



Wisconsin Breastfeeding Coalition

September 2013



WBC Executive Committee

Dr. Jenny Thomas
Chair

Amber France
Vice-Chair

Dr. Stephanie Slock
Secretary/Treasurer

Kelli Stader/Abbey Lukowski
Communication Committee

Angela Lang
Guidance & Leadership

Sarah Grosshuesch
Infrastructure

At-Large Members

Kate Pederson

Jodi Klement

Mary Shaw

CDC Releases Breastfeeding Report Card

Breastfeeding rates have continued to rise in Wisconsin over the past decade, according to [data](#) released on July 31 by the Centers for Disease Control and Prevention. The percent of babies breastfeeding at six months increased from 37 percent in 2000 to 56 percent in 2010. The percent of babies breastfeeding at 12 months also increased from 18 percent to 34.3 percent during that same time period. The data show that babies who started breastfeeding increased from 71 percent in 2000 to 76 percent in 2010.

Hospitals are an important setting for supporting breastfeeding moms and babies. The CDC reports that nationally, the percent of hospitals implementing key maternity practices that keep moms and babies together after birth have also increased. The percent of hospitals reporting newborn babies that ‘room in’ with their mom at least 23 hours per day increased from about 30% in 2007 to 37% in 2011. (Wisconsin’s rate is below the national average at 24%.) The percent of hospitals where most newborns were skin-to-skin with their mothers after birth climbed from about 41% in 2007 to over 54% in 2011. Again, Wisconsin is below the national average at 51.7%. Rooming in and skin-to-skin help moms and babies start and continue breastfeeding. These are critical steps hospitals can take to help improve breastfeeding rates.

For more information about CDC’s effort to improve hospital practices to support breastfeeding, visit www.cdc.gov/breastfeeding. The 2013 Breastfeeding Report Card is available at www.cdc.gov/breastfeeding/data/reportcard.

Model Breastfeeding Policy for Insurers

The United States Breastfeeding Committee (USBC) has released a new, evidence-based model policy identifying best practices for payers that appropriately meet the requirements of the ACA and ensure adequate delivery of support for breastfeeding. The USBC worked collaboratively with the National Breastfeeding Center, an organization with particular expertise in working with insurance companies, the California WIC Association, and other national entities, to develop the [Model Policy: Payer Coverage of Breastfeeding Support and Counseling Services, Pumps and Supplies](#). In addition to support and counseling services and supplies/equipment, coverage of donor human milk is also included.

Unfortunately, the ACA requirement of coverage of “breastfeeding support, supplies, and counseling” only applies to private health plans. It does not apply to Medicaid; rather, coverage decisions for Medicaid are managed at the state level. In 2012, the Centers for Medicare & Medicaid Services (CMS) published an Issue Brief about [“Medicaid Coverage of Lactation Services.”](#)



Wisconsin
Breastfeeding
Coalition

Health Insurers Breastfeeding Report Card

Commercial health plans have been required for a year to provide breastfeeding support as part of the ACA. Without standardized guidelines requiring support from lactation consultants, IBCLCs, and type and quality of breast pumps, health plans are offering varying levels of care. The National Breastfeeding Center just released a [report card grading the major insurers](#). This is a quick follow-up to the recently released [Model Policy for Insurers for Breastfeeding Support](#), released in collaboration with the US Breastfeeding Committee.

New AAP Report on Medications

Most breastfeeding moms can safely take the medications and vaccines they need without harming a nursing infant, according to a new [AAP report](#). [Proposed changes to medication labels](#), developed along with the FDA, would give much more detailed information about a drug's transfer to breast milk and potential to harm a breastfed baby. The FDA is pushing drug manufacturers to study effects of medications on lactation, so that physicians can advise patients better. Most drugs are compatible with breastfeeding, yet mothers are often told to stop breastfeeding.

WIC Peer Counselor Video

To celebrate this year's World Breastfeeding Week (WBW) theme, *Breastfeeding Support: Close to Mothers*, USDA Food and Nutrition Service (FNS) created a [video to celebrate WIC peer counselors](#) and thank the staff of State and local WIC offices for continuing to strengthen and expand breastfeeding peer counseling programs for mothers and infants served by WIC.

The video clip "Advice from Peer Counselors" from FNS' Loving Support through Peer Counseling: A Journey Together training follows the introduction by FNS Administrator Audrey Rowe and is the star and substance of the video. The clip features images of actual WIC peer counselors displaying their written words of advice to new peer counselors. This advice represents their thoughts if they could go back in time to their first days as peer counselors. The video demonstrates what peer counselors do best, and is an inspiration for a variety of audiences. It can be used to promote peer counseling in clinics, in the community, and with partners and stakeholders, please feel free to share it!

The 6 ½ minute video is posted on WIC Works Resource System at: <http://wicworks.nal.usda.gov/breastfeeding/world-breastfeeding-week/video>

"Break Time for Nursing Mothers" Employee Rights Card, from DOL/WHd

The U.S. Department of Labor's Wage and Hour Division (WHd) just announced the publication of the [Break Time for Nursing Mothers Employee Rights Card](#). This card outlines the basic requirements under the federal law, lists resources where additional information can be obtained and provides information on how to file a complaint with the WHd. The new card is intended to increase awareness of the requirement for employers to provide breaks for mothers to express breast milk during the workday. Local breastfeeding coalitions can spread the word about this important resource. There is also a [widget that allows further dissemination of the card](#) via inclusion on your organization's webpage.

Resource Corner

Breastfeeding Action Guides, from CDC

The Centers for Disease Control and Prevention has published several [Action Guides to complement The Surgeon General's Call to Action to Support Breastfeeding](#). The Action Guides outline what public health professionals, doctors, nurses, health care leaders, communities, and researchers can do to make it possible for mothers to breastfeed their babies. In the words of Surgeon General Regina Benjamin, "Everyone can help make breastfeeding easier."

New Breastfeeding Guide from CDC

Be sure to check out the newly updated [Strategies to Support Breastfeeding Mothers and Babies](#). This guide is an update of the 2005 *The CDC Guide to Breastfeeding Interventions* and provides state and local community members information to choose the breastfeeding intervention strategy that best meets their needs. You'll also find action steps for your community.

BREASTFEEDING EDUCATION AND TRAINING OPPORTUNITIES

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, 2013	Christopher Blaesing Lactation Conference Children's Hospital of Wisconsin Presenter: Dr. Nils Bergman http://www.maxishare.com/conferences_and_training/#lactation	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
October 19, 2013	BF Coalition of South Central WI Symposium Alliant Energy Center, 12:30 pm – 5:00 pm Presenter: Dr. Nils Bergman www.bcscw.org	Madison, WI

October 23, 2013 Interdisciplinary Summit to Enhance Newborn Outcomes Through Skin to Skin Care
Woodwinds Health Campus
Dr. Nils Bergman
<http://www.imbirthconsultants.com>

November 4-8, 2013 Certified Lactation Counselor (CLC) Course
Theda Clark
<http://www.healthychildren.cc/>

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/>

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!



www.wibreastfeeding.com

wibreastfeeding@gmail.com



Find us on Facebook!