



# The Finger Lakes Breastfeeding Partnership:

## A Community Model

# The Finger Lakes Breastfeeding Partnership

An Obesity & Chronic Disease Prevention Initiative:

CHOO or Choose Health OntariO!

- \* Ontario County Public Health
- \* Thompson Health
- \* Finger Lakes Health
- \* Clifton Springs Hospital & Clinics

Now called the Ontario County Health Collaborative.



# The Finger Lakes Breastfeeding Partnership

Positive relationship between Ontario County  
Public Health and Healthcare Providers

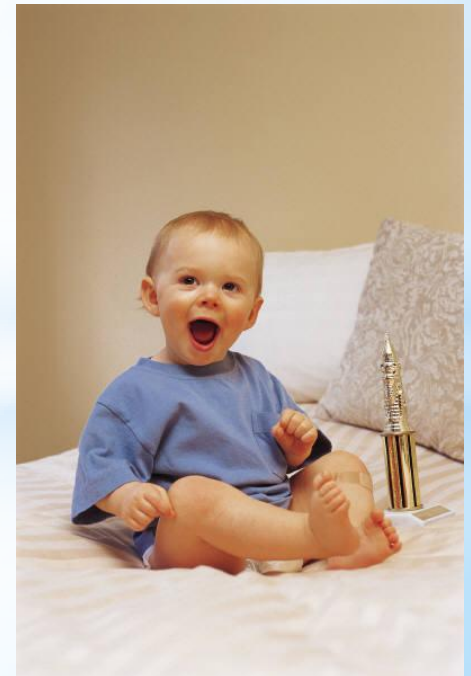
1 Interested Family Practice Provider requested  
more breastfeeding information:

- \* Unsure of breastfeeding resources
- \* Unsure how to help mothers with  
“Technical Issues”
- \* Desire to be supportive
- \* Understood the benefit of breastfeeding  
for babies, mothers, families, and the  
community as a whole

# The Finger Lakes Breastfeeding Partnership

## The Bottom Line:

Providers in Ontario County were requesting breastfeeding education for themselves and their staff.



# The Finger Lakes Breastfeeding Partnership

Establishing a Partnership:



# The Finger Lakes Breastfeeding Partnership

**Mission:** The Finger Lakes Breastfeeding Partnership is committed to the health and wellbeing of growing families. Our mission is to provide excellent nutrition for babies while decreasing chronic disease and sudden infant death syndrome and strengthening the bonding process of new families.

**Vision:** The Finger Lakes Breastfeeding Partnership's vision is to decrease childhood obesity, chronic disease, cancers and infant mortality.



# The Finger Lakes Breastfeeding Partnership

2011 Original Goals With Help From The Ad Counsel

- \* 1. Collaborate with stakeholders in a partnership to increase breastfeeding success in Ontario County.
- \* 2. Lobby and gain support from hospital administrator to acknowledge breastfeeding support as a priority in the prevention of disease and chronic conditions prior to the end of 2011.
- \* 3. Develop hospital breastfeeding policies that adhere to the recommendations of NYSDOH, JCAHO and Healthy People 2020 prior to the end of 2011.
- \* 4. **Standardize breastfeeding education for all Medical Providers, Nurses and Medical Assistants that may have contact with mothers and babies prior to the end of 2012.**

# The Finger Lakes Breastfeeding Partnership

- \* Standardize breastfeeding education for all Medical Providers, Nurses and Medical Assistants that may have contact with mothers and babies prior to the end of 2012.





# The Finger Lakes Breastfeeding Partnership

## Small Start:

Provided Education:

“Basic Breastfeeding Support” to  
Pediatricians, Nurse Practitioners, &  
Nurses in 2 large Pediatric Practices  
located in Ontario County.



# The Finger Lakes Breastfeeding Partnership



\* R.N.'s, L.P.N's, I.B.C.L.C.'s, Nutritionists, Public Health Nurses, Health Educators, Case Managers

# The Finger Lakes Breastfeeding Partnership

## Providers Office Presentation Tool Kit:

- \* “Breastfeeding Basics”: Finger Lakes Regional Perinatal Forum
- \* “Breastfeeding”: English and Spanish, NYSDOH
- \* “Doctors/Nurses, A Call to Action from the Surgeon General to Support Breastfeeding”
- \* Local Breastfeeding Resources
- \* “Healthy People 2020 Breastfeeding Goals”
- \* “The Ten Steps To Successful Breastfeeding”
- \* Encourage Breastfeeding Talking Points



# The Finger Lakes Breastfeeding Partnership

## \* Newly Created DVD

### \* Survey of Providers:

- \* Presentation specific survey
  - \* OB Providers
  - \* Pediatric Providers
  - \* Family Practice Provider



# The Finger Lakes Breastfeeding Partnership

\* Requests for other presentations:

\* Local Nursing Schools

\* Daycare Providers



\* Assistance with breastfeeding information and policies

\* Workplaces



# The Finger Lakes Breastfeeding Partnership

## Local Nursing Schools

- \* Marion S Whelan School of Nursing (L.P.N.)
- \* Finger Lakes Health College of Nursing (R.N.)
- \* Developed A Toolkit:
  - ❖ “Supporting Breastfeeding Power Point”
  - ❖ “Breastfeeding Basics”: Finger Lakes Perinatal Forum
  - ❖ “Nurses in Action, A Call to Action from the Surgeon General to Support Breastfeeding”
  - ❖ “Healthy People 2020 Breastfeeding Goals”
  - ❖ “The Ten Steps To Successful Breastfeeding”
  - ❖ Local breastfeeding assistance
  - ❖ Game and survey



# The Finger Lakes Breastfeeding Partnership

## Certified Daycare Providers



- ❖ “Breastfeeding Friendly Child Care”: New York State Department of Health’s Obesity Prevention Program
- ❖ “Is Your Center Breastfeeding Friendly”
- ❖ “Breastfeeding Friendly Self-Assessment”
- ❖ Sample policy
- ❖ Copy of power point presentation
- ❖ “Breastfeeding Basics” The Finger Lakes Regional Perinatal Forum
- ❖ “Proper Handling & Storage of Human Milk”



# The Finger Lakes Breastfeeding Partnership

## \* Workplaces & Breastfeeding Policies

Public Health Departments Have Relationships with Workplaces

**Tool Kit Developed To Assist in Creation of Policies**



- ❖ “The Business Case for Breastfeeding”: HRSA
- ❖ “Lactation Program Assessment Form”
- ❖ “Time Line for Implementing a Lactation Support Program”
- ❖ “Policy for Supporting Breastfeeding Employees”
- ❖ “Breastfeeding-Friendly Workplace Policy Template”
- ❖ Local breastfeeding assistance
- ❖ “Lactation Support Program Feedback Form” (Breastfeeding Mothers & Supervisors)
- ❖ “Fact Sheet #73: Break Time for Nursing Mother under FLSA”: WHD
- ❖ Laminated “Proper Handling and Storage of Human Milk”
- ❖ “Your Breastfeeding Rights in New York”: NYCLU

# The Finger Lakes Breastfeeding Partnership

- \* Effort to increase breastfeeding resources
  - \* Hosting a Lactation Counselor Training Course in Canandaigua

April 29-May 3<sup>rd</sup>

Working closely with community agencies & encouraging participation.



# The Finger Lakes Breastfeeding Partnership

## Ontario County Public Health



- \* Free Maternal Child Health visits to homes, & jail settings
- \* Breastfeeding/nutrition/health education for incarcerated individuals (male & female), FLACRA, and Alternatives to Incarceration
- \* Referrals to W.I.C and Child & Family Resources
- \* Maternal Child Health Resource Guide
- \* <http://www.co.ontario.ny.us/DocumentCenter/View/1774>

# The Finger Lakes Breastfeeding Partnership

- \* World Breastfeeding Week- Great Opportunity to engage the community
  - \* Press Release
  - \* Hoping to collaborate with W.I.C. and Hospitals
  - \* Public Service Announcement
  - \* Birth Center/W.I.C./Child & Family Resources breastfeeding education “games”
  - \* Assessing ways to engage multiple cultures in our communities

# The Finger Lakes Breastfeeding Partnership

**We haven't spent a dime.  
We have had a blast!**



**How will you engage your community?**