

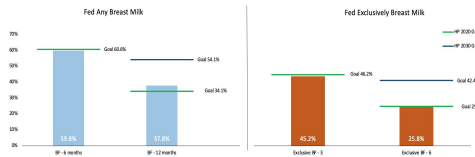
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Background

- The Academy of Nutrition and Dietetics¹ and the American Academy of Pediatrics² recommend women breastfeed exclusively for 6 months
- 84.1% of U.S. infants were breastfed at birth in 2017, however 19.2% of those infants received formula before 2 days of age, with breastfeeding exclusivity declining to 25.6% by six months³
- This decline may reflect racial/ethnic disparities and a lack of maternal support and education⁴

Percentage of Infants Fed Any Milk at 6 and 12 months or Fed Exclusively Breast Milk at 3 and 6 months, NYS 2017



Source: CDC National Immunization Survey (NIS), among 2017 births

Objective

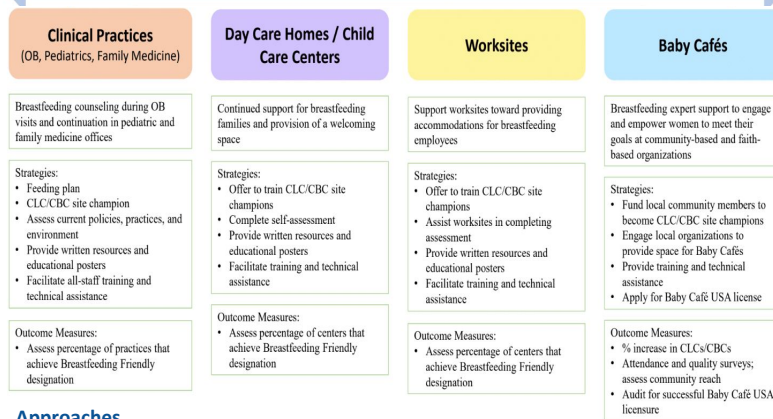
To establish interventions to better support mothers and provide evidence-based breastfeeding education during the prenatal, postpartum, and early infancy continuum

Methods

- The Breastfeeding Resiliency, Engagement, and Empowerment (BFREE) Team has been:
 - Establishing breastfeeding-friendly systems of care in accordance with the NYSDOH Breastfeeding Friendly Practice, child care designation and worksite recognition
 - Launching in-person Baby Cafes to provide free, drop-in breastfeeding support by trained lactation experts
 - Developing local policies and building culturally sensitive community lactation support to increase rates of breastfeeding in 4 Long Island communities of need

Breastfeeding Resiliency, Engagement and Empowerment (BFREE) Coalition Cohen Children's Medical Center of New York

Aim: To increase breastfeeding initiation, exclusivity, and duration



Approaches

- Formed a Steering Committee of breastfeeding experts to provide sage advice
- Created a BFREE Facebook page to promote Baby Cafes and prenatal classes
- Create and circulate theme-based breastfeeding quarterly newsletters
- Provide free community-specific and culturally sensitive breastfeeding resources
- Maintain five in-person Baby Cafes which we have transitioned to virtual sessions because of the pandemic

Results	Clinical Practices	Day Care Homes / Child Care Centers	Worksites
Received Breastfeeding Friendly Designation/Recognition	12	8	9
Additional Sites In Progress	7	7	19

Response to COVID-19: Telehealth Breastfeeding Support

- Since the COVID-19 pandemic began, an increased number of healthy, full-term newborns are discharged 24 hours after delivery
- In response, BFREE offers three 1-hour IBCLC-led sessions (one in Spanish) weekly and a prenatal class monthly using a HIPAA-compliant video conferencing platform to fill gaps in lactation education

Challenges	Steps to Address Each Challenge
Technology barriers for mothers & lactation professionals	<ul style="list-style-type: none"> One team member addresses technology concerns every session Offer access to sessions by call-in on toll-free conference line Developed step-by-step guide to using our virtual platform
Our target communities may speak Spanish	<ul style="list-style-type: none"> Offer bilingual virtual sessions and resource materials to increase access
Marketing and advertising our sessions	<ul style="list-style-type: none"> Distribute flyers and materials through email listserv Post on BFREE Facebook Page Collaborate with Long Island WIC organizations to distribute information Collaborate within hospital system to increase network-wide promotion
Time of session may conflict with home responsibilities	<ul style="list-style-type: none"> Offer sessions in the morning and evening on different weekdays

Conclusion

Community breastfeeding support across the care continuum is crucial to help women meet their breastfeeding goals. Programs should be able to adapt their initiatives to meet challenges, including transitions to telehealth breastfeeding support.

1. Leasen R, Kavanagh K. Position of the academy of nutrition and dietetics: promoting and supporting breastfeeding. J Acad Nutr Diet. 2015;115(3):444-448. doi:10.1016/j.jand.2014.12.014

2. American Academy of Pediatrics. (2012). Breastfeeding and the use of human milk. Pediatrics, 129(3), e827-e831.

3. Centers for Disease Control and Prevention. Atlanta, GA: Centers for Disease Control and Prevention; 2020.

4. US Department of Health and Human Services. The Surgeon General's Call to Action to Support Breastfeeding. Washington, DC: US Department of Health and Human Services, Office of the Surgeon General, 2011.