



Wisconsin Breastfeeding Coalition

November 2013



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SAVE-THE-DATE: 2014 Wisconsin Breastfeeding Coalition Summit

Next year's Wisconsin Breastfeeding Coalition Annual Summit will be held on Friday, **June 13, 2014** at the Holiday Inn in Stevens Point. The main focus of the summit will be on maternity care practices that support breastfeeding, but once again we will showcase our local coalition and provide time for updates. Hope to see you there!

Health Insurance Marketplace Benefits for Women

Women have [new rights and protections](#) in the Health Insurance Marketplace starting in 2014. Marketplace highlights for women include: you won't be charged more for health insurance just because you're a woman; you can't be denied coverage or charged more due to pre-existing conditions, like cancer or being pregnant; you can choose from any primary care provider, OB-GYN, or pediatrician in your health plan's network without a referral; and you'll get free preventive care like mammograms, well-woman visits, breastfeeding support, and more. [Open enrollment](#) began Tuesday, October 1 and coverage begins January 1, 2014.

USBC Awarded New Funding from CDC

USBC has been awarded funding from the Centers for Disease Control and Prevention (CDC) under its new program, National Innovative Partnership for Addressing Obesity through Environmental Supports for Nutrition and Physical Activity. Through this three-year cooperative agreement, USBC will be focusing on two program strategies:

- Provide access to professional and peer support for breastfeeding. USBC will collaborate with key organizations active in increasing access to professional and peer support for breastfeeding, and create resources and communication mechanisms to facilitate work in this area.
- Promote and facilitate worksite compliance with Federal and appropriate State lactation accommodation laws. USBC will also train, track, and promote a cadre of worksite support advisors available to support employers with implementation of lactation accommodations.



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Response to Online Milk Sharing Study

A [new study published in the journal Pediatrics](#) found that breast milk purchased online had more bacteria and viruses than unpasteurized samples of milk donated to a milk bank, reflecting poor collection, storage, or shipping practices. Responding to extensive media coverage on the study, the Academy of Breastfeeding Medicine published the blog post, "[Online milk sales, beyond 'buyer beware'](#)", analyzing the study design and news coverage and offering recommendations. AAP News, the official newsmagazine of the American Academy of Pediatrics, published the article "[Breast milk is best from mom or milk bank, not bought online](#)", highlighting the study and related recommendations from national health authorities. [Also see the USBC Statement on the Safe Use of Donor Human Milk.](#)

Resource Corner

Breast Pump Insurance Resource

While the Affordable Care Act (ACA) has expanded benefits for breastfeeding by requiring most health insurance companies to cover the full cost of a high-quality breast pump without co-pays or deductibles, coverage does vary among insurance plans. Moms can enter the name of her insurance provider and find out specific options under her plan on the *Pumping Essentials* website:

<http://www.pumpingessentials.com/>

Revised Clinical Protocol, from ABM

The Academy of Breastfeeding Medicine has published a revised [Clinical Protocol #17: Guidelines for Breastfeeding Infants with Cleft Lip, Cleft Palate, or Cleft Lip and Palate](#), presenting ten recommendations for clinical practice. Recommendations include immediate access to a lactation specialist for mothers who wish to breastfeed, modifications to breastfeeding positions, and guidelines on breastfeeding following cleft lip/palate repair.

Fourth Edition Self-Study Module, from Wellstart International

Wellstart International has published the [Fourth Edition of the Lactation Management Self-Study Modules, Level 1](#). This basic tool is designed for medical and nursing students and anyone who has not been exposed to this information previously. It is accepted by Baby-Friendly USA to meet the requirement of three hours of training for physicians as well as partially meeting the requirement of 20 hours of training for nurses.

Resource Corner

Breastfeeding in the Workplace

WIC Works Resource System now has an entire page devoted to breastfeeding in the workplace. Some of the available resources on this page are:

- Fact Sheet #73: Break time for Nursing Mothers under the FLSA
- Frequently Asked Questions – Break time for Nursing Mothers
- Break time for Nursing Mothers Presentation (power point slides)
- Break time for Nursing Mothers Employee Rights Card
- Handy Reference Guide to the Federal Labor Standards Act
- How to File a Complaint Go to: <http://wicworks.nal.usda.gov/breastfeeding/breastfeeding-workplace>

BREASTFEEDING EDUCATION AND TRAINING OPPORTUNITIES

December 3, 2013 Webcast: “Celebrating African American Cultural Diversity in Breastfeeding”

<http://www.springfieldul.org/page.aspx?item=13>

March 6-7, 2014 WALC Breastfeeding Conference
Radisson Paper Valley Hotel

Appleton, WI

<http://www.walc.net/>

March 31-April 4, 2014 Certified Lactation Specialist Course (CLS)

Chicago, IL

www.lactationeducationconsultants.com

ONGOING EDUCATIONAL 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/>

Breastfeeding Friendly Consortium is a comprehensive resource for implementing the *Baby-Friendly Hospital Initiative's 10 Steps for Successful Breastfeeding*. <http://bfconsortium.org/> BF Consortium also offers a stand-alone online **breastfeeding training course** that covers 6 topics ranging from Current Trends in Infant Feeding to Prenatal Nutrition and Breastfeeding Education. <http://bfconsortium.org/pages/13>

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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