

NEW YORK STATE DEPARTMENT OF HEALTH

BEST PRACTICES FOR BREASTFEEDING

Breastfeeding Promotion in Managed Care Settings

1. Visible support for breastfeeding, e.g. articles, photos in member and provider newsletters.
2. Plan monitors breastfeeding rate among enrollees at birth, 1-2 weeks, 3 months, 6 months, and 12 months.
3. Written policy regarding breastfeeding promotion, with clear responsibility for implementation.
4. Lactation specialist on staff, preferable IBCLC.
5. Individual(s) identified to address enrollees' breastfeeding problems and questions.
6. Source of follow-up care identified for newborns and mothers.
7. Mother and infant seen within 7 days after postpartum discharge.
8. Source identified for urgent and after-hours advice.
9. Breastfeeding education materials given to all pregnant enrollees.
10. Community resources (e.g. peer counselors, La Leche League) recommended to all enrollees.
11. Offer and/or encourage support staff continuing education on breastfeeding.