

WBC

Wisconsin Breastfeeding Coalition

July 2013

Wisconsin Breastfeeding Coalition (WBC) Summit



The WBC third annual Breastfeeding Summit took place in Plover, Wisconsin on June 21, 2013. Dr. Lori Feldman-Winter provided an excellent presentation on the interpretation of breastfeeding data. Amber France, WBC Co-chair and member of the Wood County Breastfeeding Coalition, gave a summary of the Ten Steps to Breastfeeding Friendly Childcare Centers initiative. Sara Soka from UW-Madison Clearinghouse for Prevention

Resources educated all on using story-telling as a strategic messaging technique. Rounding off the eventful day were exciting and informative updates from many local breastfeeding coalitions. Evaluations of the event were extremely positive and the WBC Summit Planning Committee is already looking ahead to the 4th Annual Summit on June 13, 2014 in the Stevens Point area.

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Human Breast Milk Can Help Reverse Antibiotic Resistance in Superbugs

A protein complex found in human breast milk can help reverse the antibiotic resistance of bacterial species that cause dangerous pneumonia and staph infections, according to new University at Buffalo [research](#). In petri dish and animal experiments, the protein complex -- called Human Alpha-lactalbumin Made Lethal to Tumor Cells (HAMLET) -- increased bacteria's sensitivity to multiple classes of antibiotics, such as penicillin and erythromycin. The effect was so pronounced that bacteria including penicillin-resistant *Streptococcus pneumoniae* and methicillin-resistant *Staphylococcus aureus* (MRSA) regained sensitivity to the antibiotics they were previously able to beat. The findings hold great promise in an era when hospitals are struggling to contain drug-resistant "superbugs" like MRSA, the culprit behind lethal hospital-acquired staph infections.

How Do You Feed Babies in Disasters?

Whether it's tornados in Oklahoma or flooding in Wisconsin or any other natural disaster, it's always important to inform health care and emergency relief workers, the public, and the media about the important role of breastfeeding and human milk during emergencies. The USBC [Statement on Infant/Young Child Feeding in Emergencies](#) includes guidelines, and further information and resources can be found on the [Emergencies page of the USBC website](#). Other helpful resources specific to tornadoes include:

American Academy of Pediatrics: [Children and Disasters: Hurricanes, Tornadoes, and Storms](#)

The National Child Traumatic Stress Network: [Recovery: After a Tornado](#)

Lactation Discrimination is Unlawful Sex Discrimination

Overturning a federal trial court's decision from the Southern District of Texas, the U.S. Court of Appeals for the Fifth Circuit held unanimously that [firing a woman because she is lactating or expressing milk is unlawful sex discrimination](#) under Title VII of the Civil Rights Act of 1964 (as amended by the Pregnancy Discrimination Act of 1978). The appeal arose from a lawsuit filed by the Equal Employment Opportunity Commission (EEOC) on behalf of Donnica Venters, who claimed that she was fired after giving birth once she inquired as to whether she would be able to pump breast milk when she returned to her job. The EEOC sued, alleging that the employer, Houston Funding II, LLC, engaged in sex discrimination.

SES Status, Infant Feeding Practices and Early Childhood Obesity

We know that children from low socioeconomic households are at greater risk of obesity and that children predominantly breastfed have a reduced risk of early childhood obesity.

Based on a nationally representative longitudinal survey of early childhood, [this study](#) examined how breastfeeding practices, the early introduction of solid foods and putting an infant to bed with a bottle mediate the relationship between social class and early childhood obesity relative to the influence of other maternal characteristics (BMI, age at birth, smoking, depression and daycare use). Results indicated that infants predominantly fed formula for the first 6 months were about 2.5 times more likely to be obese at 24 months of age relative to infants predominantly fed breast milk. The early introduction of solid foods (< 4 months) and putting the child to bed with a bottle also increased the likelihood of obesity. Unhealthy infant feeding practices were the primary mechanism mediating the relationship between SES and early childhood obesity.

Cost Analysis Study on Maternal Disease and Breastfeeding

A new study published in the journal *Obstetrics & Gynecology* estimates the U.S. maternal health burden from current breastfeeding rates both in terms of premature death as well as economic costs. Results showed that suboptimal breastfeeding incurs a total of \$17.4 billion in cost to society resulting from premature death, \$733.7 million in direct costs, and \$126.1 million in indirect morbidity costs. The study, led by Harvard researcher Dr. Melissa Bartick, simulated the experiences of about 2 million U.S. women from the time they were 15 until they turned 70, estimating outcomes and cumulative costs over the decades in between.

Read more through the following media coverage:

- [TIME.com: "More Breast-Feeding Could Save Billions and Prevent Thousands of Breast-Cancer Cases"](#)
- [CBSNews.com: "More breastfeeding could lower breast cancer rates by thousands"](#)

Study on Women's Interpretations of Formula

A [new study published in the journal Birth](#) explores how women interpret infant formula advertising. Study participants reported that the advertisements conveyed an expectation of failure with breastfeeding, and that formula is a solution to fussiness, spitting up, and other normal infant behaviors. Additionally, participants reported that the advertisements were confusing in terms of how formula feeding is superior, inferior, or the same as breastfeeding. This confusion was exacerbated by an awareness of formula distribution by health care practitioners and institutions, suggesting provider endorsement.

Resources on Women's Preventive Services and the Affordable Care Act

The National Women's Law Center has a new fact sheet on women's preventive services and the Affordable Care Act [Women and the Health Care Law in the United States](#)

Did you know that starting in 2014, all new health plans must cover a list of essential health benefits including maternity and newborn care, mental health treatment, and pediatric services such as vision and dental care? Prior to the Affordable Care Act, only 12% of individual market plans covered maternity care. Also starting no later than 2014, insurance companies will no longer be allowed to charge women and small employers with a predominantly-female workforce more for coverage, a practice known as gender rating. 92% of plans currently practice gender rating, with 56% even charging non-smoking women more for coverage than male smokers.

Resource Corner

World Breastfeeding Week

World Breastfeeding Week (WBW) is August 1-7. The 2013 theme, Breastfeeding Support: Close to Mothers highlights the important role of breastfeeding peer counselors to help moms reach their personal breastfeeding goal. Check out these WBW highlights and resources:

- The [World Alliance for Breastfeeding Advocacy](#) provides valuable information and resources on this year's theme as well as a list of WBW 2013 activities planned around the world and a free downloadable [action folder and calendar](#).
- The International Lactation Consultant Association's [WBW Kit](#) is now available and includes several reproducible promotional materials.
- The La Leche League International [WBW web page](#) highlights this year's theme, and the [WABA Kits](#) are now available in the online store.

BREASTFEEDING EDUCATION AND TRAINING OPPORTUNITIES

August 14, 2013	WIC Building Bridges Training	Rhineland, WI
August 15, 2013	WIC Building Bridges Training http://4.selectsurvey.net/DHS/TakeSurvey.aspx?SurveyID=7411m511	Woodruff, WI
October 14-18, 2013	Certified Lactation Counselor (CLC) Course Children's Community Health Plan and Zilber School of Public Health http://www.healthychildren.cc/	Milwaukee, WI
October 17-18, 2013	LLL of Wisconsin Continuing Ed Day Hilton Garden Inn Milwaukee Park Place Presenter: Dr. Nils Bergman http://www.LLLofWI.org	Milwaukee, WI
November 4-8, 2013	Certified Lactation Counselor (CLC) Course Theda Clark http://www.healthychildren.cc/	Neenah, WI

Ongoing Education Opportunities

The Center for Breastfeeding offers the Lactation Counselor Certificate Training Program (CLC) several times a year at different sites around the country. For course information, locations and dates go to: www.healthychildren.cc

Lactation Education Consultants (LEC) offers the Certified Lactation Specialist (CLS) Course as well as a 2 day Certification Cram (Review) Course in preparing for the IBCLE exam. For course information, location, and dates go to: <http://www.lactationeducationconsultants.com/>

Lactation Education Resources offers online continuing education modules and self-learning programs. For information go to www.LERon-line.com

Health e-Learning Online Education – Institute of Human Lactation offers courses and lectures that provide CERPS & IBLCE Lactation Exam practice. For information go to www.health-e-learning.com

The New York State WIC Program developed a website to supplement breastfeeding peer counselor training and WIC staff development at: <http://www.breastfeedingpartners.org>

Coalition Awards

At the WBC Annual Summit, we announced an exciting new program to recognize the great work of local breastfeeding coalitions all around Wisconsin. The Local Coalition Awards program will annually reward coalitions for the work they are doing, but will also offer suggestions of activities and other coalition-building efforts to further advance the breastfeeding movement in our state. WBC hopes that this awards program will motivate local coalitions to continue to build their infrastructure, while also engaging in common strategies to promote and support breastfeeding. You can find more details about the awards program and an application form on the WBC website: <http://www.wibreastfeeding.com/page1000.aspx>.

We hope your local coalition will apply!



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