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Latch On NYC:
A hospital initiative to support mothers who choose to breastfeed

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Presenter Disclosure

Marta Kowalska, MPH, CLC

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


No relationships to disclose.

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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

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Why Current Efforts to Promote Breastfeeding Were Not Enough NYC


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



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Why Should We Be Concerned? NYC

- Formula feeding markedly increases serious health risks for infants^{1*}
 - 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^{2,3}



¹US 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. Results are for term infants < 18 1/2 year of life.
[†]Dunley, O, et al. Effect of discharge sample on duration of breast-feeding. Pediatrics 1992;90:233-237.
²Donnelly, A, et al. Commercial hospital discharge packs for breastfeeding women. Cochrane Database Syst Rev 2010(2):CD008075.

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Public Awareness Campaign NYC

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

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Latch On NYC: Subway Campaign

NOTHING COMPARES WITH BREAST MILK

Infant Formula	Breast Milk
LOWERS PNEUMONIA RISK	NO YES
LOWERS EAR INFECTIONS RISK	NO YES
LOWERS DIARRHEA RISK	NO YES

NOTHING COMPARES WITH BREAST MILK

Infant Formula	Breast Milk
LOWEST PNEUMONIA RISK	NO YES
LOWEST EAR INFECTIONS RISK	NO YES
LOWEST DIARRHEA RISK	NO YES

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Latch On NYC: Online Ads

Breast milk is best for your baby
lowers risk of ear infections, pneumonia and diarrhea
Learn about breastfeeding here or call 311 NYC

- NY Parenting
- Time Out Kids NY
- NY Metro Parents
- NY Daily News
- Just Mommies
- Mommy Poppins
- A Child Grows
- Big City Moms
- Valueclick

Breast milk is best for your baby
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Latch On NYC: Hospital Posters

Breast milk is best for your baby.
It's your right to feed your baby only breast milk and get the support you need.

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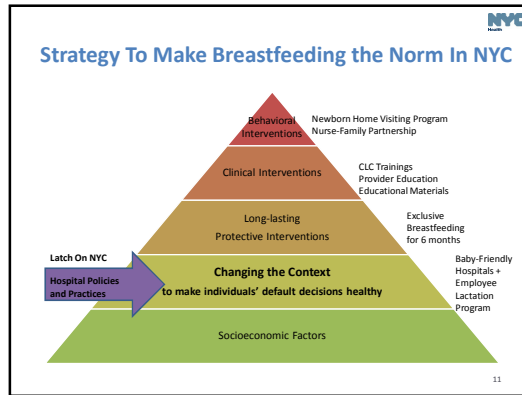
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Public Awareness Campaign Results August 2012

- 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

Source: Unpublished, 2012 DOHMH Breastfeeding Ad Test Report

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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

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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.



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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

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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

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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

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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.

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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

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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

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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



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Latch On NYC Hospitals

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

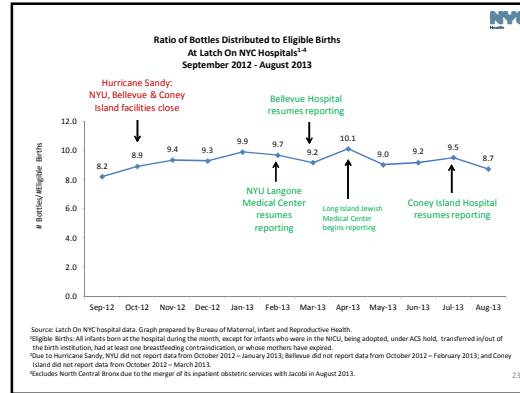
* NYC Health and Hospitals Corporation (HHC)

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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

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Latch On NYC Challenges

Mayor Bloomberg pushing NYC hospitals to hide baby formula so more new moms will breast-feed

Sucking the choice out of parenting

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

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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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NYC Department of Health and Mental Hygiene breastfeeding website:
<http://www.nyc.gov/html/doh/pregnancy/html/after/breast-feeding.shtml>

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Thank You!