INFANT FEEDING IN CLINTON COUNTY, 2013-2024

The Clinton County Health Department (CCHD) has partnered with local pediatric care practices to follow the feeding status of Clinton County's infants since 2013. The following information reflects findings from the most recent data collection and provides updates on combined efforts to support families.

CONTINUED GROWTH

Since 2013 chest/breastfeeding rates have improved. Most infants born in 2021 stopped chest/breastfeeding by 6 months old, but **nearly 50% of surveyed parents** said that they **met their chest/breastfeeding goal.** Most parents who **didn't reach their goal** said it was because they **felt they had a low milk supply.** However, **in 2021, more infants were fed at least some chest/breast milk** compared to previous years. **Clinton County is getting closer to reaching the Healthy People 2030 goals for chest/breastfeeding.** These goals focus on only chest/breastfeeding for the first 6 months of life and any chest/breastfeeding at 12 months.

CCHD uses inclusive language to recognize diversity in human milk feeding. To learn more:

naccho.org

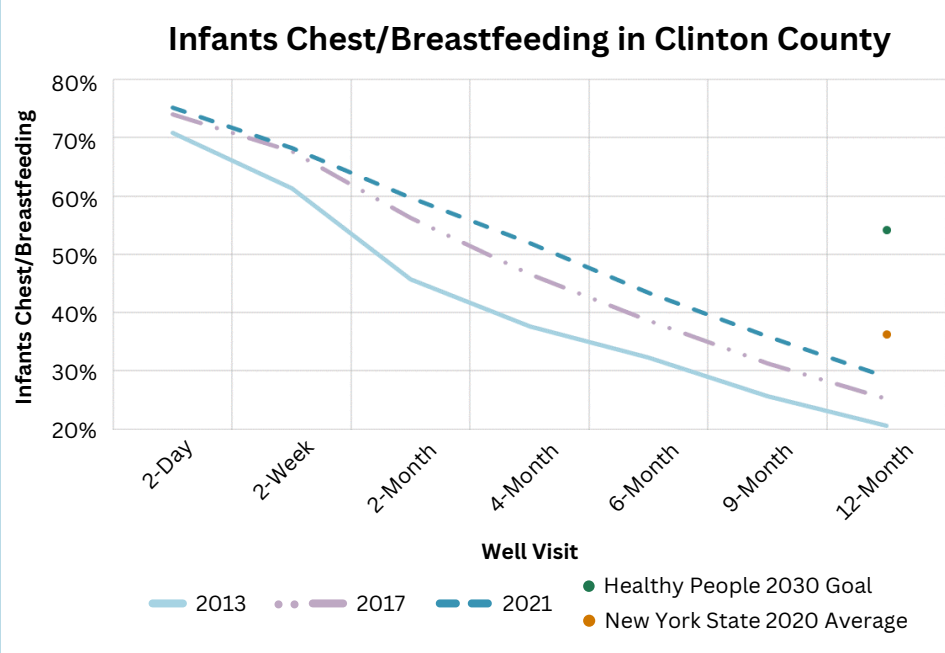
KEY FINDINGS

11% Increase in infants receiving any human milk upon discharge from UVMHN-CVPH compared to 2013.

30% Clinton County infants born in 2021 exclusively chest/breastfeeding at 6 months old.

40% Increase in chest/breastfeeding at 1-year old compared to 2013.

75% Clinton County infants born in 2021 receiving some human milk by their first birthday.



GROWING INFLUENCE

Over the past 10 years, **CCHD has worked throughout the North Country to normalize chest/breastfeeding and create supportive environments.** CCHD has held 3 different New York State Department of Health grants to support this work: *Obesity Prevention in the Pediatric Health Care Setting* (2011-2015); *Creating Breastfeeding Friendly Communities* (2017-2023); and *Breastfeeding, Chestfeeding, and Lactation Friendly New York* (2023-2028).

To support local families, current grant efforts focus on:

- Creating chest/breastfeeding friendly environments within workplaces, community spaces, childcare sites, and health care provider offices.
- Increasing the number of lactation support services available.
- Normalizing chest/breastfeeding.

Sites with Chest/Breastfeeding Friendly Environments

Since 2013

30 Health Care Practices

79 Childcare Sites

120 Worksites

Data Source: *Clinton County 2021 Infant Feeding Data Summary*, CCHD, 2024

CCHD
Clinton County HEALTH Department

CONTINUED LEARNING

CCHD conducted 2 surveys that captured insights from parents **to better understand what influences infant feeding decisions.** This allows the Clinton County Chest/Breastfeeding Coalition (CCBFC) to set targeted goals to improve chest/breastfeeding rates.

2023 CHEST/BREASTFEEDING EXPERIENCE SURVEY

- 75% of participants felt supported by their employer to chest/breastfeed when they returned to work.
- Respondents 18-24 years old reported ending chest/breastfeeding before their baby was 5 months old more often than those 25-45 years old.

2023 NEWBORN FEEDING SURVEY

- 64% of respondents decided how they would feed their baby before their pregnancy.
- 62% of participants planned to feed their baby only chest/breast milk in 2023, compared to 58% in 2020.
- Since 2013, baby's health and bonding have been the top 2 factors parents consider when deciding how to feed their baby.

MOBILIZING COMMUNITY SUPPORT

Many of the efforts to normalize chest/breastfeeding are achieved through the work of the partners of the CCBFC. The CCBFC brings together medical, behavioral health, and public health professionals from different organizations in the community. The group meets monthly and works to achieve set goals.

CCBFC 2023 ACCOMPLISHMENTS

11 professionals trained as Certified Lactation Counselors (CLC) to improve chest/breastfeeding care.

13 organizations represented on the CCBFC.

77 businesses participated in the *Breastfeeding Welcome Here* campaign.

9 community events hosted the Cozy Corner chest/breastfeeding tent to provide a quiet area for nursing parents.

A SPECIAL THANK YOU!

Local pediatric health care providers and parents have been instrumental in the creation of this report.

CHANGING LANDSCAPE

The chest/breastfeeding environment continues to change nationally, statewide, and locally. Impactful changes from 2022-2024 at the time of publishing include:

December 2022
The federal *Providing Urgent Maternal Protections (PUMP) Act* is signed into law, expanding rights to salaried workers.

January 2023
One OB/GYN office no longer provides obstetric care, leaving Clinton County with only one of these offices.

February 2023
Plattsburgh's largest pediatric primary care practice closes permanently.

June 2023
NYS expands the rights of chest/breastfeeding workers, making it easier to pump at work.

April 2024
NYS requires paid breaks to pump at work.

Want to learn more about chest/breastfeeding in Clinton County?

Visit health.clintoncountyny.gov or call the Health Planning and Promotion Division at 518-565-4993.

June 2024