Presenter Disclosure

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(1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose.

Breastfeeding in NYC

- 89.4% of NYC mothers initiate breastfeeding
  - HP 2020 goal: 81.9% ✓
- Only 25.7% are exclusively breastfeeding at 8 weeks
  - HP 2020 goal at 3 months: 46.2% ×
- 69.7% of breastfeeding mothers report formula supplementation in the hospital
- 71.3% of breastfeeding mothers report receiving a gift pack with formula before hospital discharge

Source: NYC Pregnancy Risk Assessment Monitoring System (PRAMS), 2011
Why Current Efforts to Promote Breastfeeding Were Not Enough

- Infant formula industry marketing strategies are working
- Hospitals did not follow NYS policies on breastfeeding
- Distribution of formula to breastfeeding mothers was the norm

Why Should We Be Concerned?

- Formula feeding markedly increases serious health risks for infants:
  - 257% excess risk of hospitalization for lower respiratory infection
  - 178% excess risk of diarrhea and vomiting
  - 100% excess risk of acute ear infections
- Infant formula promotion interferes with breastfeeding

Public Awareness Campaign

Goal:
- To promote the health benefits of breast milk
- To inform women of their right to receive breastfeeding education
- To encourage and support mothers to choose breastfeeding

Locations:
- Subway
- Online
- Hospitals, prenatal clinics, CBOs, WIC


† In 1st year of life.


Latch On NYC: Subway Campaign

Latch On NYC: Online Ads
- NY Parenting
- Time Out Kids NY
- NY Metro Parents
- NY Daily News
- Just Mommies
- Mommy Poppins
- A Child Grows
- Big City Moms
- Valueclick

Latch On NYC: Hospital Posters
Public Awareness Campaign Results
August 2012

- 43% believe that infant formula is not the same as breast milk
- 54% believe the breast milk is better than formula
- 40% would consider breastfeeding in the future
- 33% feel more supportive of breastfeeding in public after the campaign


Strategy To Make Breastfeeding the Norm In NYC

Latch On NYC Commitment

- Participating hospitals have agreed to:
  1. **Policy** – Update and revise hospital policies to include NYS hospital regulations regarding supplementation
  2. **Formula storage and tracking** - decrease access to and usage of infant formula
  3. **Formula distribution** - Limit the distribution of promotional or free infant formula; and
  4. **Promotional materials** – Eliminate the display and distribution of infant formula promotional materials
Commitment 1
Policy
Required to:
• Review and update hospital policy to make sure that NYS regulations regarding the supplementation of breastfed infants were incorporated.
• In-service hospital staff (e.g., nurses, physicians, PCA, PTA, volunteers) on the updated policy.
• Review and/or develop documentation in the medical record to ensure the hospital captured reasons for supplementation of breastfed infants, including mother’s request and medical indications.

Commitment 2
Formula distribution and tracking
Required to:
• Perform a walk through to determine the current flow of infant formula at the institution, including who handles it, where it is stored, and how its usage is tracked.
• Develop and implement a policy on how infant formula will be stored, handled and tracked at the institution, including steps to limit staff access (e.g., locked room or cabinet, outside floor, etc.)
• Collect data and report monthly to the Health Department

Required Hospital Monthly Data Collection and Reporting
➢ Total number of births
   ➢ Eligible births - Count of all infants born at the hospital during the month (except infants who are in the NICU, being adopted, under ACS hold, transferred in/out of the birth institution, have at least one breastfeeding contraindication, or whose mothers have expired)
➢ Number of bottles of formula distributed
   ➢ Count of all bottles distributed by the institution to eligible infants during the course of the month
   ➢ This count includes the number of bottles:
     ➢ Distributed to formula-fed infants
     ➢ Removed from the storage area
### Commitment 3
**Free or promotional formula**

- Ensure that free or promotional formula was not distributed to breastfeeding mothers, unless it is medically necessary or at the mother’s request.

Source: [http://www.who.int/nutrition/publications/code_english.pdf](http://www.who.int/nutrition/publications/code_english.pdf)

### Commitment 4
**Display and distribution of infant formula promotional materials**

- Conduct a monthly walk through at the institution to remove formula promotional items are on hospital premises, such as posters, pens, educational materials, crib cards, lanyards or gift bags.

### Health Department Responsibilities

- Oversee program implementation and fidelity
- Assist hospitals in developing implementation work plans
- Provide breastfeeding and reporting technical assistance
- Coordinate bi-monthly teleconferences or webinars for hospitals to share updates, challenges and successes
- Provide breastfeeding educational materials and resources
- Maintain Latch On NYC listserv
- Provide quarterly trend reports to participating hospitals
- Oversee data collection, monitoring and evaluation
Hospital Responsibilities

- Developed a work plan to implement the 4 Latch On NYC commitments
- Identified staff responsible for data collection and reporting
- Developed/revised hospital policies to include Latch On NYC commitments and provide documentation for DOHMH review
- In-serviced hospital staff on the developed/revised policies
- Removed formula company advertisements and prohibit visits by formula company representatives on maternity units
- Utilized non promotional materials as a substitute for infant formula company materials

Response to Latch On NYC: Support of NYC/NYS Health Community

- 29 of 40 (73%) maternity hospitals have already signed on to this initiative
- All 11 public hospitals and 18 voluntary hospitals
- Endorsed by NYS chapters of professional organizations:
  - American Academy of Pediatrics
  - American Academy of Family Physicians
  - Society for Adolescent Health and Medicine
- Endorsed by NYS Department of Health and Greater NY Hospital Association
- Extensive press coverage

Latch On NYC Hospitals

1. Bellevue Hospital Center*
2. Beth Israel Medical Center
3. Bronx Lebanon Hospital Center
4. Coney Island Hospital*
5. Elmhurst Hospital Center*
6. Flushing Hospital Medical Center
7. Harlem Hospital Center*
8. Jacobi Medical Center*
9. Jamaica Hospital Medical Center
10. Kings County Hospital Center*
11. Lenox Hill Hospital
12. Lincoln Medical & Mental Health Center*
13. Long Island Jewish Medical Center
14. Maimonides Medical Center
15. Metropolitan Hospital Center*
16. Montefiore Medical Center - Jack D. Weiler Center/University Hospital of Brooklyn
17. Montefiore Medical Center - Wakefield
18. Mount Sinai Hospital
19. New York Presbyterian Hospital - Columbia University Medical Center
20. New York Presbyterian Hospital - Allen Pavilion
21. New York Presbyterian Hospital - Weill Cornell Medical Center
22. North Central Bronx Hospital*
23. NYU Langone Medical Center
24. Queens Hospital Center*
25. Richmond University Medical Center
26. Staten Island University Hospital
27. SUNY Downstate Medical Center/University Hospital of Brooklyn
28. Woodhull Medical & Mental Health Center*
29. Wyckoff Heights Medical Center

* NYC Health and Hospitals Corporation (HHC)
Latch On NYC Outcomes

- 73% of NYC maternity hospitals representing 70% of births
- Broad support from medical community
- Simultaneous monitoring of breastfeeding data during this time shows a modest increase in exclusive breastfeeding from 31.4% to 32.5%, representing a 3.5% increase which represents over 800 additional infants who were exclusively breastfed in the hospital
- Majority of Latch On NYC hospitals reported reductions in the ratio of bottles per baby

Latch On NYC Challenges

- General:
  - Initial media response (Nanny State)
  - Misinformation
- Hospital:
  - Institutional barriers
  - Messaging to breastfeeding mothers
  - Data collection and reporting
Latch On NYC Lessons Learned

- Build on existing partnerships and maintain confidentiality
- Seek buy-in from hospital leaders and professional organizations
- Be visible in print and social media
- Identify diverse allies and advocates who can message to the public
- Formula company marketing continues and may be even more aggressive in response to LON and other efforts
- A multifaceted approach that includes routine and repeated prenatal education, community-level efforts and exploration of additional policy options (including state and federal) is needed

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Thank You!