

Additional Resources

- 1. On-line Resources**
 - 2. Local Breastfeeding Support Directory**
 - 3. Regional Family Planning Sites**
 - 4. Smartphone Apps**
 - 5. Educational Breastfeeding Video Links**
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Resources – 2013

- **Breastfeeding Training
WIC Loving Support**
http://www.nal.usda.gov/wicworks/Learning_Center/support_peer.html
- **USBC 2012 NCSBC Presentation Handouts**
<http://www.usbreastfeeding.org/Coalitions/NationalConference/2012Conference/2012NCSBCPresentationHandouts/tabid/282/Default.aspx>
 - Panel: African-American Breastfeeding Experiences
 - Panel: Increasing Access to IBCLC Services
 - Panel: Engaging Insurers
 - Panel: State Breastfeeding Planning
 - Building Sustainable Breastfeeding Networks: Regional Breastfeeding Liaisons
 - Beyond the Hospital: Working Together Across New York State to Promote, Protect and Support Breastfeeding
 - An Innovative Partnership between a State Breastfeeding Coalition and a Physician Organization to Promote Exclusive Breastfeeding
 - Prenatal Breastfeeding Promotion through a Statewide Perinatal Quality Improvement Collaborative: Tennessee's Pilot Experience
- **Breastfeeding Partnership website**
<http://www.breastfeedingpartners.org>
- **The Surgeon General's Call to Action to Support Breastfeeding FACT SHEET**
<http://www.surgeongeneral.gov/library/calls/breastfeeding/factsheet.html>
- **Academy of Breastfeeding Medicine**
<http://www.bfmed.org>
 - International organization of physicians dedicated to the promotion, protection and support of breastfeeding and human lactation.
 - Numerous evidence-based, physician-developed protocols for breastfeeding best practice on a broad range of topics from neonatal hypoglycemia to mastitis to breast milk storage. Many protocols are available in languages other than English.
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- **Centers for Disease Control Breastfeeding Data and Statistics**
 - www.cdc.gov/breastfeeding
 - Results from the mPINC survey:
<http://www.cdc.gov/breastfeeding/data/mpinc/index.htm>
 - 2013 Breastfeeding Report Card:
<http://www.cdc.gov/breastfeeding/data/reportcard.htm>
 - Results of the Infant Feeding Practices Survey II:
http://www.cdc.gov/breastfeeding/data/infant_feeding.htm

- **Joint Commission Perinatal Core Measures**
http://www.jointcommission.org/perinatal_care/
 - More information on the new Joint Commission (JCAHO) requirements for exclusive breastfeeding as of April 2010

- **MotherBaby Summit at Boston Medical Center**
<http://www.motherbabysummit.com>
 - Website developed at Boston Medical Center as a resource for maternity facilities seeking to implement nationally recognized best practices for mother-infant care
 - Clearinghouse for information on optimal maternity practices as they relate to breastfeeding

- **United States Breastfeeding Committee**
<http://www.usbreastfeeding.org>

- **Baby-Friendly USA**
www.babyfriendlyusa.org
 - To learn more about the Baby Friendly Hospital Initiative in the United States

- **www.banthebags.org**
 - Gives a good overview of the problem of giving formula discharge bags.

- **www.wellstart.org**
 - Free downloadable Staff Lactation Management Educational Tool

- 1-806-352-2519
 - National Call Center for answers to healthcare provider and consumer questions about medication that can be safely taken during pregnancy and lactation.

- **U.S. Preventive Services Task Force**
<http://www.uspreventiveservicestaskforce.org/uspstf/uspsbrfd.htm> -Primary Care Interventions to Promote Breastfeeding
<http://www.ahrq.gov/clinic/uspstf/gradespost.htm#brec> -What recommendation grade/levels mean

- **WHO Kangaroo Mother Care, a Practical Guide**
<http://whqlibdoc.who.int/publications/2003/9241590351.pdf>

- **Finger Lakes Regional Perinatal Programs**
<http://www.urmc.rochester.edu/flrpp/index.cfm>

- **New York City Health and Hospitals Corporation**
<http://www.nyc.gov/hhc>
 - **American Academy of Pediatrics Breastfeeding Section**
<http://www2.aap.org/breastfeeding/>
<http://www2.aap.org/breastfeeding/curriculum/>
<http://www2.aap.org/breastfeeding/files/pdf/TenStepswosig.pdf>
 - **AAP Breastfeeding Support and Promotion Speaker's Kit**
<http://www2.aap.org/breastfeeding/healthProfessionalsResourceGuide.html>
 - **Healthy Children's Center for Breastfeeding**
<http://www.healthychildren.cc>
 - **Breastfeeding counseling course information**
http://www.who.int/child_adolescent_health/documents/who_cdr_93_3/en/
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- **Healthy People 2010**
<http://www.healthypeople.gov>
 - **Innocenti Declaration on the Protection, Promotion and Support of Breastfeeding**
<http://www.unicef.org/programme/breastfeeding/innocenti.htm>
<http://www.unicef.org/programme/breastfeeding/code.htm>
 - **International Board of Lactation Consultants Examiners**
<http://www.iblce.org/home.php>
 - **International Lactation Consultant Association**
<http://www.ilca.org>
 - **New York State Department of Health Breastfeeding Curriculum for Grades K-12**
<http://www.health.state.ny.us/community/pregnancy/breastfeeding/level4.htm>
 - **New York State Department of Health Best Practices for Breastfeeding**
www.health.state.ny.us/community/pregnancy/breastfeeding/best_practices.htm
 - **World Alliance for Breastfeeding (WABA)**
<http://www.waba.org.my/>
 - **World Breastfeeding Week 2013**
<http://worldbreastfeedingweek.org/>
 - **Lactation Study Center**

National hotline for providers to call: 585-275-0088

- **LactMed:** part of the National Library of Medicine's (NLM) Toxicology Data Network (TOXNET®), is a database of drugs and other chemicals to which breastfeeding mothers may be exposed; includes information on the levels of such substances in breast milk and infant blood, and the possible adverse effects in the nursing infant; suggested alternatives are provided to those drugs where appropriate; all data are derived from the scientific literature and fully referenced; data are organized into substance-specific records, which provide a summary of the pertinent reported information

Local Breastfeeding Support Directory

- 1.) **Unity Hospital Breastfeeding Support Services:** Lactation consultants are available in the Family Birth Place.

Address: 1555 Long Pond Road, Rochester, NY 14626-4122

Phone: (585) 368-4033

Website: www.unityhealth.org/family_birthplace/overview

Email: oncall@unityhealth.org

- 2.) **Southside Women's Center**

Address: 1815 Clinton Ave S #435, Rochester, NY 14618-5719

Phone: (585) 244-3340

- 3.) **La Leche League of Rochester, NY:** All breastfeeding mothers and mothers-to-be are welcome to come to meetings or call one the leaders for help and information. Babies are always welcome at meetings.

Phone: (585) 275-5151

Website: <http://dev.llusa.org/web/RochesterNY.html>

- 4.) **Little Darlings, Inc:** International Board Certified Lactation Consultants are available to assist with breastfeeding needs. This service may be provided in the office or at the mother's home. All private consultations include a thorough physical assessment of the infant, medical history of the infant and mother, observation of feeding (when applicable), written plan of care and follow up letter with recommendations to the pediatrician and/or obstetrician, along with phone calls.

Address: 1418 Ridge Road, Ontario, NY 14519

Phone: (585) 755-1722 or (315) 576-0379

Website: www.littledarlingsinc.com

- 5.) **Finger Lakes WIC:** Finger Lakes WIC operates out of offices in Canandaigua, Newark, Waterloo and Penn Yan and provides services in many locations throughout Ontario, Wayne, Yates, Seneca and Eastern Monroe Counties.

Address: 79 South Main St, Canandaigua, NY 14424

Contact: (585) 394-9240 or 1-888-942-6886

Website: www.spcc-roch.org/fingerlakeswic

- 6.) **Rochester General Hospital:** RGH supports a mother's choice to breastfeed and has internationally certified nurse lactation consultants on staff.

Address: 1425 Portland Ave, Rochester, NY 14621

Phone: (585)922-4062 or (585) 922-2273

Website: <http://www.rochestergeneral.org/centers-and-services/womens-health/>

- 7.) **Monroe County WIC:** WIC is a supplemental food and nutrition education program that serves women and children (up to age 5). The applicant must be a resident of New York State with a household income of less than 185% of the poverty level. WIC strongly promotes breastfeeding as the best way to feed your baby. Additional area WIC offices are listed below.

Address: 691 St. Paul Street, 4th Floor, Rochester, NY 14605-1798

Phone: (585) 753-5640

Website: <http://www2.monroecounty.gov/health-family.php#WIC>

- 8.) **Jordan Healthlink WIC:** AJHC hosts the oldest and most comprehensive WIC program in Monroe County at their Health Link office.

Address: 273 Upper Falls Boulevard, Rochester, NY 14605

Phone: (585) 454-2360

Website: <http://www.jordanhealth.org/departments/wic.php>

- 9.) **Oak Orchard WIC:** WIC is a Special Supplemental Food Program for Women, Infants, and Children. WIC provides nutrition education and nutritious foods such as milk, cheese, eggs, juice, cereal, legumes, and iron-fortified infant formula to pregnant, lactating, and postpartum women and young children up to the age of five. In order to qualify for the program and applicant must be determined to be of low income and medically or nutritionally at risk.

Address: 300 West Avenue, Brockport, NY 14420

Phone: (585) 637-8809 or 1-800-525-2521

Website: http://www.oakorchardhealth.org/Pages/eng_family_wic01.html

- 10.) **Strong Memorial Hospital / URMC:** Board Certified Lactation Consultants are available to support mothers and their babies, including those in the Neonatal

Intensive Care Unit (NICU). Daily infant care and breastfeeding classes with individual instruction and support are provided for new mothers.

Address: 601 Elmwood Ave, Rochester, NY 14620

Phone: (585) 275-9575

Website: <http://www.urmc.rochester.edu/ob-gyn/>

- 11.) **Highland Hospital:** International Board Certified Lactation Consultants are available 7 days a week with the exception of holidays and are also available for outpatient visits.

Address: 1000 South Ave, Rochester, NY 14620

Phone: (585) 341-6808

Website: <http://www.urmc.rochester.edu/highland/departments-centers/maternity.aspx>

Email: hhlactation@urmc.rochester.edu

- 12.) **A Women's Care Center, Inc:** Serving Rochester women with unplanned pregnancies, providing information, emotional support, and necessary resources; enabling women to make well-informed choices. Provides parenting information including breastfeeding and 24-hour hotline.

Address: 3252 Lake Ave, Rochester, NY 14612

Phone: (585) 865-0360

Website: <http://www.rochesterwomenscare.com/index.htm>

Email: help@rochesterwomenscare.com

- 13.) **Rochester Regional Breastfeeding Network:** Dedicated to the promotion, education and support of breastfeeding through the organization of a network of health and education agencies and professionals, community members and families in the Rochester, NY region.

Address: 1418 Ridge Road, Ontario, NY 14519

Website: <http://www.rrbn-ny.com/index.htm>

Email: rrbn.ny@gmail.com

- 14.) **Rochester Area Birth Network**

Address: 6 Thompson Circle, Fairport, NY 14450

Phone: (585) 425-7105

Website: <http://rabn.org/wordpress/>

Family Planning Regional Sites

Monroe

- Highland Hospital: South Clinton, 777 South Clinton Avenue, Rochester 14620 Phone: 585-279-4890
- Highland Hospital: East Ridge Family Medicine, 809 East Ridge Road, Rochester 14621 Phone: 585-279-4890
- Planned Parenthood Rochester/Syracuse: Greece Center, 2824 W Ridge Rd, Rochester 14626 Phone: 585-227-2440
- Planned Parenthood Rochester/Syracuse: Rochester, 114 University Ave, Rochester 14605 Phone: 585-546-2595
- Threshold Center for Alternative Youth Services, Inc.: Threshold Center for Alternative Youth Services, Inc., 145 Parsells Ave, Rochester 14609 Phone: 585-454-7530

Wayne

- East Hill Family Medical: North Rose, 5019 North Main St, North Rose 14516 Phone: 315-587-0004
- Finger Lakes Community and Migrant Health Care: Sodus Community Health, 6692 Middle Rd Suite 2100, Sodus 14551 Phone: 315-483-1199

Ontario

- Finger Lakes Community and Migrant Health Care: Geneva Community Health, 601B Washington Street, Geneva 14456 Phone: 315-781-8448
- Planned Parenthood Rochester/Syracuse: Canandaigua, 15 LaFayette Ave, Canandaigua 14424 Phone: 585-396-9352

Livingston

- Livingston County Reproductive Health Center: Reproductive Health Center - Mt. Morris, 2 Murray Hill Drive, Mt. Morris 14510 Phone: 585-243-7540
- Livingston County Reproductive Health Center: Reproductive Health Center - Dansville, 3 Chestnut Avenue, Dansville 14437 Phone: 585-335-8570
- Livingston County Reproductive Health Center: Reproductive Health Center - Avon, 498 Collins Street, Avon 14414 Phone: 585-226-3888
- Livingston County Reproductive Health Center: SUNY Geneseo Lauderdale Center for Student Health & Counseling, 1 College Circle, Geneseo 14454-1495 Phone: 585-243-5738

Seneca

- East Hill Family Medical: 367 E. Main St, Waterloo 13165 Phone: 315-539-0580

Yates

- Finger Lakes Community and Migrant Health Care: Penn Yan, 160 Main St, Penn Yan 14527☎Phone: 315-536-2752
- Finger Lakes Community and Migrant Health Care: Keuka College, 141 Central Avenue, Keuka Park 14478☎Phone: 315-279-5370

Steuben

- Finger Lakes Community and Migrant Health Care: Bath, 117 E. Steuben Street, Bath 14810☎Phone: 617-776-3063
- Planned Parenthood Southern Finger Lakes: Corning Center, 135 Walnut St, Corning 14830☎Phone: 607-962-4686
- Planned Parenthood Southern Finger Lakes: Hornell Center, 111 Seneca St, Hornell 14843☎Phone: 607-324-1124

Schuyler

- Planned Parenthood Southern Finger Lakes: Watkins Glen Center, 106 W Fourth Street, Watkins Glen 14891☎Phone: 607-535-0030

Chemung

- Planned Parenthood Southern Finger Lakes: Elmira Center, 755 East Church St, Elmira 14901☎Phone: 607-734-3313

Allegany

- Allegany County Health Department: Wellsville Family Planning, 21 E. State Street, Wellsville 14895☎Phone: 585-268-9250
- Allegany County Health Department: Alfred Family Planning, 10 Church Street, Alfred 14802☎Phone: 585-268-9250
- Allegany County Health Department: Belmont Family Planning, 7 Court Street, Belmont 14813☎Phone: 585-268-9250

Tioga

- Tioga Opportunities, Inc: Family Planning Clinic, 110 Central Ave PO Box 70, Owego 13827☎Phone: 607-687-5333

Tompkins

- Planned Parenthood Southern Finger Lakes: Ithaca Center, 314 West State Street, Ithaca 14850☎Phone: 607-273-1513

Genesee

- Planned Parenthood Rochester/Syracuse: Batavia, 222 West Main Street, Batavia 14020☎Phone: 585-344-0516

Free Smartphone Apps Helpful for Breastfeeding Parents

iPhone/iPod touch (available from Apple App Store)

- *Breast Feeding Friend*: allows moms to keep track of which side they should be feeding their baby on; timing of feeds, logging and graphing of progress
- *Baby Nursing / Breast Feeding Tracker*: allows tracking of baby's nursing records; keeps detailed info such as most recent feeding, daily average, cumulative totals; calculation of milk fed in ounces and baby weight; take photos for reference, store locations of feeding; track and plot baby's height, weight, head circumference; diary feature for storing feeding notes
- ****iBreastfeed*: provides info on benefits of breastmilk, breastfeeding, and breastpumping tips, breastmilk storage guidelines and instant access to other online resources; stores baby's profile to track breastfeeding, breastpumping, sleeping and diaper changes with option to send log to pediatrician; tracks activities for up to 6 babies; can use to find breastfeeding- and pumping-friendly locations in your local area and add your own personal locations
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Android devices (available from Android Market)

- *Breast Feeding Tabulator*: keep track of your baby's breast/bottle feeding times with notes such as medications given; when feeding with a bottle, you can record the amount your baby has had; know at a glance when last fed; have feeding "groups" for intermittent feeding or multiple sides; tap the Android Breast Feeding Tabulator App icon in the main window to take and have pic of your baby there; some useful statistics can be seen in the Stats Page
- *Breast Feeding*: produced in association with the NHS Portsmouth Supports Breast Feeding campaign; includes the following main sections: thinking about breastfeeding?, early days, partners page, getting help with breastfeeding, looking after yourself, out & about with your baby, FAQs
- *AndNursingLog Free*: tracks breast feedings of your baby; helps mothers track feeding length and frequency, volume fed, and last breast used to feed; allows for exporting of the feeding history to a spreadsheet; tracking for multiple babies possible

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- *Breastmilk Counts*: teaches how breastfeeding is good for moms and babies; 10 tips for breast feeding success; breastfeeding positions chart; how to latch; find lactation help; breastfeeding laws
- *Baby Feeding Timer*: easily time and track feeding your baby and pumping milk; easily track feeding your baby and pumping milk with this intuitive app; timers page shows a picture of your baby as it times nursing, bottle feeding, or pumping. While timing breastfeeding, it shows both the total time and the time on the current side. All timers can be paused; data page shows a list of all feedings and pumping sessions you have recorded. All entries can be easily edited to fix errors or add additional information; summary page provides helpful information about the last 24 hours

*****Indicates recommended app**

Educational Breastfeeding Videos

- Latch on

<http://www.youtube.com/watch?v=ZlnOLTkejls>

- Breast crawl

<http://www.youtube.com/watch?v=e9WtH4dq-cw>

- International breastfeeding centre

http://www.nbc.ca/index.php?option=com_content&view=category&layout=blog&id=6&Itemid=13