



**Breastfeeding Awareness Month/
Maternal-Child Health Updates
August 2025**

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» 8/21/2025



Benefits of Breastfeeding & Policy Updates

- **Breastfeeding is optimal form of nutrition for infants**
 - Breastfed babies have a lower risk of asthma, obesity, type 1 diabetes, and sudden infant death syndrome.
 - Breastfeeding can reduce the mother's risk of breast and ovarian cancer, type 2 diabetes, and high blood pressure
- **American College of Obstetricians and Pediatricians and American Academy of Pediatrics and more recommend**
 - Infants should be exclusively breastfed for six months
- **PUMP Act (Dec 2022) expanded protections for pregnant nursing mothers in the workplace**
 - Reasonable break time
 - Private space to pump
- **CAO Policy No. 149 (June 2025) provides guidelines for City employees and supervisors re: PUMP Act protections**

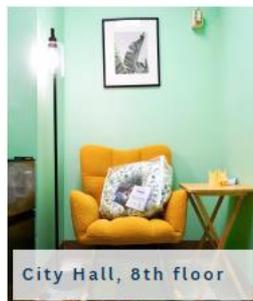
	National	Louisiana
Initiation	84.1%	71%
Exclusive at 6 months	24.9%	22.2%
Any breastfeeding at 12 Months	35.9%	24.2%



NEW amenities for City staff and visitors

- **NOHD has upgraded rooms at five locations**
 - 8th Floor at City Hall has breast pump and additional supplies for moms
 - 2nd floor at City Hall in progress
- Employees can request accommodations through supervisor, including access to a **place to pump** or a **movable lactation pod** from Property Management
- NOHD offering breastfeeding and education and support for all City employees
 - Email breastfeeding@nola.gov

LACTATION ROOMS



City Hall, 8th floor



City Hall, 2nd floor



A.P. Sanchez WIC Clinic (Lower 9th Ward)



Edna Pilsbury Health Clinic (Central City) 2nd floor



NO East WIC Clinic (N.O. East) Suite 508

Breastfeeding offers important health benefits for both mother and child. It reduces the mother's risk of breast and ovarian cancer and provides babies with essential nutrients that support growth, development, and a stronger immune system. It also helps families save money.



NOHD's MCH Approach: Building a cohesive ecosystem of family support

Pre-conception

Basic needs
Chronic disease
Smoking cessation
Substance use
Mental Health
STI programs
Community safety: DV, OVP

Pregnancy

High-risk NP
PHEARLESS
Reproductive Health Advocacy
Healthy food delivery
Vaccinations
Douglas
Guaranteed Basic Income Rx Pilot

Birth

Healthy Start
WIC
Douglas
High-risk NP
FCNO
PQC Advisory board

Postpartum

FCNO
Newborn Supply Kits
SNAP application assistance

Infant/Youth

Healthy Start
WIC
ECE
ThriveKids



Healthy Start New Orleans

- Provides **case management services** to families from conception through age 18 months.
- Federal HRSA grant funds: **\$1.1 million/year**
- Services provided by Case Managers who received **specialized training** in doula care, breastfeeding and/or social work
- Addresses the Social Determinants of Health (transportation, economic insecurity, violence, diapers, car seats and other newborn essentials)
- **HSNO Percentage of infants ever breastfed - 88.3% (Louisiana 71%)**
- **HSNO Percent breastfeeding at 6 months: 51.7% (Louisiana 22.2%)**



2024 Individuals Served

Pregnant	168
Infant	160
Child	280
Non – Pregnant	136
Men	22
Total	766



Women, Infant and Children (WIC) Program

- Supplemental Nutrition Program that provides **nutrition counseling, monthly vouchers for healthy foods, breastfeeding support** and education, breast pump and supplies for some
 - Program recently celebrated 50 years
 - City of New Orleans currently operates 3 of 4 sites
 - NOHD received WIC Breastfeeding **Gold Star designation**
 - **Over 25,000 food benefits issued per year**
 - **Outcomes:**
 - Every dollar invested results in \$2.48 health care **cost savings**
 - Children served by WIC generally have **healthier diets** that better fulfill nutritional requirements
 - Mothers who use peer counselors are more likely to start and continue **breastfeeding**
 - Increased fruit and veggie consumption



Family Connects New Orleans

- Provides 1-3 **in-home nurse visits**, free of charge, to families of newborns up to 12 weeks old
- Family Connects utilizes a model to bring families, healthcare providers, and community agencies together to ensure parents have the tools needed to raise their child.
- Over **1,203 visits** since program established in 2023
- Early results:
 - **Reduced Medicaid costs for mom & baby through 9 months**
 - **Increased adherence to OB and peds visits**
 - **Increased early diagnosis of postpartum depression**
 - **Over 1,000 direct connections** to support and resources
- Statewide expansion
 - Insurance coverage
 - Projected for early 2027





NOHD Core MCH Programs

**City
Annual Investment:
\$1.1M**

WIC

**\$2.50 in
outside
revenue for
every \$1 in
general funds**

Special
Projects &
Initiatives

**NOHD
MCH**

Healthy
Start

**Federal, State &
Private
Annual Funding:
\$2.5M**

Family
Connects