Local Breastfeeding Support Resources	Phone/Web Address/eMail	Comments
Monroe County WIC 691 St. Paul Street, 4th Floor Rochester, NY 14605-1798 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.	585-753-5640 www.monroecounty.gov/health-family.php	Leave message, all calls returned within 24 hrs.
Jordan Healthlink WIC 273 Upper Falls Boulevard Rochester, NY 14605 AJHC hosts the oldest and most comprehensive WIC program in Monroe County at their Health Link office located at 273 Upper Falls Boulevard, in Tops Plaza.	585-454-2630 www.jordanhealth.org/departments/wic	WIC clients will be assigned a peer counselor; all others, leave message for a return call
Oak Orchard WIC 300 West Avenue Brockport, New York 14420 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.	585-637-8809 1-800-525-2521 www.oakorchardhealth.org/Pages/eng_family_wic01	WIC clients will be assigned a peer counselor; all others, leave message for a return call

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Finger Lakes WIC 79 S. Main St. Canandaigua, NY 14424 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 (see below for towns where WIC clinics are held).	585-394-9240 1-888-942-6886 www.spcc-roch.org/fingerlakeswic	WIC clients will be assigned a peer counselor; all others, leave message for a return call
Breastfeeding Partners The New York State Department of Health, WIC Program improves the health of pregnant women, new mothers and their infants and children. The foods provided through WIC are a good source of nutrients often missing from the diets of women and young children. WIC participants have longer, healthier pregnancies and fewer premature births.	1-800-522-5006 breastfeedingpartners.org nyswic@health.state.ny.us	
La Leche League 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	2-1-1 585-275-5151 dev.lllusa.org/web/RochesterNY dschwa1057@aol.com	Callers will be given a local consultant to contact
Unity Hospital 1555 Long Pond Road Rochester, NY 14626 Lactation consultants are available in the Family Birth Place	585-368-4033 www.unityhealth.org/family_birthplace/overview oncall@unityhealth.org	Lactation Office open from 8:00 am to 4:00 pm; leave message for a return call
Rochester General Hospital 1425 Portland Ave. Rochester, NY 14621 RGH supports a mother's choice to breastfeed and has internationally certified nurse lactation consultants on staff.	585-922-4062 585-922-2273 www.rochestergeneral.org/rochester-general-hospital/centers-and-services/women-and-children-services/	Office open, M-F 8:30 am to 5:00 pm, leave message for a return call

Local Breastfeeding Support Resources	Phone/Web Address/eMail	Comments
Highland Hospital 1000 South Avenue Rochester, NY 14620 International Board Certified Lactation Consultants are available 7 days a week with the exception of holidays and are also available for outpatient visits.	585-341-6808 www.urmc.rochester.edu/hh/services-centers/maternity hhlactation@urmc.rochester.edu	Lactation office open M-F 9 am – 9:00 pm, S-S 9:00 am – 4:00 pm, no holidays; leave message for a return call A nominal fee may be charged for visits.
Strong Memorial Hospital/URMC 601 Elmwood Avenue Rochester, NY 14642 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.	585-275-9575 www.urmc.rochester.edu/ob-gyn	Office open from 8:00 am – 4:00 pm, leave message for return call
A Women's Care Center, Inc. 3252 Lake Avenue Rochester, NY 14612 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.	585-865-0360 www.rochesterwomenscare.com help@RochesterWomensCare.com	
Rochester Regional Breastfeeding Network 1418 Ridge Road Ontario, NY 14519 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.	www.rrbn-ny.com Rrbn.ny@gmail.com	

Local Breastfeeding Support Resources	Phone/Web Address/eMail	Comments
Little Darlings, Inc. 1418 Ridge Road Ontario, NY 14519 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.	585-755-1772 315-576-0379 www.littledarlingsinc.com	Payment for services may be made by check, cash or credit card.
Rochester Area Birth Network 6 Thomas Circle Fairport, NY 14450 Provides the Rochester area community with important information about Evidence-based maternity care and options that women and families have regarding childbirth, and offer networking opportunities for professionals, parents, and others interested in birth.	585-425-7105 www.rabn.org	

Web-Based Breastfeeding Support Resources	Phone/Web Address/eMail
IBLCE (International Board of Lactation Consultant Examiners) 6402 Arlington Blvd Suite 350 Falls Church, VA 22042 IBLCE, or the International Board of Lactation Consultant Examiners, is the independent international certification body conferring the International Board Certified Lactation Consultant (IBCLC) credential.	703-560-7330 americas.iblce.org/home iblce@iblce.org
ICLA (International Lactation Consultant Association) 2501 Aerial Center Parkway, Suite 103 Morrisville, North Carolina, 27560 The International Lactation Consultant Association (ILCA) is the professional association for International Board Certified Lactation Consultants (IBCLCs) and other health care professionals who care for breastfeeding families. ILCA membership is open to all who support and promote breastfeeding; you can join at anytime and do not need to be an IBCLC to become a member.	1-888-ILCA-IS-U (452-2478 www.ilca.org/i4a/pages/index info@ilca.org
LaLeche League International 957 N. Plum Grove Road Schaumburg, IL 60173 Our Mission is to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother. A collection of articles of special interest to fathers can be found here: http://www.llli.org/nb/nbfathers.html	800-LALECHE (525-3243) www.lalecheleague.org
LactMed - U.S. National Library of Medicine A peer-reviewed and fully referenced database of drugs to which breastfeeding mothers may be exposed. Among the data included are maternal and infant levels of drugs, possible effects on breastfed infants and on lactation, and alternate drugs to consider.	toxnet.nlm.nih.gov/cgi-bin/sis/htmlgen?LACT

Web-Based Breastfeeding Support Resources	Phone/Web Address/eMail
Academy of Breastfeeding Medicine The Academy of Breastfeeding Medicine is a worldwide organization of physicians dedicated to the promotion, protection and support of breastfeeding and human lactation.	www.bfmed.org
United States Breastfeeding Committee 2025 M Street, NW, Suite 800 Washington, DC 20036 The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of more than 40 nationally influential professional, educational, and governmental organizations, that share a common mission to improve the Nation's health by working collaboratively to protect, promote, and support breastfeeding.	202-367-1132 http://www.usbreastfeeding.org office@usbreastfeeding.org
WABA (World Alliance for Breastfeeding Action) PO Box 1200 10850 Penang, Malaysia The World Alliance for Breastfeeding Action (WABA) was formed on 14 February, 1991. WABA is a global network of organizations and individuals who believe breastfeeding is the right of all children and mothers and who dedicate themselves to protect, promote and support this right. WABA acts on the Innocenti Declaration and works in close liaison with UNICEF.	604-6584816 www.waba.org.my waba@waba.org.my
WomensHealth.gov Department of Health and Human Services 200 Independence Avenue, SW Room 712E Washington, DC 20201 The Office on Women's Health (OWH), part of the U.S. Department of Health and Human Services (HHS), works to improve the health and sense of well-being of all U.S. women and girls. OWH serves as the focal point for women's health activities within HHS offices and agencies. OWH leads programs to improve women's health and collaborates across HHS and with other partners on women's health activities.	202-690-7650 womenshealth.gov

Web-Based Breastfeeding Support Resources	Phone/Web Address/eMail
CDC Guide to Breastfeeding Interventions 1600 Clifton Road Atlanta, GA 30333 The CDC Guide To Breastfeeding Interventions provides state and local community members information to choose the breastfeeding intervention strategy that best meets their needs. Support for breastfeeding is needed in many different arenas, including worksites, medical systems, and family settings. The Guide builds upon the research evidence demonstrating effective interventions as well as the expertise of the nation's leading scientists and experts in breastfeeding management and interventions.	800-CDC-INFO (800-232-4636) www.cdc.gov/breastfeeding/resources/guide cdcinfo@cdc.gov
Wellstart International P.O. Box 602 Blue Jay, CA 92317 Wellstart International's mission is to advance the knowledge, skills and abilities of health care providers regarding the promotion, protection and support of optimal infant and maternal health and nutrition from conception through the completion of weaning.	www.wellstart.org info@wellstart.org
UNICEF Breastfeeding Initiatives 3 United Nations Plaza New York, New York 10017 The aim is to create an environment globally that empowers women to breastfeed exclusively for the first six months and continue to breastfeed for two years or more. This is *optimal* infant and young child feeding, the Best Start to life. It is expected to improve the nutrition status, growth and development, health and thus the survival of infants and young children. It is closely linked to the related maternal nutrition that safeguards women's own well-being.	212-326-7000 www.unicef.org/programme/breastfeeding/

Web-Based Breastfeeding Support Resources	Phone/Web Address/eMail
WHO (World Health Organization) – Breastfeeding Avenue Appia 20 1211 Geneva 27 Switzerland WHO provides information, links, multimedia sources on breastfeeding. WHO is the directing and coordinating authority for health within the United Nations system. It is responsible for providing leadership on global health matters, shaping the health research agenda, setting norms and standards, articulating evidence-based policy options, providing technical support to countries and monitoring and assessing health trends.	+ 41 22 791 21 11 www.who.int/topics/breastfeeding/en/ info@who.int
WHO (World Health Organization) – Child Growth Standards Avenue Appia 20 1211 Geneva 27 Switzerland This web site presents the WHO Child Growth Standards. These standards were developed using data collected in the WHO Multicentre Growth Reference Study. The site presents documentation on how the physical growth curves and motor milestone windows of achievement were developed as well as application tools to support implementation of the standards.	+ 41 22 791 21 11 www.who.int/childgrowth/en/ info@who.int
Association of Women's Health Obstetric & Neonatal Nurses – Breastfeeding 2000 L Street, NW, Suite 740 Washington, DC 20036 The Association of Women's Health, Obstetric and Neonatal Nurses promotes the health of women and newborns. Through its resources, support and education AWHONN empowers its members to excel as professionals and to provide superior care.	800-673-8499 http://www.awhonn.org/awhonn/content.do?name=02_PracticeResources/2C1_breastfeeding.htm customerservice@awhonn.org
American Academy of Pediatrics – Breastfeeding 141 Northwest Point Boulevard Elk Grove Village, IL 60007-1098 The AAP is here to help you with breastfeeding whether you are a parent, professional, advocate for breastfeeding — or all 3. Advocating for children through the protection, promotion, and support of breastfeeding is a high priority for the AAP. On this site, you will find information for families about our breastfeeding recommendations, advocacy materials, and resources for health professionals who want to learn more about the importance of their role in supporting breastfeeding families.	847-434-4000 www2.aap.org/breastfeeding lactation@aap.org

Web-Based Breastfeeding Support Resources	Phone/Web Address/eMail
Breastfeeding.com Whether you're thinking about breastfeeding once baby arrives or have already started breastfeeding, we bet you've got *tons* of questions. And we're here to help. Here in our Answer Center, we've got hundreds of expert answers on everything you can imagine when it comes to breastfeeding -- from latching pointers to solving pumping issues to dietary dos and don'ts. So go on, browse through and search for answers to all those questions that have been nagging you lately.	www.breastfeeding.com
Dy-Dee Diaper Service 40 E California Blvd Pasadena, CA 91105 A leader in the cloth diaper delivery service business, their website contains articles and tips for parents.	800-80-DyDee www.dy-dee.com info@dy-dee.com
USDA - Fathers Supporting Breastfeeding Fathers Supporting Breastfeeding is an FNS project targeted to African American fathers so that they may positively impact a mother's decision to breastfeed. The project is part of a continual effort to increase breastfeeding initiation and duration rates among African American women by involving fathers in breastfeeding promotion efforts. A variety of materials can be downloaded and/or ordered from this website.	http://www.fns.usda.gov/wic/fathers/SupportingBreastfeeding.HTM
KellyMom 2031 4th St N #9 St Petersburg FL 33704 At KellyMom.com, our goal is to provide support & evidence-based information on breastfeeding, sleep and parenting. I am the mother of three lovely children, and I am an International Board Certified Lactation Consultant (IBCLC). I hope that my articles are helpful and encouraging. Thanks for visiting!	www.kellymom.com