

CREATING COMMUNITY SUPPORTS FOR BREASTFEEDING IN CHAUTAUQUA COUNTY, NY

Breeanne Agett, MPH- Chautauqua County DHHS
Toni DeAngelo, RN- WCA Hospital (Jamestown, NY)

Prevention Agenda: Translating Data into Action
March 24, 2016

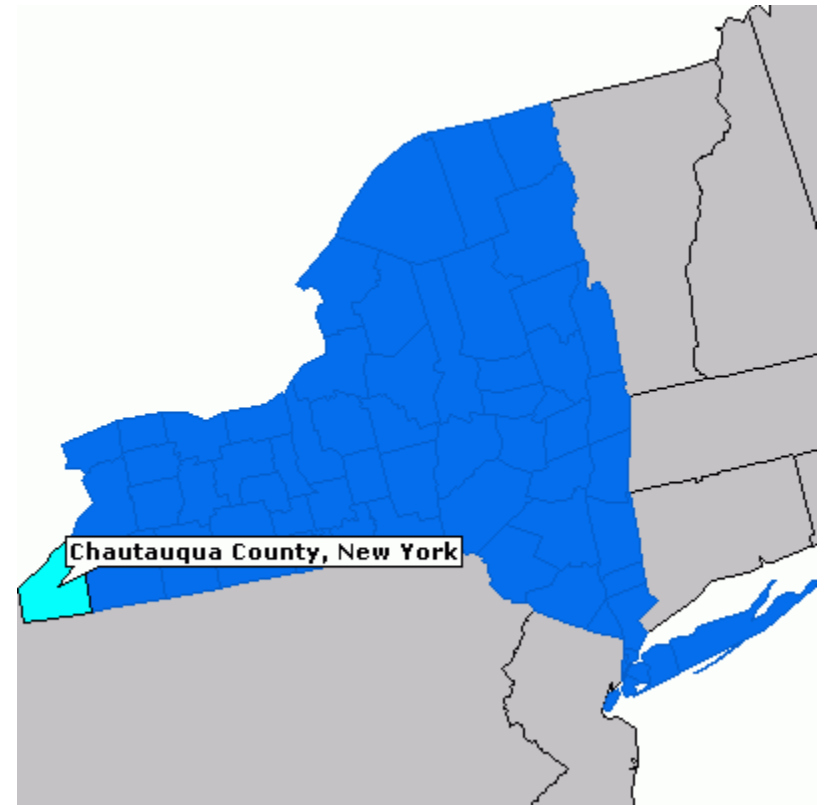


PURPOSE


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

Funders

- Financial resources
- Best practices



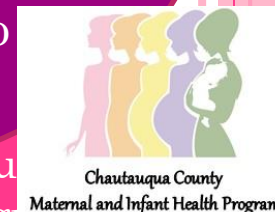
Hospitals

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



Maternal and Infant Health Program

- Direct education to moms
- Staffing BF Helpline
- Empowering moms to talk with employers



Private Practices (Peds, OB/GYN, Family, FQHC)

- Working toward BFFP
- Tracking BF during postpartum visits

- Incentives, programs for partners

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 illnesses, as well as ear infections, allergies and skin rashes.
- 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 baby 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 make you aware of all of the resources in our area that are available to help you and your baby learn to breastfeed and help you be **successful!**



Breastfeeding Helpline

Having breastfeeding problems after hours or in the middle of the night? Professionals are available 24 hours a day, seven days a week to offer support by telephone or text. Limited Spanish-language support available with interpretation services.

Call: 1-844-4BF-BABY (1-844-423-2229)
Text: 716-224-2161
National Helpline (9am-6pm): 1-800-994-9662

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 Conti, RN, IBCLC, 716-363-3000
Tricia Tucker, RN, CLC

Chautauque County Maternal and Infant Health Program
Cathy Burgess, RN, CLC, Text or Call 716-224-2161

Chautauque Opportunities, Inc.
Donna Civiletto, RN, CLC, 716-785-5555

Jamestown Pediatrics
Jennifer Lisciandro, CLC, 716-499-6300

The Chautauque Center
Kimberly Ellis, RN, CLC, 716-363-6050

Darlene Redlecki, Private Practice
Darlene Redlecki, M.Ed., CLC 716-450-2222

Southern Tier Pediatrics
Amy Beach, FNP, CLC, 358-5437 661

WCA Hospital
Dawn Pickett, RN, CLC, 716-664-8281 (N)
Michelle Besse, RN, CLC
Toni DeAngelo, RN, CLC, 716-664-8677 (Y)

Women, Infants and Children (WIC)
Contact your Peer Counselor 716-218-2188

CLC= Certified Lactation Counselor
IBCLC= International Board certified Lactation

Designated Breastfeeding Friendly Practices

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

Lane Women's Health- Jamestown, NY 716-484-9194
The Resource Center- Jamestown, NY 716-661-1447
The Chautauque Center- Dunkirk, NY 716-363-6050

Breastfeeding and the Workplace

Lactation Breaks, Appropriate Spaces, and Labor Laws

Returning to work is one of the most challenging times for moms, especially those 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, NY 716-664-5092

Patient's Pharmacy
320 N Main St. Jamestown, NY 716-720-5809
436 Central Ave. Dunkirk, NY 716-363-6339

Respiratory Services of Western New York, Inc.
3963 Vineyard Drive Dunkirk, NY 716-203-7209



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 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.

Know when to wake the baby. In the early weeks after birth, you should wake your baby to feed if 4 hours have passed since the beginning of the last feeding.

Online Resources

La Leche League International
<http://www.llli.org/llli/it>
1-800-LaLeche(525-3243)

Women, Infant and Children (WIC)
Contact your Peer Counselor
Jamestown 484-6001 & Dunkirk 366-3150
<http://www.breastfeedingpartners.org>

Baby Goo Roo
<http://babygooroo.com/>

KellyMom
<http://kellymom.com/>

My Plate for Pregnancy and Breastfeeding
<http://www.choosemyplate.gov/myplatepregnancy/index.html>

The Care Connection
1-877-638-0300
www.careconnectiononline.com
Lactation and Wellness Center

Office of Women's Health Breastfeeding Helpline
1-800-994-9662
<http://www.womenshealth.gov/breastfeeding/>

NYS Department of Health Breastfeeding Promotion Program
<http://www.nyhealth.gov/community/pregnancy/breastfeeding/>

Chautauque County Maternal and Infant Health Program

Can't find what you need? Give us a call!

Chautauque County Department of Health and Human Services
Hall R. Osthler Building - 4th Floor
7 North Erie Street
Mayville, NY 14757

Phone: 1-866-604-6789 or 716-753-4708
E-mail: cchealth@cc.chautauque.ny.us



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CREATING COMMUNITY SUPPORTS FOR BREASTFEEDING IN ACTION

Did you know Breastfeeding Fr

A Nursing Mothers Room is available

Mayville
Hall R. Clothier Building
4th Floor, Room 411 (Clinic Room 2)

Jamestown
South County Office Building
1st Floor, Room 136 (Clinic Room 8)

If you do not work in these buildings, you space that is not a bathroom. It is your!

Have questions about pregnancy, breastfeeding?

The Chautauqua County Maternal
Call us: 7

Chautauqua County Breastfeeding...
Closed Group

Joined | Share | Notifications

Discussion | Members | Events | Photos | Files

Search this group

Write Post | Add Photo / Video | Create Poll | Add File

RECENT ACTIVITY

Ang Astry
March 15 at 11:30am · Dunkirk
Anyone know of IBCLC's that do home visits in the Fredonia area?
Like · Comment
Seen by 40

View 1 more comment

Breeanne Agett You could call our help line to set up an appointment. 1-844-4BFBABY
Like · Reply · March 15 at 12:35pm

Ang Astry My baby is nursing awfully!! He's constantly popping on/off and crying and hitting and scratching. My first never did this. Im so stressed over it 😞
Like · Reply · March 15 at 1:04pm

Jayne Lindberg MindyandBob Conti
Like · Reply · March 15 at 11:35pm

Write a comment...

ADD MEMBERS
+ Enter name or email address...

MEMBERS 201 Members (3 new)

Message · Invite by Email

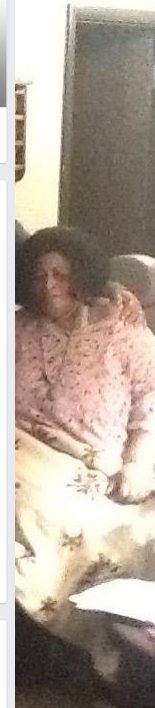
DESCRIPTION Edit
The Chautauqua County Breastfeeding Moms (and moms to be) group... See More

GROUP TYPE
Support

TAGS Edit
Breastfeeding · Chautauqua County, New York · Moms

GROUP CHATS
No group chats, start one now.
+ Start New Chat

CREATE NEW GROUPS
Groups make it easier than ever to share with friends. [Create Group](#)



CREATING COMMUNITY SUPPORTS FOR BREASTFEEDING IN ACTION



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)

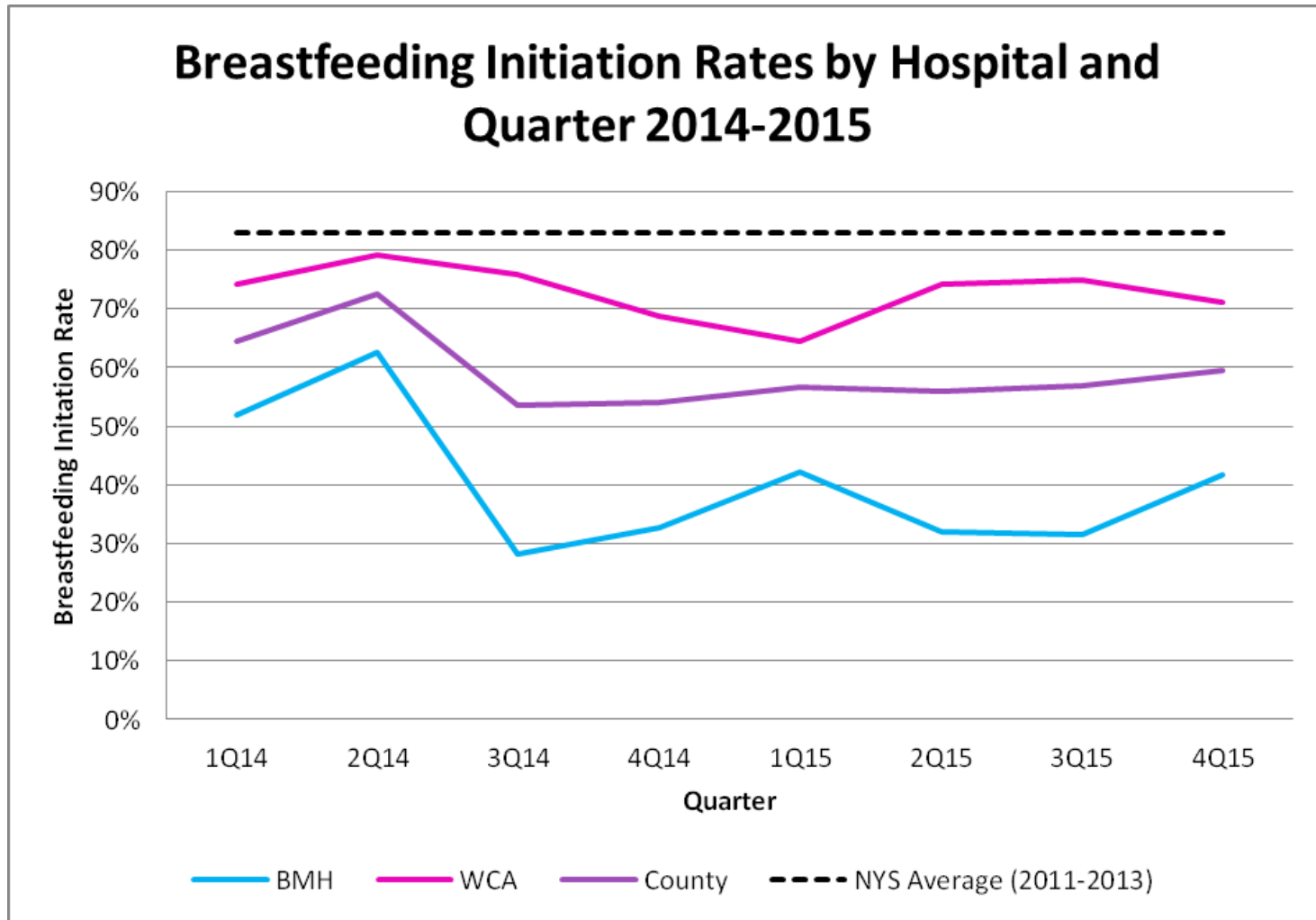
-7 people attended training (2 in each hospital, 5 certified to date)

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



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!

