

Breastfeeding, Chestfeeding, and Lactation Friendly New York, 2023-2028

Mid-Course Progress Report | July 2025

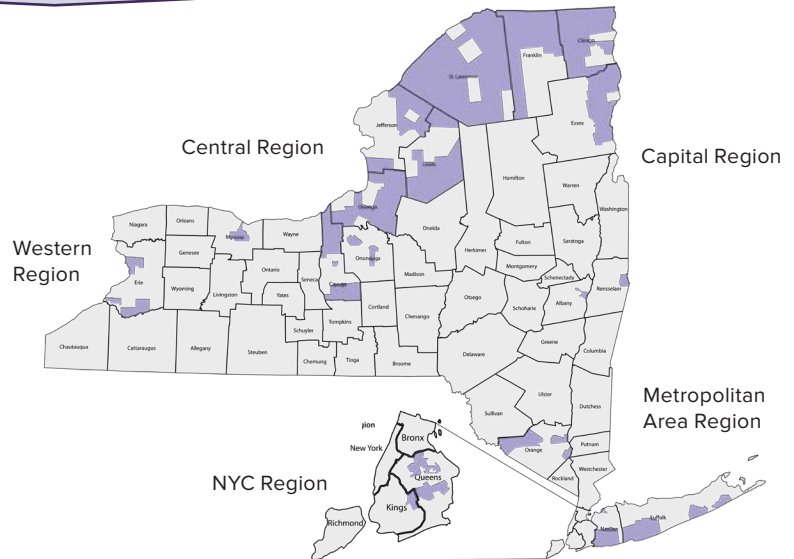


Department
of Health

The New York State Department of Health [Breastfeeding, Chestfeeding, and Lactation Friendly New York \(BFFNY\) program](#) provides funding to community organizations to create and support environments that encourage the initiation and continuation of breast/chestfeeding. Nine grantees are engaged in 173 communities across New York State to reduce racial/ethnic disparities in breast/chestfeeding rates, especially in exclusive breast/chestfeeding, as indicated in purple on the map below:

The nine grantees include:

- Long Island Jewish Medical Center
- Clinton County Health Department
- The Jamaica Hospital
- Onondaga County Health Department
- Orange County Health Department
- Oswego County Opportunities
- St. Peter's Health Partners
- United Way of Buffalo & Erie County
- University of Rochester- Public Health Sciences

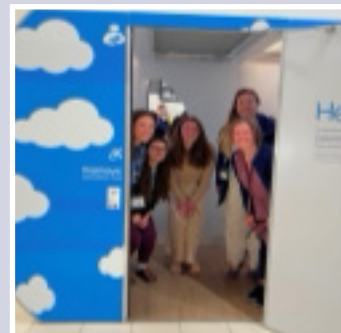


BFFNY strategies focus on promoting policies and practices that support breast/chestfeeding, enhancing responsive lactation support, and ensuring the sustainability of breast/chestfeeding initiatives. BFFNY grantees actively engage and empower community members by supporting and promoting evidence-based strategies that leverage existing community strengths. Their approach aims to create a more supportive environment for all community members. This mid-course progress report summarizes accomplishments from July 2023 to July 2025. BFFNY settings include:

Health Care Practices	2
Worksites	3
Lactation Support Groups	4
Community and Public Spaces	5
Coalitions	6
Sustainability	7



United Way of Buffalo and Erie County helped Queen City OBGYN, Springville, NY, achieve designation as a New York State Breastfeeding, Chestfeeding, and Lactation Friendly practice.



Clinton County Health Department and Champlain Centre Mall staff worked together to add a Mamava pod.

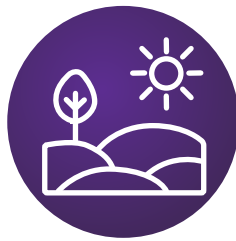
Health Care Practices

BFFNY grantees work to enhance and increase the number of health care practices offering consistent and comprehensive support for breast/chestfeeding parents before, during, and after pregnancy.

Grantees recruited **95** health care practices and provided them with technical assistance on the following topics:



Office Policy & Staff Training



Office Environment



Pre/Postnatal Discussions



Community Support

We met with the Lactation Education Coordinator and the identified Lactation Champion and completed the pre-assessment. We provided the staff with the Department's program handbook and informed them about the contents of the handbook. We explained the next steps in the designation process, including working with the practice team to fully implement the NYS Ten Steps and how Onondaga County Health Department BFFNY could support them in implementing those steps." —Onondaga County Health Department, Quarterly Program Report

Grantees achieved outcomes that could potentially reach **475,000** patients:



30 Sites
Adopted Policies



32 Sites Implemented
Supportive Practices



8 Sites Earned
Recognition

We were able to work with five practices to achieve the breastfeeding-friendly practice designation. The sites were able to adopt a policy as well as train employees on how to educate and counsel families about breastfeeding. The employees at all the practices have really become adept at working with breastfeeding families or referring their patients to various resources for assistance, whether it be a drop-in clinic for hands-on support or a support group for a more peer-to-peer approach. It was truly an enlightening experience and taught us what worked but also showed where improvements could be made to make the process easier for the sites that we are currently working with." —Jamaica Hospital, Quarterly Program Report

Worksites

BFFNY grantees support breast/chestfeeding at worksites, which involves enhancing policies and practices that assist and safeguard breast/chestfeeding parents. Their work aims to improve breast/chestfeeding rates, providing advantages for both employees and employers.

Grantees recruited 319 partners and champions and provided them with technical assistance on the following topics:



Policy



Staff Training



**Environmental
Changes**



**Community
Resources**



Labor Laws



Met with a local High School and completed pre-assessment, offered support on policy and lactation space.” —St. Peter’s Health Partners, Quarterly Program Report

Grantees achieved outcomes that could potentially reach 31,900 employees:



**246 Sites
Adopted Policies**



**244 Sites
Implemented
Supportive Practices**



**97 Sites Earned
Recognition**



In year two, quarter two marked a significant milestone for a particular worksite, as we held a ribbon-cutting ceremony on October 9, 2024, to officially recognize their lactation room as a breastfeeding-friendly space. The event was well attended by employees, and we were honored to have the organization’s Director of Community Outreach join us for the occasion. We continue to support this worksite by sharing community resources and keeping them informed about breastfeeding initiatives, such as the new Baby Café in the community.”
—Orange County Health Department, Quarterly Program Report

Lactation Support Groups

BFFNY grantees assist lactation support groups to ensure ongoing care in breast/chestfeeding assistance while also linking breast/chestfeeding parents together through peer-to-peer groups and counseling services.

Grantees identified **46** partners and champions and provided them with technical assistance on the following topics:



Staff Training



**Cultural
Responsiveness**



**Increasing
Availability &
Capacity**



**Accessibility
& Inclusivity**



**Improving
Promotion &
Attendance**



During the second quarter of Year 2, BFFNY successfully expanded knowledge and awareness of lactation support groups within our target community. To help promote one of our newer evening breastfeeding cafes within the library, BFFNY provided each participant who attended the October café with a welcome gift: cooler bags filled with essential breastfeeding supplies such as Haaka pumps, breastfeeding covers, ice/heat packs, and storage bags. To further increase café attendance, BFFNY collaborated with the County Head Start programs in three communities and our local WIC. These partnerships involved distributing café brochures within their facilities, promoting the cafés on their Facebook pages, and including information in their newsletters. Additionally, the library displayed our brochures, and local health centers and hospitals received brochures to enhance visibility.” —Oswego County Opportunities, Quarterly Program Report

Grantees improved lactation support groups that potentially reach **20,700** participants.



40 Groups
Increased their Availability,
Capacity, Participation, Accessibility,
Promotion, or Attendance

Community and Public Spaces

BFFNY grantees create welcoming community and public spaces in areas such as city and/or county government, food pantries, correctional facilities, shelters, shopping centers, libraries, sport stadiums, zoos, parks and recreation facilities, faith-based settings schools (K-12), colleges and universities to ensure that families can breast/chestfeed comfortably and confidently.

Grantees identified 94 partners and champions, provided them with technical assistance on the following topics:



Policy



Supportive Practices



Environmental Changes



A college partnered as a community space for this quarter. Staff were originally hoping to place the Mamava at the field house; however, the athletic department was unable to accommodate a pod. Instead, staff are enhancing the community space at the college library. After work is complete, the college is planning to host an open house highlighting all the lactation spaces and accommodations across the campus.”

—Clinton County Health Department, Quarterly Program Report

Grantees achieved the following outcomes in community and public spaces:



51 Sites Adopted Policies



42 Sites Implemented Changes



39 Sites Earned Recognition



We continued making strides in our work with the valuable assistance of our second Master of Public Health student, who began fieldwork and outreach at the end of our previous quarter. Her efforts targeted a variety of community spaces, including small businesses, recreation facilities, museums, and places of worship. We’re excited to report that, as part of her practicum, she successfully helped us award Lactation-Friendly Space Recognition to nine new sites within our catchment area.” —University of Rochester, Quarterly Program Report

Coalitions

BFFNY grantees reach out to local breast/chestfeeding coalitions to gain a deeper understanding of the community's overall experience, discover opportunities for collaboration, share lactation support resources, and connect with various health and non-health professionals. This includes community organizers, social services, emergency preparedness teams, housing and transportation experts, community designers, and more.

Grantees identified or established 13 coalitions. These coalitions focused on the following:



**Engaging
Diverse
Members**



**Identifying
Priority
Strategies**



**Implementing Priority
Strategies**

The Coalition meets quarterly. The February meeting was virtual with 44 attendees. Speakers included the March of Dimes Update: Report Card & Low Dose Aspirin campaign along with information on the Fatherhood Programs at Prenatal Perinatal Network. Various community-based organizations, health care practices, hospitals, and academic organizations provided updates and upcoming events involving maternal-child health activities and breastfeeding support. The Breastfeeding Subcommittee is a subsidiary of the Coalition and also meets quarterly. The virtual meeting in March featured two black maternal health research projects being conducted through a local university. The researchers are hoping that the group can assist with recruitment. Also presented was information on the newly opened Maternal Health Equity Center at the health center.” —United Way of Buffalo & Erie County, Quarterly Program Report

11 coalitions advocated for the community by educating decision makers, community leaders, and policymakers about the community's needs to eliminate gaps in lactation services. Additionally, 13 of them also shared lactation support resources to their communities of focus.

The Rochester Regional Breastfeeding Coalition meets monthly, and this quarter, we were proud to offer free continuing education events to our members. Our featured presentation focused on infant gut concerns, a topic of high interest. Demand for the session was strong, with 45 free tickets claimed in all. Our goal with continuing education is twofold: to provide our members with free professional development opportunities and to engage new coalition members. This event successfully accomplished both, reinforcing our commitment to education and collaboration in the breastfeeding community. We look forward to offering more opportunities in the future.” —University of Rochester, Quarterly Program Report

Sustainability

The goal of breast/chestfeeding communication and sustainability is to enhance the implementation of evidence-based and innovative breastfeeding programs, practices, and services at the community level.

Grantees educated 57 decision makers. They also generated 175 earned and

 The BFREE Team planned and hosted a grand opening and ribbon-cutting ceremony to celebrate the County Department of Health's Office of Health Equity's new lactation space, community space recognition, and new in-person lactation support group. News12 was present at the ribbon-cutting ceremony. The BFREE team spokesperson at the event shared the BFREE mission and goals. A County Executive Comptroller, Legislator, and Commissioner of Health were in attendance." —**Breastfeeding Resiliency, Engagement, Empowerment (BFREE) Team at Long Island Jewish Medical Center, Quarterly Program Report**



Data Sources:

Catalyst Aggregate Site and Grantee Level Reports, YR2 Q4

Catalyst is a web-based system for monitoring performance. It tracks progress at the site and grantee levels on key activities and outcomes, offering a summary of quarterly progress and challenges across all six strategies.

Communications Tracker YR2

The Communications tracker is a supplemental performance report for Sustainability that grantees will submit quarterly in addition to the Catalyst reports.

Note: Some grantee quotes were edited for clarity, length, and confidentiality.

For more information about the Breastfeeding Chestfeeding and Lactation New York program, visit [Breastfeeding, Chestfeeding, and Lactation Friendly New York \(BFFNY\), 2023-2028](#)



**Department
of Health**