

New York Statewide Breastfeeding Coalition
(NYSBC)
2026 Annual Conference

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Background

Mid 1800s, breastfeeding declined worldwide

- In 1971, in the U.S., breastfeeding initiation dropped to a low of 22%
- Changes in medical care, society, women employment, rise of breast milk substitutes, etc.

1970s – interest in breastfeeding was rekindled

- Greater recognition of health, social & economic benefits
- Feminist-inspired women's health reform movement

1970s – Transnational companies marketing infant formula in developing nations

1977 – Led to the Nestle Boycott

1978 – U.S. Senate hearings (Sen. Edward Kennedy)

1981 – WHO: *International Code of Marketing of Breastmilk Substitutes*

Origins of NYSBC

1990: International *Innocenti Declaration*

- Governmental policymakers, WHO, UNICEF and other organizations
- Included Drs. Hart Nora & Miriam Lobbok from U.S.

1995: Advocates in the U.S. met to support breastfeeding & develop a strategic plan

1998: U.S. Breastfeeding Committee formed

2006: USBC held First *National Conference of State Breastfeeding Coalitions*

2011: U.S. Surgeon General's *Call to Action* issued

2007: New York Statewide Breastfeeding Coalition (NYSBC) was established



New York Statewide Breastfeeding Coalition

- **Board Membership**
 - Representatives from regional and city breastfeeding coalitions, major statewide professional maternal & child health organizations, lactation consultants, NYS Department of Health, NYC Department of Health and Mental Hygiene & NY WIC
- **Focus on Education**
 - Decision makers, lactation consultants, healthcare providers, public health professionals, WIC educators, business community, etc.
- **Focus on Policy, Regulation & Legislation Change**
 - New York State
 - Federal
- **Focus on Advocacy**



<https://www.nysbreastfeeding.org/>

Focus on Education and Conferences

- **Presentations and education of NY legislature & decision makers about proposed bills**
 - *Breastfeeding Mothers Bill of Rights* – 2006-2007
 - *Nursing Mothers in the Workplace* - 2006
 - *Paid Family Leave* – 2015-2016
- **Regional Train-the-Trainer sessions & Breastfeeding Grand Rounds**
 - *Business Case for Breastfeeding* - 2009-2010
- **Annual NYSBC Member Meeting (with BF Grand Rounds)**
 - Held at University at Albany-SUNY - August 2009 – 2014
- **Annual NYSBC Conferences**
 - In-person All Day Conferences - March 2015 – 2019
 - Virtual Conferences: March 2021 - present

Focus on Legislation: Right to Breastfeed in Public

- **NY Penal Law** – Exempted breastfeeding an infant in public from public indecency offence - **1984**
- **NY Civil Law** – Gave parents the right to breastfeed in public or private space - **1994**

Legislation: Insurance Coverage of Breastfeeding Education & Lactation Supplies

- **Federal Affordable Care Act (ACA) - 2010**
 - Required most insurance plans to cover cost of comprehensive prenatal and postnatal lactation support and counseling.
 - Included breast pumps, milk storage supplies.
 - Did NOT apply to grandfathered plans or to traditional Medicaid plans
- **NY Medicaid Updated**
 - Coverage of lactation education, breast pumps & supplies - **2010**
 - Adopted & implemented minimal breast pump standards - **2011**

Legislation: Breastfeeding Support in Hospitals

- **NY Public Health Law –**
 - Required hospitals providing maternity care include assistance & training in breast or bottle feeding – **1996**
 - *Breastfeeding Mothers Bill of Rights* – Required hospitals & healthcare settings providing maternity care incorporate many of *Ten Steps to Successful Breastfeeding* in their policies & practices – **2009**
- **NY Regulations** – Expanded time-frame to administer **Vitamin K** from 1 hour to 6 hours – **2014**
- **NY Regulations, Perinatal Services** – Strengthened breastfeeding support and maternity care practices to be c/w Ten Steps, including **banning gift bags** – **2016**
- **NY Social Services Law** – Required NY Medicaid to cover **Pasteurized Donor Human Milk** for high-risk infants - **2017**

Legislation: Lactation Accommodation in Workplace

- **NY Labor Law – Nursing Mothers in Workplace** Required employers to provide space in workplace & allow mothers to take breaks to express breast milk for up to 3 years – **2007**
- **Federal Break Time for Nursing Mothers Law** – Required employers covered by FLSA (hourly workers) to provide accommodations to breastfeeding mothers at work – **2010**
- **Federal Providing Urgent Maternal Protections (PUMP)** for Nursing Mothers Act – Extended Break Time law to all workers (agriculture, nurses, teachers, truck and taxi drivers, home care workers, managers) to break time and space to pump during the workday – **2022**

Legislation: Additional Support for Employees Who Are Pregnant, Lactating or New Parents

•NY Paid Family Leave: Provided paid time off to provide bonding care for newborn, foster, or adopted child – 2016

•Federal Pregnant Workers Fairness Act (PWFA)- Required employers provide workers reasonable accommodations related to pregnancy, childbirth, or related medical conditions - 2022

•NY Labor Law – Required employers to provide paid breaks for employees to express breast milk – 2024

•NY Labor Law – Required employers to provide 20 hours of paid leave for prenatal visits (including BF counseling)- 2025

Summary

•The NYSBC educational efforts & conferences have helped educate decision makers, healthcare providers, the lactation community & the public about the state of breastfeeding in NY.

•The NYSBC, you, your organizations & our many partners have contributed to New York leading the way in legislation & policy changes to better support pregnant, lactating and new parents.

•As a result, breastfeeding rates have increased in NY & the U.S. But significant disparities persist in lactation support provided in hospitals, workplaces, communities & across patient demographics.

•Collectively, we have additional work to ensure all parents have the opportunity, support & resources to successfully breastfeed their infants.

•Today's conference will provide strategies to strengthen mental health & breastfeeding support in your communities, help support bereaved parents, and counter formula industry marketing, as well as increase knowledge & understanding of the immunity benefits of human milk.

Thank you

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