

## A Coalition of Coalitions

NYSBC represents the state of New York on the United States Breastfeeding Committee and serves as your organization's voice for breastfeeding advocacy in New York State. Together we have helped to bring breastfeeding to the forefront in New York State as an important public health issue by working closely with the New York State Department of Health.

We have helped educate our legislators to write and adopt laws to support and protect breastfeeding. We continue to strive for support from the business community by helping them to create proper worksite lactation programs and policy. We unite healthcare and human service providers to promote, protect and support breastfeeding in New York State.



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**Website:** [www.nysbreastfeeding.org](http://www.nysbreastfeeding.org)  
**Phone:** 845-492-9027  
**Visit us on Facebook!**

**The Business Case for Breastfeeding**  
 ~ supporting breastfeeding employees makes good business sense ~

Research has definitively established that breastfeeding is the ideal way to feed babies. Children who are not breastfed are at much greater risk for chronic health problems, and are more likely to be obese.

**Real benefits ~**  
 Supporting breastfeeding mothers in the workplace benefits your business:  
 • Better retention of experienced employees  
 • Less absenteeism by parents of breastfed children  
 • Lower health care costs  
 • More productivity in the workplace

**Case study ~**  
 CIGNA Corporation, Philadelphia, PA, a global health service company with 24,000 employees, implemented a comprehensive breastfeeding support program to eliminate barriers for women choosing to work and continue breastfeeding.

**Program impact:**  
 • Major medical organizations' recommendations  
 • Babies consume only breast milk for the first six months of life  
 • Mothers continue breastfeeding for at least the first year of life

**Simple solution ~**  
 Supporting breastfeeding mothers in the workplace requires few resources:  
 • Privacy to express milk  
 • For pregnant women and a small private space (in and out of the office)  
 • A restroom's tap is suitable space—clean milk is best  
 • Flexible breaks  
 • Breastfeeding women often require only every 2-3 hours  
 • For most women, a break about 15-20 minutes to pump  
 • Education  
 • Ongoing program employee information about breastfeeding and the need to work makes the transition back to work easier  
 • Training in Lactation Consultant can help mothers overcome breastfeeding difficulties returning to work  
 • Support  
 Work place policies and practices that enable women to successfully return to work and breastfeed their employees that breastfeeding is valued

**Healthy families → satisfied, productive employees**  
 New York Statewide Breastfeeding Coalition, Inc. [www.nysbreastfeeding.org](http://www.nysbreastfeeding.org)

New York State Labor Law requires employers to provide time and place for breastfeeding employees to express breast milk.

In 2009, NYSBC was awarded a grant from the United States Health Resources and Services Administration. With that funding, NYSBC trained more than 250 breastfeeding supporters in NYS to help their local businesses create worksite lactation programs. As a result of the grant, at least 18 businesses in New York State now offer some level of support for their employees. Large poster displays (shown above) were also created, and can be borrowed by local breastfeeding coalitions to display in their communities to help raise awareness of the current NYS Nursing Mothers in the Workplace law that protects the nursing mothers right to express milk at her place of employment up until her child is three years old. Our trained partners are available to help your business create appropriate worksite accommodations and policy. Visit the NYSBC website at [www.nysbreastfeeding.org](http://www.nysbreastfeeding.org) for more information or to find a trained Business Case for Breastfeeding partner.

Join today to help us create a better place for breastfeeding families in New York State!

Promoting, Protecting and Supporting Breastfeeding in New York State

New York Statewide Breastfeeding Coalition



Membership Information

Babies Are Born To Breastfeed!

## About the NYSBC

In 2006, the creation of a statewide breastfeeding coalition was the vision of a steering committee of breastfeeding advocates from across New York State. After attending the first United States Breastfeeding Committee's National Conference of Statewide Coalitions in Washington, DC, the advocates were charged with creating the New York Statewide Breastfeeding Coalition to serve as a voice for New York State on the US Breastfeeding Committee.

In 2007, a membership kick-off event was held at the NYS Legislative Office Building, which helped to educate our legislators about the new Nursing Mother's Workplace Support Law and the Breastfeeding Bill of Rights.

In 2008, a governing Board of Directors was put in place made up of representatives of organizations such as the Academy of Breastfeeding Medicine, American Academy of Pediatrics, American Academy of Family Physicians, Association of Perinatal Networks, American Congress of Obstetrics and Gynecology, the NYS Association of Licensed Midwives, Cornell University Division of Nutritional Sciences, the NYS Early Care and Learning Council, the NYS Nurses Association, the NYS Dietetic Association, the NYS WIC Association, Lamaze International, La Leche League of NYS, NYS Public Health Association, NYS Perinatal Association, NYS Regional Perinatal Forum Breastfeeding Committees, and several regional breastfeeding coalitions.

We encourage interested organizations to contact us for potential admission to our Board.

Please visit our website at [www.nysbreastfeeding.org](http://www.nysbreastfeeding.org) for more information.



Babies Are Born To Breastfeed

### Mission

Protect, promote and support breastfeeding.

### Vision

All barriers to breastfeeding will be removed so that New York State becomes a perfect place for mothers and babies.

### Goals

To serve as an articulate spokesperson for families, mothers and babies

To serve as a clearinghouse for the exchange of Information and ideas

To advocate for public policy that will make the breastfeeding experience a positive one

To seek actively to include community partners to assist with our efforts.

## NYSBC Membership Benefits

### Individual membership

Receive updates on all NYSBC activities and action alerts to help you lend a voice to pertinent breastfeeding legislation and policy, learn about conferences and trainings in NYS and have the opportunity to list your local breastfeeding coalition contact information on our website.

### Organizational membership

In addition to the benefits listed above for individuals, with prior Board approval, your organization will receive a link (including your logo) on the NYSBC website., and NYSBC can post your conferences and events to our calendar. Organizational representatives have the potential to nominate themselves to Board positions.

**Breastfeeding is universally endorsed by the world's health and scientific organizations as the best way to feed infants. Breastfeeding offers improved health of children and mothers as well as economic and environmental benefits.**

## Membership Application

- Individual Membership \$25 per year
- Organizational Membership \$100 per year

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Phone \_\_\_\_\_

Check # \_\_\_\_\_ Amount \_\_\_\_\_

I would like to join the following committee:

\_\_ Annual meeting/Conference

\_\_ Finance

\_\_ Legislative/Public Policy

\_\_ Media

\_\_ Membership

\_\_ Nomination

I would like to make a donation. Enclosed is my check for \$ \_\_\_\_\_

:Make Check Payable to:

New York Statewide Breastfeeding Coalition

Mail to:

PO Box 61

Delmar, NY 12054