

VIRTUAL LACTATION INCREASES DURATION AND EXCLUSIVITY OF BREASTFEEDING IN BLACK WOMEN

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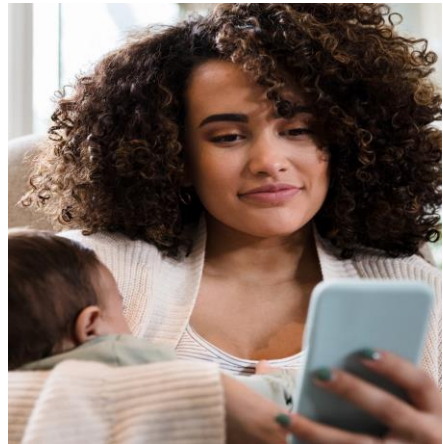
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NORTHWELL HEALTH VIRTUAL LACTATION: BACKGROUND



Exclusive Breastfeeding is the Clinical Gold Standard for Infants and Mothers

The American Academy of Pediatrics recommends exclusive breastfeeding (EBF) for the first 6 months of life. The health benefits for mothers and infants are numerous and significant.

BENEFITS FOR INFANTS

Infants who are breastfed have reduced rates of:

- ▼ Asthma
- ▼ Obesity
- ▼ Type 1 diabetes
- ▼ Severe lower respiratory disease
- ▼ Acute otitis media (ear infections)
- ▼ Sudden infant death syndrome (SIDS)
- ▼ Gastrointestinal infections (diarrhea/vomiting)
- ▼ Necrotizing enterocolitis (NEC) for preterm infants



BENEFITS FOR MOTHERS

Breastfeeding can help lower a mother's risk of:

- ▼ High blood pressure
- ▼ Type 2 diabetes
- ▼ Ovarian cancer
- ▼ Breast cancer



Breastfeeding provides unmatched health benefits for babies and mothers. It is the clinical gold standard for infant feeding and nutrition, with breast milk uniquely tailored to meet the health needs of a growing baby. We must do more to create supportive and safe environments for mothers who choose to breastfeed.

Dr. Ruth Petersen, Director of CDC's Division of Nutrition, Physical Activity, and Obesity

1 in 4 infants (27.2%) is exclusively breastfed by the time they are 6 months old.

**The American Academy of Pediatrics recommends exclusive breastfeeding for the first 6 months of life.*

60% of mothers stop breastfeeding sooner than they planned.

75% of Black infants are ever breastfed, compared to the national average of 84%.

> \$3 billion per year in additional medical costs for U.S. mothers and children are attributable to low rates of breastfeeding.

CDC Healthy People 2030
Goal: increase EBF rate at
6 months from 27.2% to
42.4%

U.S. Preventative Services Task Force found that **infants are more likely to be exclusively breastfed at 6 months of age when mothers receive breastfeeding support.**

NORTHWELL HEALTH VIRTUAL LACTATION: ALIGNMENT WITH ORGANIZATIONAL GOALS

Northwell Health is Baby-Friendly

Baby-Friendly designation is the **gold standard in maternity care**. Baby-Friendly recognizes maternity facilities that have created an optimal environment for appropriate infant feeding and mother/baby bonding.



Northwell Hospitals with Baby-Friendly Designation:

Katz Women's
Hospital – LIJ
Medical Center

Phelps Hospital

South Shore
University Hospital

LIJ Forest Hills

From Baby-Friendly USA's Evidence-Based Framework:

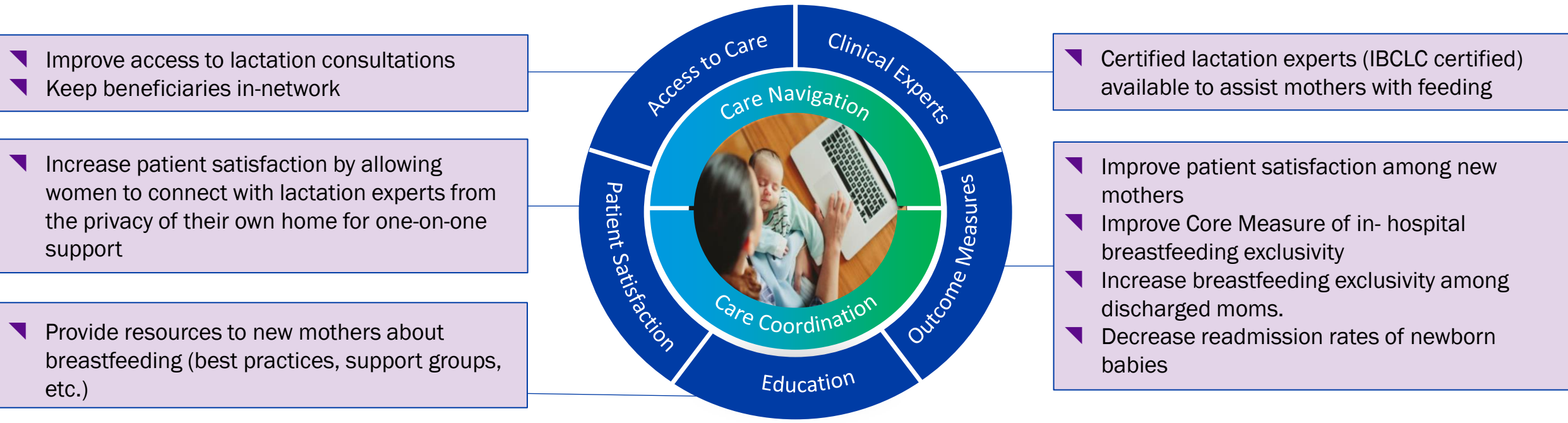
- Support mothers to initiate and maintain breastfeeding and manage common difficulties.
- Support mothers to recognize and respond to their infants' cues for feeding.
- Coordinate discharge so that parents and their infants have timely access to ongoing support and care.

Source: [BabyfriendlyUSA.org](https://www.babyfriendlyUSA.org)

NORTHWELL HEALTH VIRTUAL LACTATION: PROGRAM OVERVIEW

In 2020, the COVID-19 pandemic exposed and exacerbated a critical gap in lactation support: shortened hospital stays for post-partum women and their newborns limited traditional in-hospital education, resources and support systems. Northwell Health's Virtual Lactation Program was created to provide remote lactation consultations leveraging telehealth technology. The virtual consultations support new parents with the infant feeding process and offer infant feeding support to mothers in the comfort of their own homes.

NORTHWELL HEALTH VIRTUAL LACTATION: PROGRAM GOALS



VIRTUAL LACTATION GROWTH STRATEGY: INFORMATIONAL MATERIALS



Expanding Visibility to Northwell Patients and Staff

Northwell's Virtual Lactation Program has **informational materials on display** where patients are most likely to see them:

OBGYN Practices

Hospital Postpartum Units

Pediatrician Offices

Materials include **information for office staff**. Patient-facing information is printed in **English and Spanish**.



Virtual Lactation Consultants

Make an Appointment!



Scan QR code to email:
CORP-TELELACTATION@northwell.edu

Or call to schedule:
(516) 583 - 8029

Many Insurance plans are accepted; Self-Pay rates are also available.

We are here to support your family's feeding goals!



Virtual, one-to-one appointments are secure, private, convenient, and from the comfort of your own home with:

A Registered Nurse International Board-Certified Lactation Consultant (IBCLC)

An IBCLC can support you with feeding goals, breast-feeding, breast pump use, emotional needs, referrals and more.



Asesoría de Lactancia Materna Virtual

¡Haga una cita!



Escanee el código QR para enviar un correo electrónico a:
CORP-TELELACTATION@northwell.edu

O llame para programar:
(516) 719 - 6261

Se aceptan muchos planes de seguro; Las tarifas de pago por cuenta propia también están disponibles.

¡Estamos aquí para apoyar las metas de alimentación de su familia!



Las citas virtuales son seguras, privadas, convenientes y desde la comodidad de su hogar con:

Una enfermera certificada por la Junta Internacional de Lactancia o IBCLC (por sus siglas en inglés)

Una IBCLC puede apoyarla con metas de alimentación, lactancia materna, uso de extractores de leche, necesidades emocionales, referencias y más.



VIRTUAL LACTATION CONSULTANTS / TELEHEALTH SERVICES

INFORMATION FOR OFFICE STAFF

The Virtual Lactation Consultants of Northwell Health are available by appointment through the following:

- All patients should be encouraged to use the QR code on the card in the office to make an appointment. Patients can also call the phone number for Patient Access Services or email the Virtual Lactation Consultant Program as indicated on the card.
- Please note that the Virtual Lactation Consultant team is 100% virtual and remote. There is no physical office. All consultations are performed via telehealth. We accept some insurances and have a self-pay option.
- Patients should be encouraged to use the QR code, phone number or email on the card for insurance or payment questions.

Office staff can assist parents if necessary, by:

- Sending a task to 690 Telelactation team from the AEHR
- Email to corp-telelactation@northwell.edu with the parent's name, date of birth and insurance
- Calling one of our administrative support coordinators: Laura @ 516-719-6251 or Marcella @ 516-719-6261
- All pediatric office staff are encouraged to contact Laura or Marcella with any questions.

Virtual, one-to-one appointments are secure, private, convenient, and from the comfort of the patient's own home. We are Northwell Health Registered Nurses that are International Board-Certified Lactation Consultants (RN, IBCLCs).

We can support the parent and pediatrician in many ways, such as:

- Answer personalized questions
- Teach the signs of effective feeding with a good latch
- Teach how to keep the newborn engaged and stimulated during a feeding
- Teach how to know when the newborn is getting enough
- Discuss use of breast pump
- Provide emotional support
- Develop a plan of care to assist with the parent's feeding plan

Thank you! Feel free to reach out with any questions.

Appointments can be made in any of the following ways:

Scan QR Code to generate request email

Call or Email the Virtual Lactation Program

Call to Patient Access Services

By office staff via AEHR

VIRTUAL LACTATION OUTCOMES: PATIENT SURVEYS

PATIENT SURVEY RESPONSES (DATE RANGE: 1/2024-9/2024)



My newborn/baby feeding plan was supported by the lactation consultant

99%

As a result of this session, I would recommend virtual lactation visits to a friend or family member

99%

My virtual lactation consultation provided by Northwell contributed to my success in breastfeeding

100%

VIRTUAL LACTATION GROWTH STRATEGY: COMMUNITY OUTREACH

Katz Institute For Women's Health: Community Innovations Grant 2023

Northwell's Virtual Lactation program was awarded the Katz Institute for Women's Health Grant In Community Innovation for: **Creating Telehealth Hubs in Community Centers and Homeless Shelters.** Funding was used to provide telehealth services and purchase devices, furniture, and privacy screens for the community hubs.



Family Service League Homeless Shelter houses 120 families.



Branches, LI Community Center distributes 200 Blessing Boxes weekly containing food and diapers to new parents.

116 Virtual Lactation Consultations were provided free of charge at these community telehealth hubs.

VIRTUAL LACTATION INCREASES DURATION AND EXCLUSIVITY IN BLACK WOMEN: BACKGROUND

Black women continue to have lower breastfeeding rates than other racial/ethnic groups and report many barriers to breastfeeding.

Maternal and infant benefits from breastfeeding are well documented and are especially important to black women.

Black women are likely to experience adverse health outcomes that may improve with breastfeeding.

Black infants are now almost three times as likely as white infants to die from Sudden Unexpected Infant Death (SUID).

Exclusive breastfeeding for the first 2 months of life reduces the risk of SUID by 50 percent.

VIRTUAL LACTATION VS IN-PERSON

Virtual lactation service rivals in-person care, is more convenient for the mother, and encourages self-efficacy.

Virtual lactation mitigates racial, ethnic, and economic disparities by increasing access to education and support for breastfeeding, safe sleep, and clinical needs.

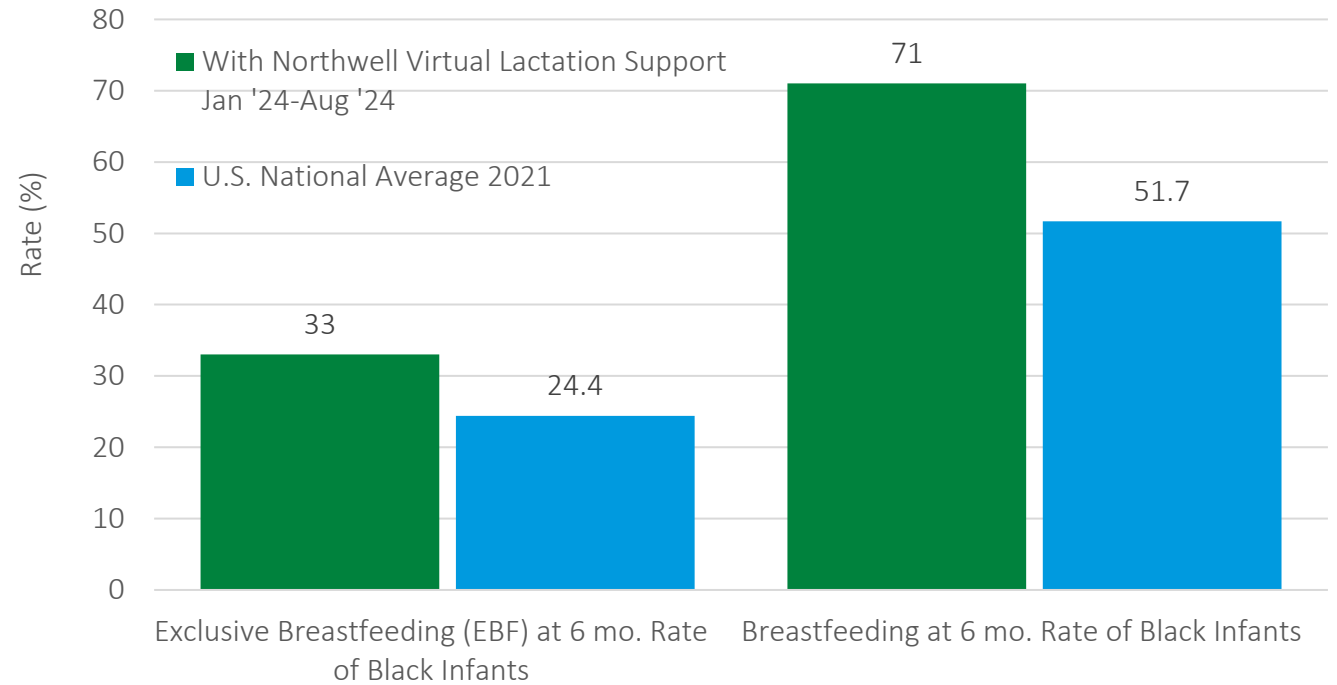


VIRTUAL LACTATION AND HEALTHCARE EQUITY

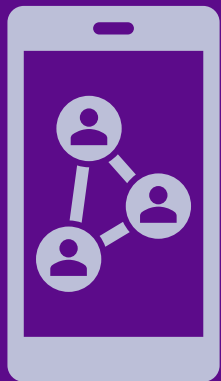
Measuring Impact, Ounce for Ounce

Northwell Health is committed to healthcare equity. **Virtual Lactation support is associated with higher rates of Exclusive Breastfeeding (EBF) and 6 months duration of breastfeeding among Black women.** This means better maternal health outcomes for Black women, and better outcomes for their infants.

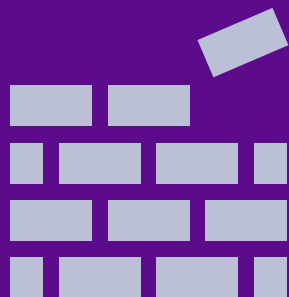
BREASTFEEDING: U.S. NATIONAL AVERAGE COMPARED TO NORTHWELL HEALTH VIRTUAL LACTATION OUTCOMES



NORTHWELL VIRTUAL BREASTFEEDING PROGRAM NEXT STEPS



Continue to grow virtual lactation service to mothers within the Northwell community and expand to support external clients.



Partner with community-based resources and organizations to address social determinants of health disparities and improve maternal and infant health outcomes.

THANK YOU!



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