



**NEW YORK CITY DEPARTMENT OF HEALTH
AND MENTAL HYGIENE**

Thomas Farley, MD, MPH
Commissioner

Latch On NYC

A hospital-based initiative to support a mother's decision to breastfeed

We, the undersigned hospitals, have agreed to join the New York City Department of Health and Mental Hygiene's **Latch On NYC** to increase breastfeeding exclusivity and duration in New York City. Recognizing that the promotion and marketing of infant formula can interfere with a mother's choice to breastfeed, we agree to restrict the promotion of infant formula, effective September 3, 2012, by:

1. Enforcing the New York State hospital regulation to not supplement breastfeeding infants with formula feedings unless medically indicated or at the mother's request and documented on the infant's medical chart;
2. Restricting access to infant formula, tracking infant formula distribution and sharing aggregate data on formula distribution with the Health Department;
3. Discontinuing the distribution of promotional or free infant formula; and
4. Prohibiting the display and distribution of infant formula promotional materials in any hospital location.

Bellevue Hospital Center *

Bronx-Lebanon Hospital Center

Elmhurst Hospital Center *

Harlem Hospital Center *

Jamaica Hospital Medical Center

Lenox Hill Hospital

Long Island Jewish Medical Center

Maimonides Medical Center

Montefiore Medical Center-Wakefield Division

Mount Sinai Medical Center

New York-Presbyterian Hospital-Columbia University
Medical Center

North Central Bronx Medical Center *

Queens Hospital Center *

Staten Island University Hospital

Wyckoff Heights Medical Center

Beth Israel Medical Center

Coney Island Hospital *

Flushing Hospital Medical Center

Jacobi Medical Center *

King's County Hospital Center *

Lincoln Medical and Mental Health Center *

Metropolitan Hospital Center *

Montefiore Medical Center-Jack D. Weiler Hospital Division

New York-Presbyterian Hospital-Allen Pavilion

New York-Presbyterian Hospital-Weill Cornell Medical Center

NYU Langone Medical Center

Richmond University Medical Center

SUNY Downstate Medical Center

Woodhull Medical and Mental Health Center*

*Health and Hospitals Corporation

This initiative is endorsed by:

New York State Department of Health

Greater New York Hospital Association

Academy of Family Physicians, New York County Chapter

American Academy of Pediatrics, District II, New York State

Society for Adolescent Health and Medicine, New York State Chapter