

Breastfeeding Resources

Local Support for New Parents

Baby Love: [🔗](#) Baby Love is a community-based outreach program designed to engage pregnant women in early and continuous prenatal care.

Beautiful Birth Choices Support Group: [🔗](#) An informal breastfeeding support group to ask questions, listen, and learn in a supportive environment.

Healthy Baby Network: [🔗](#) Monroe County breastfeeding resources plus all of the participating counties in the Finger Lakes Breastfeeding Partnership.

La Leche League Rochester Chapter: [🔗](#) Provides local mother-to-mother support and education for breastfeeding mothers and their babies.

Nurse Family Partnership: [🔗](#) A program for first-time parents to foster long-term success for first-time moms, their babies and society.

WIC Peer Counseling: [🔗](#) WIC strongly promotes breastfeeding as the best way to feed your baby. Mother to mother Breastfeeding support is available through our WIC Nutritionists and the Peer Counselor Program, (585) 753-5640.

- Monroe County WIC Peer Counselors Helpline: (585) 753-5640
- Jordan Healthlink WIC: (585) 454-2630

Resources for Families

bfmedneo.com: [🔗](#) Therapeutic breast massage taught by Maya Bolman, RN, IBCLC.

Breastfeeding Partners: [🔗](#) More information on breastfeeding from WIC at Breastfeeding Partners.

Dr. Jane Morton videos on milk expression/breastfeeding:

- **Maximizing Milk Production:** [🔗](#) video teaching hands-on pumping
- **A Mother's Touch:** [🔗](#) Breastfeeding in the first hour
- **Early Hand Expression** [🔗](#) increases later milk production

FeedingYourBaby.org: [🔗](#) An online personalized education plan for feeding your baby. English and Spanish. You can print your results for your pediatrician!

Healthychildren.org: [🔗](#) American Academy of Pediatrics breastfeeding website, with informative articles and tips. English and Spanish.

It's Only Natural: [🔗](#) It's Only Natural helps African-American women and their families understand the health benefits of breastfeeding—not just for babies, but for moms too. Here, you'll find facts about breastfeeding and get practical tips on how to make breastfeeding work for you while getting the support you need.

Kelly Mom: [🔗](#) An informative blog for breastfeeding families.

La Leche League: [🔗](#) Provides local mother-to-mother support and education for breastfeeding mothers and their babies.

MotherToBaby: [🔗](#) A service of the non-profit Organization of Teratology Information Specialists, provides evidence-based information to mothers, health care professionals, and the general public about medications and other exposures during pregnancy and while breastfeeding.

Rochester Regional Breastfeeding Coalition: [🔗](#) A non-profit organization that promotes breastfeeding and provides resources and opportunities for connections for parents, families, healthcare providers, and employers in the Rochester Region.

Women's Health: [🔗](#) Department of Health and Human Services website with information for families on the importance of breastfeeding and how to make it work for you.

Resources for Employers & Advocates

Rochester Regional Breastfeeding Coalition: [🔗](#) Get Breastfeeding Friendly Designation from the RRBC, "A non-profit organization that promotes breastfeeding and provides resources and opportunities for connections for parents, families, healthcare providers, and employers in the Rochester Region."

Business Case for Breastfeeding: [🔗](#) The Business Case for Breastfeeding is a comprehensive program designed to educate employers about the value of supporting breastfeeding employees in the workplace.