

FOR IMMEDIATE RELEASE
July 31, 2007

**NYC Public Hospitals Eliminate Baby Formula Giveaways,
Ban Promo Materials in Labor Units to Encourage Breastfeeding**

*New Baby Gift Bags will be Distributed on
World Breastfeeding Week, August 1-7*

The New York City Health and Hospitals Corporation (HHC) today announced that its 11 public hospitals will exclude free baby formula samples from gift bags to new mothers, will ban formula promotion materials from labor and delivery units and will encourage initiation of breastfeeding in the baby's first hour as part of a campaign to increase exclusive breastfeeding and improve infant health.

"We want to do all we can to improve the health of the littlest New Yorkers and encourage the use of mother's milk for the nearly 21,000 babies born in our hospitals each year," said HHC President Alan D. Aviles. "We are promoting breastfeeding to help reduce the risks of common childhood infections, asthma, diabetes and other conditions that children who get mother's milk are less likely to develop. Like our baby t-shirts say - we want as many newborns as possible to 'eat at mom's.'"

HHC's comprehensive breastfeeding program, funded in part by the New York City Department of Health and Mental Hygiene, features:

- New gift bags for moms with a breast milk bottle cooler, disposable nursing pads, breastfeeding tips and an "I eat at mom's" baby t-shirt;
- Education sessions starting early in pregnancy about the benefits of breast milk;
- Breastfeeding coaches who provide one-on-one lactation support to moms at the bedside to help initiate breastfeeding within one hour of delivery;
- Promoting breastfeeding on demand by having moms and babies stay in the same room until discharge;
- Making available hospital-grade electric breast pumps to moms whose newborn must remain in the hospital;
- Distribution of free personal breast pumps to eligible moms who have no health insurance;
- Ongoing peer counseling and support groups for breastfeeding moms after they leave the hospital.

HHC will continue to make formula available for women who request it or are unable to breastfeed for medical reasons. The Health Department is also planning to support hospitals in implementing similar breastfeeding promotion programs on Staten Island.

HHC estimates that about 24 percent of women who deliver at public hospital facilities leave the hospital exclusively breastfeeding, up from less than 15 percent just one year ago. HHC's goal is to triple that number by the year 2010.

"Breastfeeding is a very important way to protect the health of babies and mothers," said Dr. Thomas R. Frieden, NYC Health Commissioner. "Through our partnership with HHC, we can help

make breastfeeding the norm for families throughout in New York City.”

“I’ve been teaching breastfeeding for 25 years. There’s nothing more rewarding than witnessing the first skin-to-skin contact between a mother and a baby as we try to facilitate breastfeeding in the first hour of life,” said Maria Aviles, RN, Certified Lactation Consultant, HHC’s Jacobi Medical Center. “Just about every day I see new moms who come to us knowing nothing about breastfeeding and leave knowing the joys of the experience.”

Studies have shown breastfeeding to be protective against many illnesses, including ear infections, diarrhea, respiratory ailments, allergies, colds, viruses, staphl, strep and E. coli infections, diabetes, meningitis, pneumonia, urinary tract infections, salmonella, Sudden Infant Death Syndrome(SIDS) and Crohn’s Disease.

“This is the second time I have had the wonderful opportunity to experience bringing a life into this world. I want to offer everything possible to my newborn. This is why I breastfeed. I’m grateful for all the education and coaching I have received to support this decision,” said new mom Nicole Ayala, mother of John Allen Sebiski Jr., 9 lbs, 7 oz.

Why breastfeeding makes a difference (source: [La Leche League](#))

- **Breastfeeding offers an unmatched beginning for children.** Providing infants with human milk gives them the most complete nutrition possible. Human milk provides the optimal mix of nutrients and antibodies necessary for each baby to thrive.
- **Mothers who choose to breastfeed are healthier.** Recent studies show that women who breastfeed enjoy decreased risks of breast and ovarian cancer, anemia, and osteoporosis. Breastfeeding helps the body recover from pregnancy and labor and burns about 500 calories a day.
- **Families who breastfeed save money.** In addition to the fact that breast milk is free, breastfeeding provides savings on health care costs and related time lost to care for sick children.

Tips for Breastfeeding

- Bring the baby to the breast, not the breast to the baby. Bending forward while nursing may cause back pain.
- Drink enough liquids – a glass of water, milk, or juice every time you nurse.
- Get plenty of rest, eat a healthy diet, and talk to your doctor about taking a multi-vitamin.
- Nurse often to build up your milk supply.
- If you can’t remember which side you last nursed on, put a safety pin on your bra to remind you. Some mothers switch a ring from one hand to the other.

For more breastfeeding information visit <http://www.nyc.gov/html/doh/downloads/pdf/ms/ms-bro-breastfeeding.pdf>.

The New York City Health and Hospitals Corporation (HHC), the largest municipal hospital and health care system in the country, is a \$5.4 billion public benefit corporation that serves 1.3 million New Yorkers every year and nearly 400,000 who are uninsured. HHC provides medical, mental health and substance abuse services through its 11 acute care hospitals, four skilled nursing facilities, six large diagnostic and treatment centers and more than 80 community based health centers. For more information about HHC, visit nyc.gov/hhc.

<http://www.nyc.gov/html/hhc/html/pressroom/press-release-20070731.shtml>

FOR IMMEDIATE RELEASE

August 5, 2009

**More New Mothers Breastfeed After Giving Birth
at City Public Hospitals**

Education, coaching and a ban on baby formula giveaways help more moms choose exclusive breastfeeding to improve infant health

World Breastfeeding Week, August 1-7

New York, NY - The New York City Health and Hospitals Corporation (HHC) today announced that more women who deliver babies at its 11 public hospitals are choosing breast milk for their infants. HHC estimates that about 80 percent of women who delivered at public hospitals in 2008 chose breastfeeding and 31 percent of women chose exclusive breastfeeding. That's an increase from 27 percent in 2006. HHC hospitals delivered 23,800 babies in 2008.



The Centers for Disease Control (CDC) report that disparities in breastfeeding continue to exist, with non-Hispanic black and socioeconomically disadvantaged groups having lower breastfeeding rates. That is why HHC began an aggressive program to encourage initiation of breastfeeding in the baby's first hour as part of a campaign to increase exclusive breastfeeding and improve infant health. HHC pulled free baby formula samples from gift bags to new mothers and banned formula promotion materials from labor and delivery units. HHC hospitals continue to make formula available for women who request it or are unable to breastfeed for medical reasons.

HHC's comprehensive breastfeeding program, funded in part by the New York City Department of Health and Mental Hygiene, features:

- New gift bags for moms with a breast milk bottle cooler, disposable nursing pads and breastfeeding tips.
- Education sessions starting early in pregnancy about the benefits of breast milk.
- Breastfeeding coaches and lactation consultants who provide one-on-one lactation support to moms at the bedside to help initiate breastfeeding within one hour of delivery.
- Promoting breastfeeding on demand by having moms and babies stay in the same room until discharge.
- Making available hospital-grade electric breast pumps to moms whose newborn must remain in the hospital.
- Distribution of free personal breast pumps to eligible moms who have no health insurance.
- Ongoing peer counseling and support groups for breastfeeding moms in selected clinics and WIC centers after they leave the hospital.
- Home visits to exclusively breastfed and late premature infants in selected communities to provide continuing breastfeeding support during the first two weeks of the infant's life.
- Discourage the use of pacifiers or artificial nipples among healthy newborns except during painful procedures.

"Babies are programmed to breastfeed. Mom's body is the most natural and most nurturing environment for the baby. Why break that cycle and separate the two?" said Khamattie Jones, breast feeding coordinator at HHC's Woodhull Hospital. "The earlier a baby begins nursing, the faster the milk will be produced and that is the only feeding a baby needs for the first six months."

Studies have shown breastfeeding to protect against many illnesses, including ear infections, diarrhea, respiratory ailments, allergies, colds, viruses, staph, strep and E. coli infections, diabetes, meningitis, pneumonia, urinary tract infections, salmonella, Sudden Infant Death Syndrome (SIDS) and Crohn's Disease.

"As a first time mom, I had no previous experience to help aid my decision, however I was a breastfed baby and I am a very healthy 23-year-old," said Amy A. who gave birth July 28 at Bellevue Hospital Center. "I believe it's due to my being breastfed up until I was 33 months old. In addition, I am familiar with the mother's ability to have extra nutrients and vitamins naturally in her breast milk."

Why breastfeeding makes a difference (source: La Leche League)

Breastfeeding offers an unmatched beginning for children. Providing infants with human milk gives them the most complete nutrition possible. Human milk provides the optimal mix of nutrients and antibodies necessary for each baby to thrive.

- **Mothers who choose to breastfeed have many health benefits.** Recent studies show that women who breastfeed enjoy decreased risks of breast and ovarian cancer, anemia, and osteoporosis. Breastfeeding helps the body recover from pregnancy and labor and burns about 500 calories a day.
- **Families who breastfeed save money.** In addition to the fact that breast milk is free, breastfeeding provides savings on health care costs and related time lost to care for sick children.

Tips for Breastfeeding

- Bring the baby to the breast, not the breast to the baby. Bending forward while nursing may cause back pain.
- Drink enough liquids – a glass of water, milk, or unsweetened juice every time you nurse.
- Get plenty of rest, eat a healthy diet, and talk to your doctor about taking a multi-vitamin.
- Nurse often to build up your milk supply.
- If you can't remember which side you last nursed on, put a safety pin on your bra to remind you. Some mothers switch a ring from one hand to the other.

"There is such an overwhelming beauty in the art of breastfeeding that to me is indescribable. It's a privilege to be involved in such a personal, valuable, and important time in the family's life," said Linda Lubin, Bellevue's breast feeding coordinator. "Breastfeeding is a gift not only to infants, mothers, and families, but to all those involved in promoting, supporting, and protecting it. It's a gift to be cherished."

For more breastfeeding information visit <http://www.nyc.gov/html/doh/downloads/pdf/ms/ms-bro-breastfeeding.pdf>

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<http://www.nyc.gov/html/hhc/html/pressroom/press-release-20090805.shtml>

MIKE TO NEW MOMS: NURSE FOR 6 MONTHS

By SUSAN EDELMAN and CARL CAMPANILE

Now that he has weaned New Yorkers off smoking and trans fats, Mayor Bloomberg is launching a multimillion-dollar good-parenting campaign that includes a push to put more newborns to the breast.

The city Health Department is spending more than \$2 million in city-run hospitals to encourage moms to breast-feed.

"We don't yet have any hospitals in New York City that meet national 'baby-friendly' standards," Bloomberg's health commissioner, Dr. Thomas Frieden, said at a parenting conference last week.

"That means getting formula out of the nursery. It means putting the baby on the breast immediately after birth. It means that every person who interacts with that mother and child is supportive and encouraging of breast-feeding."

Ideally, the city says, babies should feed exclusively on mother's milk for their first six months. Doing so helps moms avoid obesity and reduces childhood asthma, ear infections and diabetes, experts say.

But surveys show that while 75 percent of Big Apple moms start breast-feeding, 38 percent of them quit before six months.

"Any breast-feeding is good, and the more the better," said Deborah Kaplan, chief of the Health Department's Bureau of Maternal, Infant and Reproductive Health.

She said the city would stop short of twisting moms' arms.

"We know that some women can't breast-feed that long or don't want to," Kaplan said. "In the end, it's the mom's decision. It's her life and her choice."

Baby-formula companies have long plied hospitals with goody bags for new parents, filled with free samples and bottles. But that will come to an end, Kaplan said.

Kaplan said public hospitals will now give new parents freebies like ice packs to keep pumped breast milk fresh.

The city is also beefing up two other programs, one in which a health worker checks on new moms once and another in which nurses visit low-income families every two weeks for two years.

The city's Take Good Care of Your Baby campaign, which started in 2005, will have spent about \$4.5 million through next year to create and place ads. Since December, the ACS has lined 500 subway cars with safety messages that warn parents against shaking a baby or leaving an infant alone in water.

One message that may offend parents warns them not to bring infants into their beds to sleep - a practice considered beneficial in some cultures but one that health experts say puts the baby at risk of suffocation.

"We want information out there so parents can change dangerous behavior, unlearn bad habits and prevent accidents," ACS spokeswoman Sharman Stein said.

The ads also invite parents to call 311 to get a free brochure with safety tips or to seek help for substance abuse or domestic violence.

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CITY REALLY IS A NANNY

By CHUCK BENNETT

First came smoking. Then there were trans fats. Now the nanny-like city's public-health crusade is taking on the baby bottle.

Free formula samples and formula promotional materials are now banned from gift bags given to new mothers at the 11 hospitals run by the city's Health and Hospitals Corp.

Instead, new mothers will get a tote bag stuffed with disposable nursing pads, a mini-cooler for breast-milk bottles, and pint-sized T-shirts for the babies that proudly declare "I eat at mom's."

The move comes as World Breastfeeding Week is set to begin tomorrow.

And today, city health officials will announce a campaign to promote breast-feeding instead of using formula.

"Nationally, there has been a push to return to breast-feeding," said Dr. David Garry, director of obstetrics at Jacobi Hospital in The Bronx. "Human milk is still the best for newborn babies."

Jacobi made the push for 100 percent breast milk in 2005 and now says 25 percent of 2,200 babies born at the hospital each year are breast-fed.

"We are pushing to make sure all women know all the benefits of breast-feeding," Garry said.

Mothers who request formula will still receive it.

Each year, about 21,000 babies are born at the city-run hospitals.

Health experts say that breast milk reduces the risk of common childhood infections, asthma, diabetes and obesity. Breast-feeding also lowers the risk of breast cancer, ovarian cancer, anemia and osteoporosis in mothers.

Studies have further shown that breast-feeding burns up to 500 calories a day, which helps women recover from pregnancy faster and counters symptoms of postpartum depression.

For new mothers, however, breast-feeding can mean so much more.

"You are bonding for the first time," said Claudia Davis-LeBron, who is nursing her newborn, Nikolas.

Health professionals say it is especially important to introduce the baby to mother's milk within an hour of birth to teach both the mother and newborn.

The infant-formula industry said it supports encouraging more breast-feeding, but is opposed to banning distribution of product samples.

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