6. During the postpartum period, discuss breastfeeding benefits, especially exclusive breastfeeding and the basics of breastfeeding management with women and their families.
7. Encourage breastfeeding mothers to feed newborns breast milk only.
8. Teach mothers about maintaining lactation when separated from their infants.

**Support Mothers**

9. Identify the local breastfeeding support network and foster collaborative working relationships and referral systems.
10. Provide comprehensive breastfeeding support to new mothers.

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*New York State Ten Steps to a Breastfeeding Friendly Practice Implementation Guide* April 2014

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1. Develop and maintain a written breastfeeding friendly office policy.

- Establish and implement a breastfeeding-friendly office policy.
- *Sample policies available upon request:*
  - Email megan.prokorym@health.ny.gov

- Designate a breastfeeding champion in your office.
- Name in your written policy

2. Train all staff to be breastfeeding friendly by promoting, supporting and protecting breastfeeding and breastfeeding moms.

- Train all staff on an ongoing basis in skills necessary to implement and maintain a breastfeeding-friendly office policy.
- Educate all office staff on all aspects of providing breastfeeding support upon hire and at least annually.

3. Eliminate infant formula and formula company materials from your office.

- Stop accepting gifts and samples from companies manufacturing infant formula, feeding bottles or pacifiers.
- Stop distributing formula samples, coupons or baby items from formula companies to pregnant women or new mothers.
4. Create a breastfeeding friendly office environment.

- Display posters and pamphlets in the waiting room and patient areas with images of women breastfeeding their infants.
- Do not display images of infants bottle feeding.
5. During the **prenatal period**, discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.

- 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.

6. During the **postpartum period**, discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families.

- Schedule a first follow-up visit 48-72 hours after hospital discharge to assess breastfeeding status and current infant feeding plan.
- Have a system in place to automatically prescribe Vitamin D to infants per the AAP protocol.

7. Encourage breastfeeding mothers to feed newborns breast milk only.

- Encourage **exclusive breastfeeding** for the first 6 months of life, with continued breastfeeding as long as mutually desired by the mother and baby.

8. Teach mothers about maintaining lactation when separated from their infants.

- Be knowledgeable about the use of breast pumps and when to prescribe, and/or when refer to an International Board Certified Lactation Consultant (IBCLC).

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**New York Medicaid Benefit**

**Breastfeeding Education / Lactation Counseling**

- Effective April 1, 2013, Medicaid Fee-for-Service
- Effective May 1, 2013, Managed Care and Family Health Plus Plans
- Covers pregnant or postpartum woman
- IBCLCs who are licensed and currently registered in New York as a: physician, physician assistant, nurse midwife, nurse practitioner, or nurse can provide services and be reimbursed by Medicaid.
- Services can be provided at an Article 28 clinic, **private practice**, free-standing clinic, or Federally-Qualified Health Center (FQHC).

**New York Medicaid**

**Improved Quality & Reimbursement of Breast Pumps**

- NYS Medicaid covers the purchase of manual and personal use electric breast pumps.
  - Effective April 1, 2013: Minimum pump specifications were developed. [www.health.ny.gov/community/pregnancy/breastfeeding/](http://www.health.ny.gov/community/pregnancy/breastfeeding/)
  - New reimbursement rates calculated by Medicaid increase the maximum reimbursement amount for both manual and personal electric pumps.
- NYS Medicaid covers rental of hospital-grade electric pumps for preterm infants or infants with special needs.
9. Identify the local breastfeeding support network and foster collaborative working relationships and referral systems.
   • Acquire or maintain a list of community resources for breastfeeding mothers including WIC, La Leche League, local breastfeeding support groups, and baby cafes/drop-in centers.
   • Develop working relationships with lactation specialists in your community and make referrals as needed.

10. Provide comprehensive breastfeeding support to new mothers.
   • Develop and implement an office protocol to promptly address breastfeeding problems and concerns to assist mothers at home. Examples include: a triage system to prioritize breastfeeding problems or referral to professional lactation counseling.

Breastfeeding Friendly Practice Designation Process

- **Checklist:**
  - Complete pre-assessment
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  - Develop breastfeeding friendly office policy
  - Complete post-assessment
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First NYS Practices Designated as Breastfeeding Friendly

- The Birthing Center of Buffalo
- Century-Airport Pediatrics
- Delaware Pediatric Associates
- Integrity Health Group/Tonawanda Pediatrics
- Kaleida Health OB/GYN Health Centers
- Kids Alliance Pediatrics
- Lancaster-Depew Pediatrics
- Mercy Comprehensive Care Center
- Mercy OB/GYN Center
- Neighborhood Health Center
- OB/GYN Associates of Western New York
- Orchard Park Pediatrics
- Western New York Pediatrics
- Wheatfield Pediatrics
- Williamsville Pediatric Center

Next Steps

- Ten Step Materials posted to NYSDOH website:
  https://www.health.ny.gov/community/pregnancy/breastfeeding/
- Next Virtual Learning Network Webinar:
  • Wednesday, August 13, 2014
- Plan Recognition Event
  • Submit assessment and policies to:
    • promotebreastfeeding@health.state.ny.us

QUESTIONS?

Wrapping Up

More Webinars in the NYS Prevention Agenda Series to Come!
Please visit nyspreventschronicdisease.com

Remember to take your evaluation and post test
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Thank You!!!