

Why it is important to talk to your patients about breastfeeding...

- **NYS DOH Call to Action to Increase Breastfeeding (2009)**
 - “Discuss with prenatal patients and new mothers the benefits of breastfeeding, emphasizing exclusive breastfeeding for the first six months of life, to give their babies the best start and protect their infants from infectious diseases, including influenza.”
 - “Provide or refer women considering or actively breastfeeding to structured breastfeeding education and counseling programs as recommended by the United States Preventive Services Task Force. Income-eligible women can be referred to New York State’s Special Supplemental Nutrition Program for Women, Infants and Children (WIC). All local WIC programs have certified lactation counselors and breastfeeding peer counselors to provide breastfeeding education and lactation support. The WIC Program now provides a more comprehensive and valuable food package to lactating women and their infants six months of age and older.”
 - “Limit the provision of infant formula and promotional materials produced by formula companies.”
 - “Inform pregnant women, new mothers and their families of women’s right to express milk at work and that employers must provide reasonable unpaid break time or permit an employee to use paid break time or meal time each day to express milk for her nursing child for up to three years, in accordance with Section 206-c New York State Labor Law.”
- **Medicaid Prenatal Care Standards**
 - Section E-4d: “...Prenatal care providers should support breastfeeding by counseling the patient regarding the nutritional advantages of human breast milk and should provide her with information regarding the benefits of breastfeeding for both the mother and infant. Exclusive breastfeeding is recommended for the first 6 months of life and should be continued along with supplemental foods through the second half of the first year of life and for as long as desired thereafter...”
 - The “breastfeeding checklist”, if used and placed in the patient’s medical record, will meet this new mandate.
- **World Health Organization Healthy People 2020 Objectives**
 - MICH-21: “Increase the proportion of infants who are breastfed: ever, at 6 months, at 1 year, exclusively through 3 months, exclusively through 6 months.”
 - MICH-23: “Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life.
- **Surgeon General’s Call to Action to Support Breastfeeding (2011)**
 - Health Care Action 9: “Provide education and training in breastfeeding for all health professionals who care for women and children.”
 - Health Care Action 10: “Include basic support for breastfeeding as a standard of care for midwives, obstetricians, family physicians, nurse practitioners, and pediatricians.”
- **Joint Commission on Accreditation of Healthcare Organization (JACHO) Requirement**
 - JACHO has recently implemented “The Joint Commission Perinatal Care Core Measure on Exclusive Breast Milk Feeding” in which hospitals now need to document exclusive breast milk feedings.
 - It will potentially increase exclusivity rates at your affiliated hospital if you talk to your patients about breastfeeding prenatally.
- **Breastfeeding is a healthier choice for your patients and their babies**



Ways to increase breastfeeding rates...

- Use the breastfeeding tool kit.
 - A 1-3 minute checklist to help you ask your patient about breastfeeding.
 - Meets the Medicaid Standard of Care mandate if used and placed in the medical record.
 - A provider motivational interviewing guide about breastfeeding based on the stages of change model.
 - A breastfeeding fact sheet to be given to the patient.
- Encourage your patients to breastfeed.
 - Become a breastfeeding friendly office.
 - Follow the ABM Clinical Protocol #14: Breastfeeding-Friendly Physician's Office.
- Connect your patients early on with breastfeeding resources.
 - Use the WIC fax referral system to connect patient's with breastfeeding peer counselors.
 - Encourage your patients prenatally to attend an informational breastfeeding class.
- Recommend breastfeeding hotlines or websites to your patients.
 - *WIC breastfeeding help line: 585-753-5640*
 - <http://www.breastfeedingpartners.org>
 - *National Breastfeeding Helpline: 1-800-994-9662*
 - *U.S. Department of Health and Human Services*
 - www.womenshealth.gov/breastfeeding
 - *National Institute of Health*
 - www.nlm.nih.gov/medlineplus/breastfeeding.html
- Hand out free breastfeeding informational resources.
 - Womeshhealth.gov offers new free breastfeeding materials.
 - www.womenshealth.gov/pub/bf.cfm
 - Hand out the "*Breastfeeding Mother's Bill of Rights*".
 - <http://www.health.ny.gov/publications/2028.pdf> (English)
 - <http://www.health.ny.gov/publications/2029.pdf> (Spanish)
 - Explore the free breastfeeding materials offered by WIC
 - <http://www.breastfeedingpartners.org>
 - Hand out the "*Keeping Your Baby Safe*" brochure.
 - Will soon be available online.
 - Make copies of the "breastfeeding fact sheet" in your tool kit to hand out to your patients.
- Ban all free gift bags from your office that promote formula feeding.
 - Research has indicated that any formula products or advertising in your office is contraindicative to supporting breastfeeding.
 - Formula gift bags are already banned by many local hospitals.

