



# Breastfeeding, Chestfeeding, and Lactation Friendly New York (BFFNY)

Breastfeeding, Chestfeeding, and Lactation Friendly New York (BFFNY) is a program funded by the New York State Department of Health that helps to establish and support communities as places where it is easier to start and continue breast/chestfeeding, especially in low-income and racially and ethnically diverse communities.

## Program Goals

- Increase the number of **healthcare practices, worksites, and community or public spaces** that develop policies and implement practices supportive of breastfeeding, chestfeeding, and lactation. BFFNY will help with policy development and implementing supportive practices, including setting up dedicated lactation rooms.
- Increase the number of **breastfeeding support groups** that provide high-quality and culturally responsive support. Groups will be inclusive and reflect the diversity of their communities.
- Increase the number of **community coalitions** (in communities of focus) working to identify service gaps and implement strategies to overcome barriers.

## Communities of Focus

- City of Syracuse
- Onondaga Nation
- Town of Van Buren

## Long-Term Outcomes

- **Increased breast/chestfeeding initiation and duration** in communities of focus
- **Reduced racial/ethnic and community disparities** in breast/chestfeeding initiation and duration
- **Improved health** in communities of focus
- **Reduced obesity and risk of chronic diseases** in NYS



Department  
of Health

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