News Release

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For Immediate Release
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UVHN Elizabethtown Health Center Becomes ‘Breastfeeding Friendly’

Elizabethtown, NY February 4th, 2020  UVHN Elizabethtown Health Center was officially designated as a New York State Breastfeeding Friendly Practice on January 30th, 2020, making them the first designated health care practice in Essex County. UVHN Elizabethtown Health Center was supported in this effort by the Creating Breastfeeding Friendly Communities grant at the Clinton County Health Department.

According to pediatrician and provider champion, Dr. Michael Celotti, “Creating a breastfeeding friendly environment for patients, visitors, and employees is a positive step in ensuring breastfeeding moms feel encouraged and supported.” He adds that “Providing a comfortable space for moms to nurse and pump creates a welcoming atmosphere that promotes healthy behaviors.”

As part of the process, the practice has implemented policies and procedures such as; ongoing staff training, maintaining a breastfeeding friendly office environment and facilitating internal and external referral opportunities for mothers and infants. The practice also promotes a culture within the office that supports breastfeeding as the nature way to feed one’s baby.

The Ten Steps to a Breastfeeding Friendly Practice include:
1. Develop and maintain a breastfeeding friendly office policy.
2. Train all staff to be breastfeeding friendly by promoting, supporting and protecting breastfeeding.
3. Eliminate infant formula and formula company materials from your office.
4. Create a breastfeeding friendly office environment.
5. Discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families during the prenatal period.
6. Discuss breastfeeding benefits, especially exclusive breastfeeding, and the basics of breastfeeding management with women and their families during the postpartum period.
7. Encourage breastfeeding mothers to feed newborns only breast milk.
8. Teach mother about maintaining lactation when separated from their infants.
9. Identify your local breastfeeding support network and foster collaborative working relationships and referral systems.
10. Provide comprehensive breastfeeding support to new mothers.

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Because of the well-documented health benefits of breastfeeding for infants, children and mothers, the American Academy of Pediatrics (AAP), the American Congress of Obstetricians and Gynecologists (ACOG), the World Health Organization (WHO) and the US Department of Health and Human Services recommend exclusive breastfeeding for the first six months, with continued breastfeeding as long as mutually desired by mother and infant.

For more information about receiving Breastfeeding Friendly Designation: https://www.health.ny.gov/community/pregnancy/breastfeeding/

About the Clinton County Health Department:

The Health Department is an accredited full service department serving the residents of Clinton County. The Health Department’s Mission is to improve and protect the health, well-being and environment of the people of Clinton County. Visit our website at www.clintonhealth.org or connect with us on Facebook (@clintonhealth), Twitter (@ClintonCountyHD), and Instagram (clintoncountyhealth).

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