

Maternal Child Health

Rachael Jagger CCCE, NPE, CLC, Doula

NYS Public Health Fellow

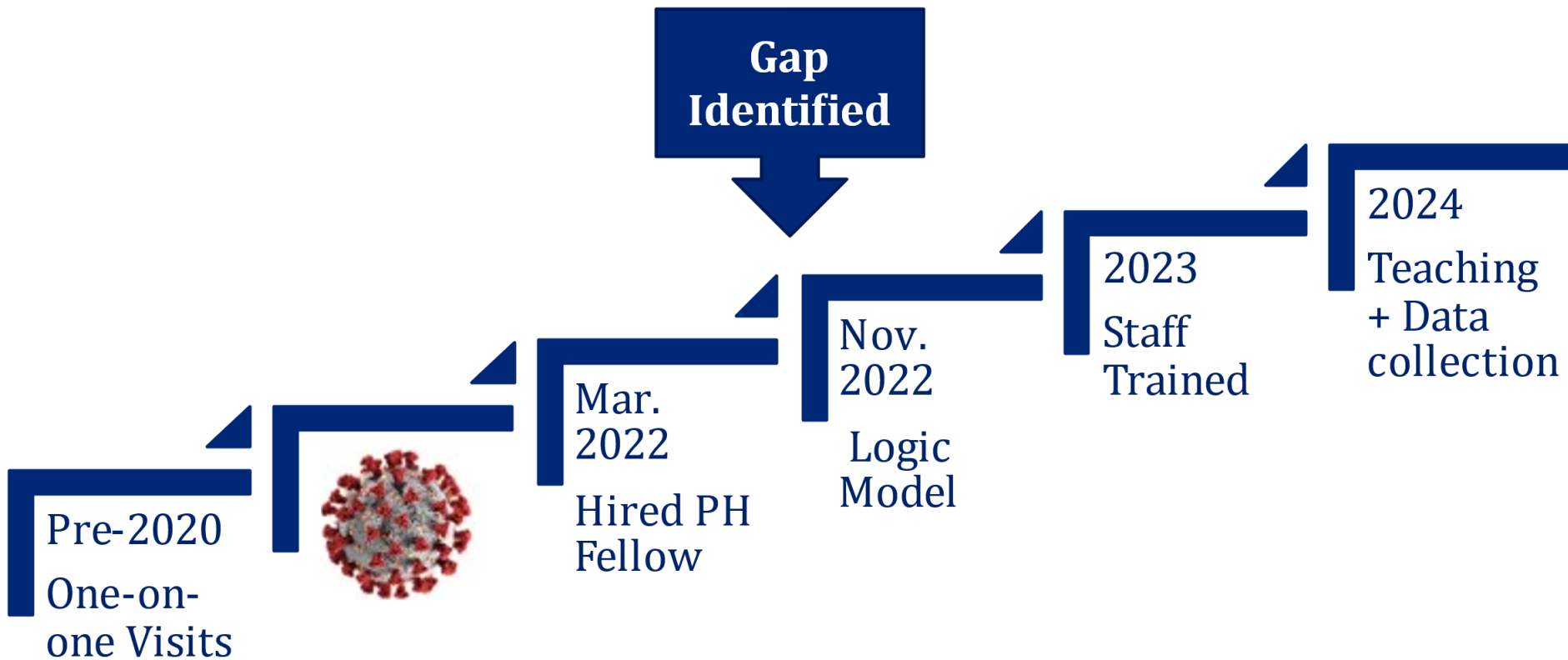
October 22th, 2025



Public Health
Prevent. Promote. Protect.
Ontario County, NY



Building a New MCH Program



Why We Changed Our Focus

- Ontario County families lacked access to evidence-base prenatal, breastfeeding, and newborn care education.
- Very few in-person classes in the County; none of which were low-cost or free.
 - Hospitals systems offered online classes only; also not free.
- Our community was asking us for affordable classes.



Target Populations

- Pregnant and breastfeeding families
- Low Income/rural families
- Populations historically less likely to access MCH services
- Still finding our way to some target populations
 - Takes time, conversations, and collaboration with community partners.



Better Birth Outcomes with Education

- Women who take childbirth classes are 3x (OD 2.90) more likely to have a vaginal delivery.
- Studies indicate childbirth classes reduce primary C-section rates by 7%
- **MOST POWERFUL:** Education leads to informed patient-centered management of labor and delivery.



Education=Higher Breastfeeding Rates

- Prenatal breastfeeding education builds confidence and increases initiation and duration of breastfeeding.
- Mothers who take classes breastfeed longer and more successfully than those who don't.
- Breast milk decreases infant morbidity and mortality, particularly in preemies.
- Breastfeeding for more than 6-months protects against obesity, diabetes, asthma, and cardiac conditions (Sokou, etal., 2023).



Newborn Care Classes Start Healthy Families

Classes enhance parenting skills, promote bonding, decrease ACES and improve health outcomes.

- Newborn safety: feeding, sleeping, clothing, etc.
- Infant CPR and choking
- Signs of developmental delays
- Support and referral to community resources
- Really fun practicing for all those “first” moments with their newborn.



Progress Report; September 2025

- Birth, Newborn Care & Breastfeeding Classes
 - 239 Families
- Lactation Visits:
 - 2023: 4 Visits
 - 2024: 13 Visits
 - 2025: 12 Visits
- Demand for Classes is increasing.
- All 2025 classes have been full with waiting lists.



Challenges and Considerations

- Getting moms to complete breastfeeding surveys @ 3, 6, & 12 months.
- Reaching low SES residents and culturally diverse populations.
- Misinformation: Overcoming myths and misconceptions in our society



Thank you!

Question and Answers

