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BFREE E-Newsletter

SUCCESS SPOTLIGHT: SMALL BLESSINGS DAYCARE HOME DESIGNATED AS BREASTFEEDING FRIENDLY

By: Pamela Reichert-Anderson, MA, RDN, CLC

In November 2017, Small Blessings Daycare Home in Brentwood was designated as Breastfeeding Friendly by the New York State Department of Health (NYSDOH). This daycare home actively supports breastfeeding families and helps mothers to continue breastfeeding when they return to work or school.

Through NYSDOH’s “Creating Breastfeeding Friendly Communities” grant, the Breastfeeding Resiliency, Engagement, and Empowerment (BFREE) team aims to create a sustainable care continuum to support breastfeeding mothers and infants throughout Long Island. Child care centers and day care homes are an essential part of this continuum.

NYSDOH’s Child and Adult Care Food Program (CACFP) encourages child care centers and family day care homes to support breastfeeding families and recognizes these providers with a Breastfeeding Friendly certificate.

Although moms often reported returning to work or school as the main reasons why they stopped breastfeeding, it has been documented that moms with breastfeeding support are more likely to breastfeed longer. In November 2017, with the leadership buy-in of Dorris H. Claudio, as well as a team-oriented approach to include all staff members, Small Blessings Daycare Home in Brentwood received the NYS Daycare Home Breastfeeding Friendly Designation. All staff have completed the breastfeeding friendly training requirements on handling breastmilk and the many benefits of breastfeeding. They have joined a national effort to support and accommodate the needs of breastfeeding mothers as they return to work and school. The site offers breastfeeding moms a private, relaxing area to breastfeed on site. If a mom prefers, she can provide the site with her breastmilk which will be fed to her infant on demand and according to the mother’s normal feeding schedule. Culturally-sensitive breastfeeding materials have been made available to all parents.

Small Blessings Daycare Home worked collaboratively with the BFREE Team and NYSDOH to successfully meet the standards in qualifying for the NYS Breastfeeding Friendly Designation. The BFREE team worked closely with the site champion, Dorris H. Claudio, to offer support to breastfeeding moms and their families in order to meet their breastfeeding goals. Small Blessings Daycare Home is now proudly displaying the “Breastfed Babies Welcome Here” framed certificate and window cling at their program.

Where can you find Breastfeeding Friendly Child Care:

Breastfeeding Friendly Child Care Centers

https://www.health.ny.gov/prevention/nutrition/cacfp/breastfeeding_centers/

Breastfeeding Friendly Child Care Homes

https://www.health.ny.gov/prevention/nutrition/cacfp/breastfeeding_homes/



Original artwork by Dondei Dean



**Creating
Breastfeeding Friendly
Communities**

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LETTER FROM THE EDITOR

Dear BFREE Coalition Members,

Welcome to our January BFREE Newsletter. We hope you had a wonderful holiday season with family and friends and wish everyone a happy and healthy 2018!

This edition focuses on ideas for identifying and providing breastfeeding support. First, we are excited to introduce our newest extraordinary team member, Jennifer Giordano, an expert in lactation and an invaluable resource with our efforts. Next, please join us in celebrating the success of Long Island's latest Breastfeeding Friendly Daycare Home: Small Blessings. One of our project coordinators then reveals her sage advice on how to involve partners in breastfeeding support, an important factor in success. In addition, we take pleasure in sharing 2 beautiful stories from breastfeeding mothers who have experienced both hardship and incredible support during their journeys. Their narratives not only are a testament to the resiliency of these women, but also highlight the value and importance of everyone's work as the BFREE coalition.

Thank you to this month's contributors for sharing, to the BFREE Steering Committee for their passion and thoughtful guidance, and to each of you for your engagement and support. Feedback on our newsletter is always welcome and if you are interested in contributing to future Newsletters, please email your ideas to us at BFREE@northwell.edu.

Many thanks for making a difference!



Henry (Hank) Bernstein, DO, MHCM, FAAP
Principal Investigator
Creating Breastfeeding Friendly Communities

MEET BFREE'S NEW LACTATION CONSULTANT:

JENNIFER L. GIORDANO, MS, APRN, FNP, IBCLC

Jennifer L. Giordano is the Director of Latch With Love, Inc., East Setauket, NY and Lactation Consultant for Peds First Pediatrics, Medford, NY. Jennifer is an International Board Certified Lactation Consultant (IBCLC) and known as an expert in the field of lactation management. She was the Lactation/Perinatal Education Coordinator for St. Catherine of Siena Medical Center and Lecturer/Board Advisor for Prepared Childbirth Educators, Inc. She also taught a Certified Breastfeeding Counselor course nationally which focused on preparing hospitals for Baby-Friendly designation. Jennifer was recognized by the New York State Department of Health for contributing to the statewide collaborative *Breastfeeding Quality Improvements in Hospitalization (BQIH)* which focused on increasing hospital breastfeeding exclusivity rates and lectured for *Great Beginnings New York: The Future Starts with Breastfeeding*. Jennifer is a member of the Association of Lactation Providers, Long Island, NY. She is also passionate about support of perinatal mood and anxiety disorders and was awarded the *Pioneer Award* by Postpartum Resource Center of New York for her initiation of postpartum support groups. Jennifer is a graduate of Stony Brook University, Master of Science, Family Nurse Practitioner and University of Florida, Bachelor of Science, Nursing programs.

Jennifer is excited to assist in increasing breastfeeding community support as the IBCLC of the New York State Department of Health-Northwell BFREE Team!



HENRY (HANK) BERNSTEIN,
DO, MHCM, FAAP



JENNIFER L. GIORDANO,
MS, APRN, FNP, IBCLC

MOTHERS' PERSPECTIVES

Breastfeeding Notes from Another Mother

By: Kelly Dwyer



Choosing to breastfeed your child is a wonderful thing. Even though breastfeeding is so rewarding and convenient, it can be exhausting and hard to get the hang of! This year, when I became pregnant with my second child, I was wiser and thought I knew how to nurse, having nursed my first child for almost 17 months! I never thought I would suffer a painful latch or engorgement like I had with my first baby. Imagine how surprised I was when this experience was proving to be just like my first.

Thankfully this time I was not afraid to ask for help. I knew my support plan was to attend the Baby Café at Southside Hospital as soon as possible; however, I could not wait even a few days to get help. I was only home for 24 hours before reaching out to a local lactation consultant, Jennifer Giordano, who was able to come to my home immediately. She helped my new baby girl and I get the swing of things so I could breastfeed comfortably. Our visit also prevented mastitis since I was already engorged.

The following Tuesday, I packed up my little girl and attended the Baby Café, finding comfort from the support of another lactation consultant as well as other mothers who have committed to nurse or pump expressed breastmilk for their babies.

I can confidently tell anyone that without the support of both the private lactation consultant and the group, I may not be breastfeeding today. I am so grateful that there is a community to support breastfeeding, especially when it gets tough. Breastfeeding has been one of my proudest mommy decisions! My advice to all mothers is to receive prenatal breastfeeding education from a knowledgeable breastfeeding counselor like an International Board Certified Lactation Consultant (IBCLC). This way, you will be well prepared to breastfeed when your baby arrives. Also, an IBCLC is an excellent resource for private hands-on support if you have breastfeeding challenges. And of course, I highly recommend

continuous weekly support at a breastfeeding support group like the Southside Hospital Baby Café I attended, which is a free mother-to-mother support group with Wendi Andria, the IBCLC, mentoring and supporting us.

With my baby girl turning just one month old this week, I am so happy she is thriving, and we are bonding during our breastfeeding journey together. I sincerely hope this helps other mothers on their breastfeeding journey as well.

Kelly is the Director of Student Development at Fusion Academy and mom of two.

Friends, Food, and Diapers

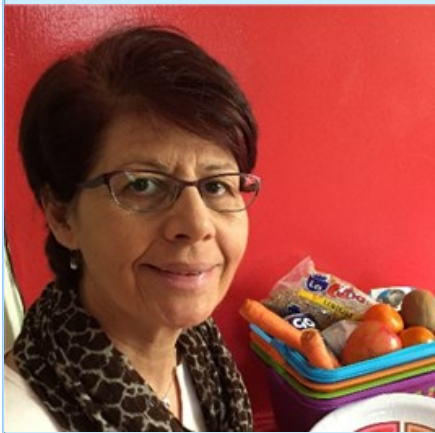
By: Rachel Stein

When I was expecting my first child, I was most concerned about my baby registry. Sounds silly saying that now, but it's true. I'm a person who thrives on to-do lists. I foolishly thought that if I had everything, everything would be fine. Well after a whirlwind birth and celebrating with family and friends, I suddenly found myself alone. A lot. While breastfeeding was going smoothly and my baby was doing well, I was constantly worried, stressed, and at times plain miserable. I found myself surrounded by all my wonderful baby registry items, yet nothing on my list seemed to be what I needed. What I really needed was support. I needed adult conversation and the reassurance from other breastfeeding moms. I needed to know I was not alone.

It was a long and lonely five months before I reached out to my local La Leche League group. I drove to the first meeting nervous, with my baby screaming the whole way, but I made it. This meeting was my first time being around other breastfeeding moms and also my first time nursing outside of my own home. I commiserated with moms over lack of sleep, the fact my baby seemed to be constantly nursing, and found out that other moms were going through the same stressors that kept me up at night. I left the meeting rejuvenated, relieved, and more confident in my abilities as a mom. Most importantly, I left the meeting with connections. These connections turned into friendships; friendships I still rely on every day for wisdom, hope and laughs.

Connecting with other breastfeeding moms was the one thing I left off my registry list, and it turned out to be the most important. Finding my tribe was key to my breastfeeding journey as well as maintaining my sanity. By the time I was pregnant with my second child I made a list of things I needed. It simply stated, "friends, food, and diapers." While the struggles of adjusting to being a family of four are daunting (and wonderful), knowing that I have a wonderful group of women supporting me is priceless.

Rachel is a Licensed Marriage and Family Therapist and mom of two busy boys.



**ANASTASIA SCHEPERS, MS,
RDN, CDN, CLC**

Anastasia is a registered dietitian nutritionist and a certified lactation counselor (CLC). She also educates youth and parents through Cohen Children's Medical Center's Kohl's Cares obesity prevention grant and counsels patients in the Dept. of Adolescent Medicine's eating disorder program.

UPCOMING EVENTS

JAN 22 — Charting the Course Together: Breastfeeding and Public Health Equity [Webinar](#) @ 2-3:30PM

Organized by Centers for Disease Control Division of Nutrition Physical Activity and Obesity (CDC-DNPAO) & the Breastfeeding Public Health Partners

Baby Café Hours

● **Southside Hospital Baby Café:** every Tuesday @1:30-3:30PM
301 East Main Street
Bay Shore, NY 11706

● **Wyandanch Baby Café:** JAN 13 (or JAN 20), FEB 3 (or FEB 24), MAR 3 & MAR 17 @11:30AM-1:30PM
Community Nazarene Church (Lower Level)
58 Cumberbach St.
Wyandanch, NY 11798

FROM THE EXPERT: HOW FATHERS AND PARTNERS CAN SUPPORT BREASTFEEDING

Mothers are more likely to initiate and sustain breastfeeding their baby when supported by their partners. But partners often lack guidance, feel frustrated and face many challenges before and after the baby is born.

"When I said to a nurse I felt helpless she said enjoy the break and laughed like it had nothing to do with me."

"When we went to antenatal classes they did a session on breastfeeding. They sent all the dads down to the pub that night."

"I worried that it wouldn't be enough for him or something would be wrong. Formula seemed logical – nothing wrong with it."

These are a few of many candid responses from fathers who responded to a questionnaire as part of a British study (Brown & Davies, 2014). Responses revealed that men often feel excluded and helpless after the baby is born. They want more information about breastfeeding and welcome practical ideas for supporting their partner.

Ways that fathers and partners can support the breastfeeding mom

In the hospital

- Inform staff that baby will be breastfed.
- Ask staff not to give baby bottles or pacifiers.
- Learn baby's hunger cues.

At home

- Carry baby to mom for feedings.
- Burp baby and change diapers.
- Make mom a snack or cook a meal.
- Help around the house.

- If there are other children, take them out so mom can rest.
- Give baby a bath.
- Make time for hugs and cuddles.
- Hold the baby skin-to-skin to encourage readiness for feeding.
- Bring mother water when she is feeding.
- Once baby is fed and alert - hold, talk, make eye contact with baby.
- If problems arise, find a professional in a timely manner; make a call or schedule an appointment.

Out in public

- Sit next to mom so she feels more comfortable.
- Help mom arrange a shawl or blanket to cover up.
- Praise mom for her breastfeeding!

Ways that health professionals can support fathers and partners

- Display father-friendly promotional material in the office. (See resources)
- Include partners and dads when providing educational material.
- Provide concrete facts, not just "this is better for mom and baby."
- Provide specific information on how to recognize problems, what to do, and whom to call.

Pamphlets for office

- Dad + Baby. A 10 Minute Breastfeeding Guide. Available for purchase in bulk. Call (800) 397-5833 or visit www.lapllc.com. Also available in Spanish.
- Fathers Ask: Questions about Breastfeeding. Health Education Associates Inc. Single copies or bulk. (508) 888-8044. www.healthed.cc.
- Men ask about Breastfeeding. Health Education Associates Inc. Single copies or bulk. (508) 888-8044. www.healthed.cc.

Reference

Brown, A., & Davies, R. (2014). Fathers experiences of supporting breastfeeding: challenges for breastfeeding promotion and education. *Maternal & Child Nutrition*, 10(4), 510-526. doi:10.1111/mcn.12129.

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For archived newsletters, visit BFREECoalition.org

