

BFREE NEWSLETTER

Breastfeeding Resiliency, Engagement, and Empowerment

"Empowering parents to breastfeed every step of the way"



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Dear BFREE coalition and Community members,

Happy Fall from the BFREE team! We hope that you and your families are staying safe and healthy as we enter the colder season. We are pleased to present the October 2026 issue of our newsletter.

In this issue, we are highlighting the role of social media and the internet on breastfeeding and infant feeding. We would like to express our deepest appreciation to Michelle, Kellie, and Andrea for sharing their expertise and experiences with us.

First, we introduce our topic, breastfeeding in the digital age. We provide background information and share parent and expert perspectives on the topic. We also promote reliable sources of online breastfeeding support.

Next, we showcase our recent successes. We thank Monica Mena for participating in a La Fiesta interview, sharing her expertise on the breastfeeding experience during the hospital stay. Through our "Bridging the Gap" event, we disseminated important breastfeeding information to healthcare professionals and community health workers. We also highlight some of our recent efforts to connect with communities on Long Island.

We are sincerely appreciative to all of this edition's contributors, to the entire BFREE Steering Committee for its active engagement and sage advice, and to each of you, our many collaborators, for your collective passion in support of breastfeeding/chestfeeding. Please email us at BFREE@northwell.edu to share feedback and any potential contribution ideas for future newsletters!

Sincerely,

Henry Bernstein, DO, MHCM, FAAP

Principal Investigator

Breastfeeding, Chestfeeding, and Lactation Friendly New York



*The BFREE Team understands that the language around breastfeeding can be very gendered and risks alienating marginalized populations. While we are encouraging more inclusive language, such as "parents" over "mothers", "partners" over "fathers", and "human milk" over "breast milk", we also wanted to stay true to the voices that generously contributed to this newsletter. We hope to continue educating ourselves and expand the inclusivity of our work to promote healthy infant feeding for all parents.

Breastfeeding in the Digital Age

For today's parents, breastfeeding support often extends far beyond the physician's office or support group. Increasingly, parents turn to digital spaces for information and connection. Digital platforms like social media now serve many roles in the breastfeeding space, from connecting mothers with peer support to shaping the information and advice they receive about feeding their baby. This growing digital landscape brings both new opportunities and new challenges for breastfeeding families.



Research has found a vast number of benefits regarding the use of social media during a mother's breastfeeding journey [2]. Social media is a platform for the dissemination of information, advice, and shared experiences which promote and normalize breastfeeding for parents [2]. It is also very accessible; mothers can engage in lactation support at any time, anywhere [5].

Social media can also create social connections. This sense of belonging and a supportive community can boost emotional well-being and self-efficacy as well as breastfeeding outcomes [2]. One research study found that many mothers turn to breastfeeding support channels on Reddit to decrease the feeling of isolation and seek out others with similar lived experiences [3].

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It is also important to acknowledge some of the dangers of breastfeeding support on social media. Information circulating social media platforms is unregulated and can often be inaccurate or harmful [1,2]. This can be especially dangerous if mothers chose to follow online guidance over the advice of their healthcare provider [2]. Research has also found that mothers who use social media for lactation advice are more susceptible to believing breastfeeding myths [4]. Social media is also the location of formula marketing tactics that target mothers to encourage supplementing with infant formula or stopping breastfeeding completely [1]. Women also report experiencing judgement for their infant feeding choices or polarizing debates in online support spaces [2,6].

Ultimately, breastfeeding support on social media has both benefits and drawbacks. It is key that we learn how to navigate the influence of social media to ensure that mothers receive safe information that supports the health and wellbeing of their family. The BFREE Coalition strives to support and advocate for all families in achieving their infant feeding goals. We encourage families to reach out to their healthcare providers with the information they find online to see if it is healthy and safe advice for their infant feeding journey.

Sources

- [1] Prashanth, G. P. (2024). Influence of social media on maternal decision-making and breastfeeding practices. *World Journal of Clinical Pediatrics*, 13(4), 94755.
- [2] Morse, H., & Brown, A. (2022). The benefits, challenges and impacts of accessing social media group support for breastfeeding: A systematic review. *Maternal & Child Nutrition*, 18(4), e13399.
- [3] Yates, J., Jackson, K. T., & Booth, R. (2026). 'I'm looking for support, solidarity, and anecdotes from anyone who has been through something similar': A content analysis of parents seeking or sharing advice on breastfeeding via Reddit. *Journal of Health Psychology*, 31(2), 740-752.
- [4] Unlu Bidik, N., Abat, K., Cagli, S., & Sahin, Y. (2026). Breastfeeding in the Digital Age: Social Media Trust, Verification Habits, and Breastfeeding Myths. *Journal of Human Lactation*, 08903344261446134.
- [5] Morse, H., & Brown, A. (2021). Accessing local support online: Mothers' experiences of local Breastfeeding Support Facebook groups. *Maternal & child nutrition*, 17(4), e13227.
- [6] Regan, S., & Brown, A. (2019). Experiences of online breastfeeding support: Support and reassurance versus judgement and misinformation. *Maternal & child nutrition*, 15(4), e12874.





Reputable Breastfeeding Sources

- 1) [University of Rochester Medicine's Navigating your feeding concerns page](#)
- 2) [Jamaica Hospital's Educational Breastfeeding Series on YouTube and Resource page](#)
- 3) [American Academy of Pediatrics Frequently Asked Questions Page](#)
- 4) [Ready, Set, BABY handbook \(available for download in multiple languages\)](#)
- 5) [MothertoBaby Quick fact sheets](#)
- 6) [Kelly Mom Pregnancy, Breastfeeding, and Parenting website](#)
- 7) [Lactology Daily Instagram Reels with evidence-based breastfeeding tips](#)

Common Social Media Myths about Breastfeeding

1

MYTH: You need a large freezer stash of breast milk to have a healthy milk supply.

FACT: Social media often shows freezers overflowing with breast milk, making parents feel like they should be storing large amounts, too. However, a large freezer stash is not necessary for successful breastfeeding! Producing more milk than your baby needs can increase the risk of engorgement, breast inflammation, and mastitis. The amount of milk stored in your freezer is not a measure of breastfeeding success [7].

2

MYTH: Breast milk with a higher fat content is healthier or more nutritious for my baby.

FACT: Breast milk naturally varies in fat content and appearance between mothers and even throughout individual feedings. When expressed milk is stored, the fat may separate and form a thicker, creamy layer on top. However, a larger fat layer doesn't necessarily mean the milk is healthier or more nutritious! Milk that appears thinner or more watery still provides important nutrients to support your baby's growth [8].

3

MYTH: Breastfeeding negatively affects a mothers's mental health.

FACT: Research has found that breastfeeding is associated with lower rates of postpartum depression and anxiety. The release of hormones like oxytocin during breastfeeding also promotes relaxation and connection between mother and baby. While every mother's experience is different, and breastfeeding can come with challenges, it can also be a positive and rewarding experience that supports emotional well-being [9].

4

MYTH: Switching to formula will help my baby sleep better.

FACT: While formula-fed babies may sleep for longer stretches at night, switching to formula doesn't guarantee better sleep! Babies' sleep patterns naturally change as they grow, and research shows that breastfed and formula-fed babies generally get similar amounts of sleep overall. Frequent nighttime waking is normal and doesn't necessarily mean your breast milk isn't keeping your baby full or satisfied [10, 11].

[7] Johnson et al. (2020). ABM Clinical Protocol #32: Management of Hyperlactation. Breastfeeding Medicine, 15(3), 129–134.

[8] Mitoulas et al. (2002). Variation in Fat, Lactose and Protein in Human Milk Over 24 h and Throughout the First Year of Lactation. British Journal of Nutrition, 88(1), 29–37.

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[10] Manková et al. (2023). Does the Feeding Method Affect the Quality of Infant and Maternal Sleep? A Systematic Review. Infant Behavior and Development, 73, 101868.

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An Expert Perspective: Breastfeeding in the Digital Age



Andrea Haskins

Andrea is a breastfeeding peer counselor, lactation counselor, and social media influencer/founder of @InstinctualMothering, with over 16,000 followers

Andrea is a mother of two, former teacher, and lactation counselor certified through Childbirth International. She is also the founder of @instinctualmothering, a social media platform dedicated to helping mothers navigate the overwhelming amount of information and conflicting advice online while encouraging them to trust their instincts and strengthen the natural mother-baby relationship.

Andrea's passion for breastfeeding began after the birth of her first child, when she started attending La Leche League meetings and learning more about its benefits, including its potential role in alleviating anxiety for moms. As her own breastfeeding journey continued, she developed a desire to help other mothers and ultimately pursued certification as a lactation counselor. At the same time, she found herself overwhelmed by Facebook groups filled with conflicting opinions about the "right way" to approach motherhood.

Through her content, Andrea advocates for breastfeeding, challenges common myths, and encourages mothers to feel more confident in their own decisions. A central part of her mission is to question the influence of corporations and industries on modern motherhood, empowering mothers to not feel pressured to follow every piece of advice encountered online.

Building on the success of @instinctualmothering, Andrea went on to launch @socialboob, a business designed to help mothers who are passionate about breastfeeding, childbirth, and motherhood grow their online presence. Through this venture, she hopes to help women build an audience, generate income, and share their knowledge in an authentic and trustworthy way.

Q: What advice do you have for mothers' taking pre-or-postnatal advice from the internet? Any tips on how to go about it and know your source is trusted?

"I think one thing that you can watch out for are influencers with brand deals. That would not be a reliable source of advice because they're obviously getting paid to promote this and that. There are a lot of products promoted that promise more sleep or better breastfeeding, and I think you can get really sucked into that. Especially when you're building your registry, and you're like, *ooh, what should I buy?* Or when you first find out you're pregnant; especially your first, you're like, *ooh, I want this and this*, and it's fun. However, you don't really need any of that stuff, so I would definitely be wary about any products being promoted."

Q: Are there top common myths circulating the motherhood internet space that you can debunk for us?

"A lot of social media myths are around supply... you see people with their big freezers of milk and... having this huge stash [that] you don't really need. Pinterest would be like 'how to get your freezer supply' and it would be this huge freezer. I was going back to work, so I thought that I had to have that, but then I found out you don't really need to. All you need is a couple of days' worth of milk... so if you don't have this huge freezer full of milk, that's fine. You don't need it."

"There's the new trend of 'I'm going to get my milk all fatty.' And you'll see women in their bottles, and they take a spoon, and they're like, 'here's how I got a fat plug.' And that's not something you can really manipulate through diet. I mean, it's great to eat healthy, obviously, during pregnancy. But a lot of women are told, 'your milk's not fatty enough, you need to use formula.'"

But that's not really a thing. Your milk is your milk, and it's good for your baby. If your baby's not growing, you should definitely see a professional to figure out why, but it's not because you didn't eat enough egg yolks or something.”

Q: What do you think social media provides breastfeeding parents, both positively or negatively, that differs from traditional healthcare or in-person lactation support?

“People are so used to scrolling TikTok Shop and being like, *oh, here's a solution to my problem, click, buy*. And then there's an influencer telling you about a supplement that is gonna help with your milk fat, and you're like, *oh, yes, buy, buy*, because you think that's going to solve your problem. So it's easy to get caught up in that and then not really solve the real problems. I also think not a lot of women have access to an IBCLC to come to the home. So you're going to go to social media as the next best thing.

That's like the second half of my business too, with the Social Boob, because I do want these women to be helped and see an IBCLC in-home, but I also want them to get something rather than nothing if they can. It is just important to watch out for the people that promote supplements, products, and even sleep training stuff. There could be good resources for you; it is just about knowing who to trust, which can be hard.”

Q: What kinds of breastfeeding content tend to perform best online? Is that necessarily the information you think parents need most?

“What gets the most traction is content promoting fixing your supply in one easy step, but it's not an easy step, right? It's a multitude of things.

That's why I make the videos that debunk the myths; those same sort of videos are going to get the attention, but then I can kind of set them straight. I also always see things go viral when it has to do with a product to buy or, like I said, a quick fix. That's not what you should be focusing on when it comes to breastfeeding. I do think there are a lot of providers and lactation consultants online that are putting out quality information, but I would just make sure they're not compromised by companies, like formula companies, especially."

Q: What are the red flags you wish parents knew to look for when evaluating breastfeeding content online?

"You should be wary of product links or being sponsored by a formula company. It's not because formula is bad; it just introduces a level of financial bias that kind of negates everything else that's said. When you are online, and you're going through people's profiles, you get to know someone you've been following for a while; I feel like that's how you learn who they are and whether you can trust them or not. Some people trust people just because they have credentials."



The BFREE Team had the privilege to speak with Andrea and we thank her for sharing her expertise! We hope her advice can help support mothers navigating the digital space and achieve their infant feeding goals.



A Maternal Perspective: Breastfeeding in the Digital Age



Kellie Mansdorf

BFREE Virtual Lactation Support
Group Participant and New
Mother

Q: Did anything you saw online influence your decision about whether or how long you wanted to breastfeed?

“It was definitely something I was aware of because, as I’m sure you guys know, when you think of the color blue, your entire feed turns blue. So, when you're pregnant, everything goes pregnancy-related, and there is a lot of stuff about breastfeeding and how to take care of the baby, etc. So there was definitely information online I was looking at and was aware of, but more than that was my family history. I’ve got the newer generation saying they could do it, the older generation saying they couldn’t do it, the online saying I have to do it. I think it’s largely [that] the online influence was there, but the online influence was very much so ‘if you don’t breastfeed, your baby is going to have three heads and its gonna be a problem;’ whereas my family was very much so ‘if you can do it, do it, and if you can’t do it that’s okay too, you’re going to be fine.’”

Q: Has being part of a virtual lactation support group changed your breastfeeding journey? What are the benefits and drawbacks to the virtual format of a support group?

“In short, it's kept me going. My daughter decided to stop with a bottle right around her 2-month appointment, and I was losing my mind. I thought, *what if we just stopped breastfeeding cold turkey because if she's not gonna take a bottle on occasion, this doesn't really work for us*. So I went to Pat's group, and there was another mom on that first night, and she was like, 'Yeah, my daughter did that; this is what you're going to do', and it worked. I came back the next time and then the next time and then the next time, and every little thing that has been like, *oh no, this might be too big, this might be too hard*, it has actually been an easy fix. That is something that has been really helpful with the group.

In terms of the benefits of the virtual group, I am originally from Long Island, but I now live in Westchester, so the benefit of virtual is that I can actually participate. I think the only potential downside is sometimes if there is a more specific, physical-type question, you can't necessarily get the visual aspect because you are trying to gesture vaguely on camera. I think we have all gotten very comfortable, though, and that has been very helpful. Pat has her little breast model that she'll use on occasion too.

There have been a couple of instances over the summer where people were going on vacation. They were like, 'My supply dipped because I changed my routine; what do I do?' and they were able to pop in and get that support from afar. So I think the virtual component is excellent. Plus, being a new mom, sometimes the idea of getting in the car and driving someplace can feel super daunting, so having the opportunity to join online is really nice. It's also a lot easier to do when you know the group is not going to judge you for a crying baby in the background. We've all watched our babies grow up through each other's screens, which has been cool to see.”

Q: Do you use social media for breastfeeding support or education? What accounts do you trust the most? And if not, where do you get this support and education?

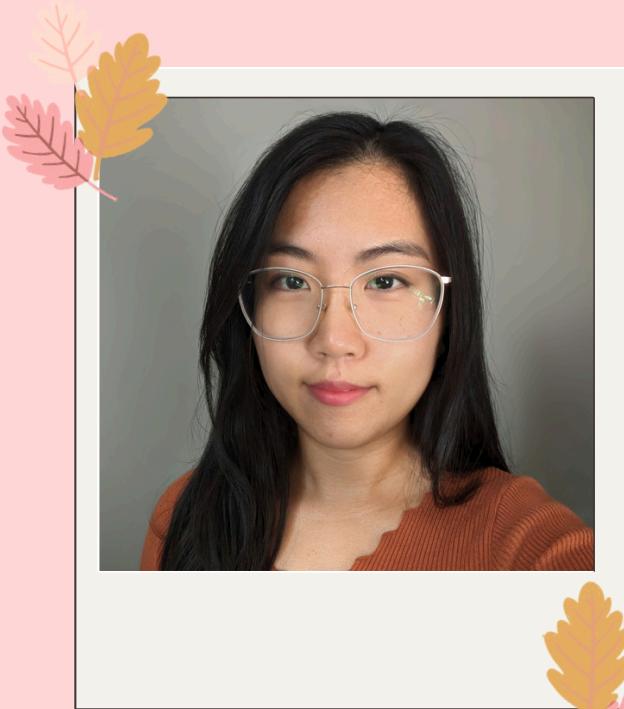
“Largely from Pat’s group, so not necessarily from social media. I think in terms of accounts that I follow, funny enough, it’s more so sleep accounts than anything else because I think there is a lot of myth around if you breastfeed the baby, they’re never going to sleep through the night, and that’s not necessarily the case. Sleep accounts have been very helpful in demystifying that. The best source of information has been the breastfeeding support group by far. Any time I have a question, or I’m like *oh is that weird? Is that normal?* I can just pop in. In addition to Pat being a great resource, there are usually like 3-7 other moms there who say, ‘Oh yeah, totally fine; that happened to me last week.’ And you just move on and feel a little bit reassured in your thinking.”

Q: Did you ever feel overwhelmed with the amount of content you saw online about breastfeeding? Did you ever feel pressure to try something because of it?

“More so sleep pressure than breastfeeding pressure because I think I had good family support in terms of my outlook on breastfeeding, and then any time I wavered, I had Pat’s group. That human component was a lot more helpful than random scrolling. Sleep content is a little different just because when you are sleep-deprived, you will take anything anyone wants to give you. But there are so many different ways to get a baby to sleep that you’re kinda like, *well, which one is going to work for me, and how do I go about that?* That one is a little bit tougher to sort through: what the good stuff is versus what the chaos is.

I also joined one of those Due Date groups on Facebook. When I was very newly pregnant, my friend had recommended it to me because it can be helpful to just comment on what's happening to people who don't know you. So I joined one of those, and I think that was overwhelming. I don't know if I would do that again if I had another baby because everyone there had very big opinions and very strong feelings on things like breastfeeding. I think especially when you're very early on in your journey, it's important to keep an open mind. You don't know what your body is going to do; you don't know what their [the baby's] body is going to do, like they're a whole new little person, so women who are making these grand statements like 'oh well I'm going to exclusively BF' I'm like, ok, and I hope you get that, but what if you don't. You need to have another opportunity and another option available too, so that was, I think, a little overwhelming and, again, I don't know I would be doing that again if I had another baby."

A Maternal Perspective: Breastfeeding in the Digital Age



Michelle Ruben

BFREE Virtual Lactation Support
Group Participant and New
Mother

Q: Did anything you saw online influence your decision about whether or how long you wanted to breastfeed?

“There's a lot of education now about how there are huge benefits to breast milk and the antibodies, stem cells, and all these things; I think a lot of that came from online sources and that gave me a very large motivation to keep going, especially for longer.

“I think also for me personally, I went on Reddit for a lot of support.

On Reddit, there's an exclusively pumping subReddit, a nursing subReddit for general things, and also a weaning support Reddit... it's hit or miss because it's the internet. But there are a lot of people who just know a lot of things on there as well.”

Q: Did you ever feel inclined to buy or do something because of advertising online or an influencer?

“I've kind of seen lifestyle mom vloggers using the Eufy pump, so I kind of wish I had heard about that one sooner... Yeah, I do see advertisements because of my algorithm, but I never felt like I was pushed to buy specific pumps like during Black Friday or whatnot because of those ads. It's like you may know all the brands, but ads themselves don't really tell you how well they work. So it's more [the] influencers who are actually using them, or other moms who have struggled with issues that are talking about it, like how a specific pump helps them.”

Q: When you consume media about breastfeeding, is it important to you that the information comes from an individual with a credential or as a mom with personal experience? How are you able to determine what's trustworthy and what's not?

“I do think there is a difference with someone who is either experienced and recognizes their personal experience is not completely generalizable and discloses that, or someone who actually is certified as a lactation consultant and has experience. When you're doing research and trying to figure out sources and how reputable they are, I think it's important to keep in mind [that] there are some people who are blogging their life and they're just like, ‘oh, this is amazing.’”

Q: Has being part of a virtual lactation support group changed your breastfeeding journey? Do you think it's more accessible?

*"I 100% think it's very helpful for me just to hear other moms who have gone through certain things, or who are a couple months ahead; in our group there's someone who's feeding a two year old, so that's motivating. It's like *oh, I'm not alone in the post one year and still going strong thing.*"*

"Say that you work nine to five. You need to pick up your baby from daycare, and then the support group is at seven- sometimes it's just not really feasible [in-person]. So being virtual gives so much flexibility for the moms to still attend and fit it into whatever schedule they need."



The BFREE Team had the privilege to speak with both Kellie and Michelle. We want to thank them for sharing their breastfeeding experiences. We hope their stories inspire mothers to connect with virtual lactation support communities that help them achieve their infant feeding goals.



Connecting With Our Spanish-Speaking Community

The BFREE Team is grateful to Paola Duarte (CLC), Sandy McCabe (IBCLC), Marta Blanco (CLC), Italia Granshaw (CLC), Michelle Saavedra-Cedeno (CLC), Lizeth Villa, Maria Rosales, Carmen Nunez, Dhayan Mego, Ana Quinones, Sandra Marte, and Miguelina Vera, the community health workers from the Perinatal and Infant Community Health Collaborative (PICH), and the community health workers from Harmony Healthcare for their excellent facilitation and translation in our ongoing Spanish Lactation Support Groups to promote culturally and linguistically competent services. We would also like to thank our subcommittee for Spanish-Speaking Communities for recommending this valuable initiative and working tirelessly to advocate for the community!

We have continued to partner with the radio station La Fiesta 98.5. We were fortunate to have Monica Mena, MS CAM, BSN, RN, CLC join the radio station to speak about “The Breastfeeding Experience During the Hospital Stay.” Please click [here](#) to view the interview.



Pictured (L-R) are Maira Morales, La Fiesta On-Air Personality; Monica Mena

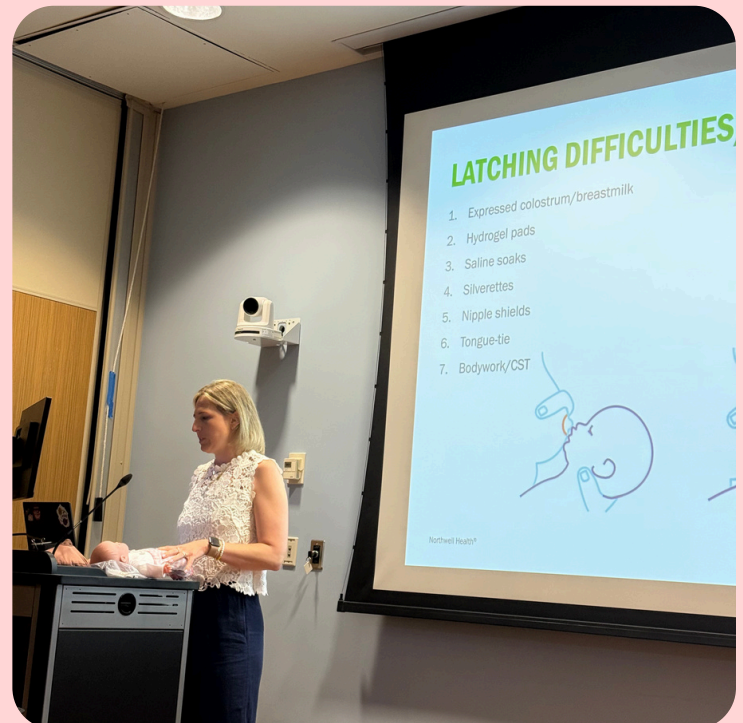
Bridging the Gap: Healthcare Professionals and Breastfeeding Mothers



Shameika N. Williams, Ed.D., MPH, CLC

On June 17th, the BFREE Team hosted a speaker event titled “Bridging the Gap.” The event welcomed healthcare professionals and community partners to discuss improving breastfeeding support and communication between providers and families.

Dr. Shameika Williams presented “Avoiding Unnecessary Disruptions: Knowing When and Where to Refer,” and Marie Keogh shared “Practical Breastfeeding: A Toolbox for Providing Effective, Realistic Support.” We are thankful for these incredible speakers!



Marie Keogh, MPH, RD, RN, IBCLC

Community Corner



On June 25th, the BFREE Team attended the **PRONTO Community Baby Shower**. We set up a table to distribute lactation resources to families. Thank you to PRONTO Long Island for inviting us!

On August 1st, the BFREE Team set up a table at the **Breastfeeding Support and Awareness Event** to celebrate World Breastfeeding Week. We loved connecting with families, promoting our support groups, and leading a breastfeeding support circle. Thank you to Suffolk County Women's Health Coalition for inviting us!



Community Corner



On August 4th, the BFREE Team tabled at **Wyandanch National Night Out**. We shared breastfeeding/chestfeeding resources and connected with community members and local organizations. Thank you to Wyandanch Community Resource Center for inviting us!

On August 22nd, the BFREE Team attended the **Pronto of Long Island Community Day**. We had a great time distributing lactation resources and meeting local families. Thank you to Pronto of Long Island for inviting us!





FREE VIRTUAL BABY BASICS CLASS

- Expecting and new parents (and their families) are invited to our FREE monthly prenatal classes!
- Topics include:
breastfeeding/chestfeeding,
nutrition, car seat safety,
postpartum depression, jaundice
and more!

Join any session by:



ZOOM LINK

bit.ly/BFREElactationsupport

1st Monday of each Month

6:00 - 7:00 PM in English



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Hosted by healthcare professionals.

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**BREASTFEEDING
RESILIENCY,
ENGAGEMENT, AND
EMPOWERMENT**

**Cornell Cooperative Extension
Suffolk County**



**Department
of Health**

Breastfeeding, Chestfeeding,
and Lactation Friendly New York

CLASE VIRTUAL GRATUITA SOBRE CUIDADOS BÁSICOS PARA BEBÉS



- ¡Todos están invitados a nuestra clase prenatal mensual GRATUITA, diseñada para futuros y nuevos padres, madres y sus familias!
- Durante la sesión, abordaremos temas clave como: lactancia materna y nutrición, seguridad en el asiento del coche, depresión postparto y apoyo emocional, ictericia en recién nacidos, y mucho más.

Acompáñanos en cualquier sesión:



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**BFREE: BREASTFEEDING
RESILIENCY,
ENGAGEMENT, AND
EMPOWERMENT**



FREE Lactation Support Groups

Organized by the Breastfeeding Resiliency, Engagement, and Empowerment (BFREE) Coalition

Open to all expecting and new parents (and their families)!

Sessions are led in English and Spanish.

In-Person Lactation Support

Spanish Speaking Facilitators / Translation Available During Sessions

**Nassau County
Department of Health:
Health Resource Center**
40 Main Street (Suite C)
Hempstead, NY 11550

When: 1st and 3rd
Wednesday of each Month
Time: 11:00 AM - 12:00 PM

**Westhampton Free
Library**
7 Library Avenue
Westhampton Beach, NY
11978

When: 4th Friday of each
Month
Time: 11:00 AM - 12:00 PM

**Sun River Health
Wyandanch**
1556 Straight Path
Wyandanch, NY 11798

**This group is currently on
pause. We will update this
flyer with more
information as soon as
possible.**

Pronto of Long Island
128 Pine Aire Drive
Bay Shore, NY 11706

When: 1st & 3rd Thursday of each Month
Time: 12:00 PM - 1:00 PM

Glen Cove Public Library
4 Glen Cove Ave
Glen Cove, NY 11542

When: 4th Wednesday of each Month
Time: 11:00 AM - 12:00 PM

Virtual Lactation Support

Sessions in English: • Every Tuesday 7 to 8 pm
• 1st and 3rd Thursday of the month 12 to 1 pm

Sessions in Spanish: • 1st and 3rd Tuesday of the month 6 to 7 pm

JOIN HERE:



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Please direct any questions to BFREE@northwell.edu

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and Lactation Friendly New York



**Cornell University
Cooperative Extension**



**Cohen Children's
Northwell Health**



**BFREE: BREASTFEEDING
RESILIENCY,
ENGAGEMENT, AND
EMPOWERMENT**



Apoyo GRATUITO a la lactancia

Organizado por el Breastfeeding Resiliency, Engagement, and Empowerment (BFREE) Coalition

¡Abierto a todos padres embarazados y nuevos padres (y sus familias)!

Las sesiones se imparten en inglés y español.

Apoyo a la lactancia materna, en persona

Traducción / Facilitadores al Español Disponible Durante las Sesiones

**Nassau County
Department of Health:
Health Resource Center**
40 Main Street (Suite C)
Hempstead, NY 11550

Cuando: Primer y tercer
miércoles de cada mes

Hora: 11:00 AM - 12:00 PM

**Westhampton Free
Library**
7 Library Avenue
Westhampton Beach, NY
11978

Cuando: Cuarto viernes de
cada mes

Hora: 11:00 AM - 12:00 PM

**Sun River Health
Wyandach**
1556 Straight Path
Wyandach, NY 11798

**Este grupo está
actualmente en pausa.
Actualizaremos este folleto
con más información lo
antes posible.**

Pronto of Long Island
128 Pine Aire Drive
Bay Shore, NY 11706

Cuando: Primer y tercer jueves de cada mes

Hora: 12:00 PM - 1:00 PM

Glen Cove Public Library
4 Glen Cove Ave
Glen Cove, NY 11542

Cuando: Cuarto miércoles de cada mes

Hora: 11:00 AM - 12:00 PM

Apoyo a la lactancia materna, virtual

Sesiones en inglés

- Every Tuesday 7 to 8 pm
- 1st and 3rd Thursday of the month 12 to 1 pm

Sesiones en español:

- 1st and 3rd Tuesday of the month 6 to 7 pm

ÚNETE AQUI:



bit.ly/BFREElactationsupport



+1-646 931 3860

Identificación de la reunión: 640 219 8145 | Código de acceso: 1

Para recibir las actualizaciones y
contactar a nuestro equipo,
escanee debajo:



Si tiene alguna pregunta, diríjase a BFREE@northwell.edu



**Department
of Health**

Breastfeeding, Chestfeeding,
and Lactation Friendly New York



Cornell University
Cooperative Extension



Cohen Children's
Northwell Health



Glen Cove
Public Library



Lactation Support Group in Glen Cove



Join us at our free, drop-in, in-person **breastfeeding support group** to get advice, meet other parents, and share experiences!
No registration necessary.

When: 4th Wednesday of each Month

Time: 11:00am - 12:00pm

Where: Glen Cove Public Library
4 Glen Cove Avenue
Glen Cove, NY 11542

Sessions will be held in English and Spanish.

All pregnant or breastfeeding parents and families are welcome. For more information, please call 516-838-6416 or email bfree@northwell.edu.



Department
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Breastfeeding, Chestfeeding,
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BFREE: BREASTFEEDING
RESILIENCY,
ENGAGEMENT, AND
EMPOWERMENT



**Glen Cove
Public Library**



Grupo de apoyo a la lactancia en Glen Cove



Participe en persona en **nuestro grupo gratuito de apoyo a la lactancia** para recibir consejos, conocer a otros padres y compartir experiencias. No se necesita registrarse de antemano.

When: Cuarto miércoles de cada mes

Time: 11:00am - 12:00pm

Where: Glen Cove Public Library
4 Glen Cove Avenue
Glen Cove, NY 11542

Las sesiones se ofrecerán en inglés y español

Todos los padres embarazadas y familias son bienvenidas. Para más información, llame al 516-838-6416 o envíe un email a bfree@northwell.edu.



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BRUCE A. BLAKEMAN
NASSAU COUNTY EXECUTIVE

Hempstead Lactation Support Group



Join us at our free, drop-in, in-person lactation support group to get advice, meet other parents, and share experiences!

1st & 3rd

Wednesday of Each Month

11:00 AM - 12:00 PM

Sessions held in English and Spanish.

All parents and families are welcome.
For more information, please email hassan@nassaucountyny.gov

In partnership with:



Department
of Health

Breastfeeding, Chestfeeding,
and Lactation Friendly New York



Cohen Children's Medical Center
Northwell Health



Harmony Healthcare
Long Island

**Nassau County Department of Health
Health Resource Center**

40 Main St. Suite C, Hempstead, NY 11550
516-572-2978





BRUCE A. BLAKEMAN
NASSAU COUNTY EXECUTIVE

Grupo de Apoyo a La Lactancia en Hempstead



Participe en persona en nuestro grupo gratuito de apoyo a la lactancia para recibir consejos, conocer a otros padres y compartir experiencias!

1er y 3er Miércoles Del Mes

11:00 AM - 12:00 PM

Sesiones Bilingües (Inglés y Español)

Todos los padres embarazadas y familias son bienvenidas. Para más información, envíe un email a hhasan@nassaucountyny.gov

En colaboración con:



Department
of Health

Breastfeeding, Chestfeeding,
and Lactation Friendly New York



Cohen Children's Medical Center
Northwell Health



Harmony Healthcare
Long Island

**Nassau County Department of Health
Health Resource Center**

40 Main St. Suite C, Hempstead, NY 11550

516-572-2978





Westhampton Free Library

Lactation Support Group



Join us at our free, drop-in, **in-person breastfeeding support group** to get advice, meet other parents, and share experiences! No registration necessary.

When: 4th Friday Of The Month

Time: 11AM-12PM

Location: Westhampton Free Library

7 Library Avenue

Westhampton Beach, NY 11978

Bilingual Sessions
(English & Spanish)



All pregnant or breastfeeding parents and families are welcome.



For more information:
email **BFREE@northwell.edu**



Cornell University
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Department
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Breastfeeding, Chestfeeding,
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Westhampton Free Library

Grupo de apoyo a la lactancia



Participe en persona en nuestro grupo gratuito de apoyo a la lactancia para recibir consejos, conocer a otros padres y compartir experiencias. No se necesita registrarse de antemano.

Cuando: 4th Viernes Del Mes

Hora: 11AM-12PM

Ubicación: Westhampton Free Library
7 Library Avenue
Westhampton Beach,
NY 11978

Sesiones Bilingües
(Inglés y Español)



Todos los padres, embarazadas y familias son bienvenidas.



Para más información:
envíe un email a
BFREE@northwell.edu



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PRONTO

of Long Island Inc.

People helping People



Lactation Support Group



Join us at our free, drop-in, in-person **breastfeeding support group** to get advice, meet other parents, and share experiences! No registration necessary.

New Dates in Person!

When: 1st and 3rd Thursday of each month

Time: 12:00pm - 1:00pm

Where: Pronto of Long Island Inc.
128 Pine Aire Drive
Bay Shore, NY 11706

Can't make it in-person?

Join virtually from 12-1pm through this link:
bit.ly/BFREElactationsupport

*Sessions will be held in English, and a Spanish translator will be available.

All pregnant or breastfeeding parents and families are welcome. For more information, please call 631-231-8290 or email vivianhart@prontolongisland.org or pron@prontolongisland.org



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Breastfeeding, Chestfeeding,
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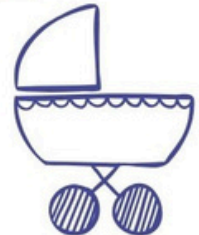
PRONTO

of Long Island Inc.

People helping People



Grupo de apoyo a la lactancia



Participe en persona en nuestro **grupo gratuito de apoyo a la lactancia** para recibir consejos, conocer a otros padres y compartir experiencias. No se necesita registrarse de antemano.

¡Nuevas Fechas en Persona!

Cuándo: primer y tercer jueves
de cada mes

Hora: 12:00pm - 1:00pm

Dónde: Pronto of Long Island Inc.
128 Pine Aire Drive
Bay Shore, NY 11706

No puede asistir en persona?

Participe virtualmente de
12-1pm con este enlace:
bit.ly/BFREElactationsupport

*Las sesiones se ofrecerán
en inglés y habrá un traductor
al español.

Todas los padres embarazadas y familias son bienvenidas. Para más
información, llame al 631-231-8290 o envíe un email a
vivianhart@prontolongisland.org o pron@prontolongisland.org



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Earn Lactation Friendly Designation to Support Breastfeeding in Your Community

BFREE works with
community spaces,
worksites, and
medical practices in
these communities:



BFREE guides your organization through each step
to earn designation

- Provides lactation supplies
- Creates a lactation policy

Why become lactation friendly?

- Fosters an inclusive and welcoming breastfeeding environment for all families
- Supports parents returning to work or school
- Promotes infant health through continued breastfeeding or chestfeeding

Interested? Please contact us!



bfree@northwell.edu



www.bfreecoalition.org



[@bfree.team](https://www.instagram.com/bfree.team)

Contact Us!

To learn more about the BFREE Team and to access our free resources, please click below:



BFREE Website



BFREE Facebook



BFREE Instagram

To receive updates and ask questions about our support groups, please scan below:

