



Wisconsin Breastfeeding Coalition

February 2014

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!



WBC Executive Committee

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World Breastfeeding Week 2014 Theme

The World Alliance for Breastfeeding Action has announced that the slogan and theme for World Breastfeeding Week (WBW) 2014 will be "BREASTFEEDING: A Winning Goal - for Life!" The theme supports the importance of increasing and sustaining the protection, promotion, and support of breastfeeding in the Millennium Development Goals (MDGs) countdown and beyond.

The WBW 2014 Objectives are:

- To inform people about the MDGs and how they relate to Breastfeeding and Infant and Young Child Feeding.
- To showcase the progress made so far and the key gaps in Breastfeeding and Infant and Young Child Feeding.
- To call attention to the importance of stepping up actions to protect, promote, and support breastfeeding as a key intervention in the MDG countdown.
- To stimulate interest amongst young people of both genders to see the relevance of breastfeeding in today's changing world.

New Proposal Would Fulfill Promise of the FMLA

New legislation would establish a national paid family and medical leave insurance program, bringing the country's employment safeguards in line with the needs of its workforce and with the rest of the world. The National Partnership for Women & Families published a press release on the bill's introduction entitled "[The FAMILY Act is Badly Needed to Update the Outdated Workplace Policies That Are Hurting America's Families.](#)" Most U.S. employees still lack access to paid family leave. While the FMLA requires that employers provide up to 12 weeks of unpaid job-protected care leave for eligible workers, the lack of a paid parental leave statute means the US is one of only 4 countries in the world without publically sponsored paid maternity leave. Lesotho, Swaziland and Papua New Guinea are the other countries.



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Breastfeeding and ACA Issue Brief

The Association of Maternal & Child Health Program's [National Center for Health Reform Implementation](#) has published a new issue brief entitled [State Opportunities and Strategies for Breastfeeding Promotion through the Affordable Care Act](#). In particular, the brief examines state partnerships, financing of breastfeeding support and counseling services, promoting worksite accommodations, utilizing the Maternal, Infant and Early Childhood Home Visiting Program (MIECHV) to improve referral and tracking, and leveraging other funding opportunities. It also highlights some of the best practices of state Title V MCH programs and their partners and offers strategies for states interested in developing similar efforts.

Participant Report, from USDA/WIC

The U.S. Department of Agriculture Food & Nutrition Service has published [WIC Participant and Program Characteristics 2012 \(PC2012\)](#), summarizing the demographic characteristics of participants in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) nationwide in April 2012. It includes information on participant income and nutrition risk characteristics, estimates breastfeeding initiation rates for WIC infants, and describes WIC members of migrant farm-worker families. Among the 86 WIC state agencies that reported breastfeeding data for 2012, 67.1% of all 6 - to 13-month-old infants and children were currently breastfed or were breastfed at some time, compared with 63.1% in 2010. Nearly half of the WIC state agencies (46.5%) had breastfeeding initiation rates between 60–79%. PC2012 is the most recent in a series of reports generated from WIC state management information system data biennially since 1992.

Public Health Policy Highlight Brief

The Robert Wood Johnson Foundation published a new Policy Highlight Brief entitled [Return on Investment – Saving Lives and Money](#). The brief summarizes the findings from major studies on public health and prevention released between 2008 and 2013. Preventing disease and injury is the most cost-effective way to improve health; despite this fact, for every dollar spent on health care in the United States today, only about four cents goes towards public health and prevention. A variety of recent reports and studies show that strategic investments in proven, community-based prevention programs save lives and money.

WIC Program Linked to Improved Health Outcomes

WIC serves more than half of all babies born in the U.S. Its participants come from among our nation's poorest households. USDA's new report on [WIC Participant and Program Characteristics](#) has encouraging findings about WIC health outcomes. Breastfeeding, with its health benefits to mothers and children, has increased among WIC participants by 4% in two years. Recently, obesity has begun to decline among WIC children. In 2012, 15.3% of one-year-old children were considered overweight, compared with 16.8% in 2008. For children ages two to four, 14.7% were overweight in 2008, compared with 14.0% in 2012. A recent report on child obesity by CDC notes that healthier WIC food packages, along with the higher rates of breastfeeding, may have contributed to a decline in obesity among low-income preschoolers.

Breastfeeding Article, from NICHQ

In the NICHQ (National Initiative for Children's Healthcare Quality) December 2013 newsletter, Dr. Erin Hamilton Spence, adviser for the Dallas-area birthing centers in the Texas Ten Step Star Achiever Breastfeeding Learning Collaborative, [shares insight on the hospital collaborative experience in Texas](#).

Resource Corner

Public Health Infographic

The American Public Health Association has published an infographic entitled [Public health takes on obesity: A route to better health](#), which includes the role of breastfeeding in obesity prevention.

Outcomes of Breastfeeding

[Outcomes of Breastfeeding](#) is a comprehensive resource that is published by Evergreen Perinatal Education (EPE). It is updated and published bi-annually to provide evidence-based information about the differences between breast- and artificial formula-feeding and their related impacts on important maternal and child health outcomes. The articles are chosen from a PubMed and CINAHL monthly search for research or review articles comparing human milk to other food or drinks for human infants.

BREASTFEEDING EDUCATION & TRAINING OPPORTUNITIES

March 6-7, 2014	WALC Breastfeeding Conference Radisson Paper Valley Hotel http://www.walc.net/	Appleton, WI
March 31-April 4, 2014	Certified Lactation Specialist Course (CLS) www.lactationeducationconsultants.com	Chicago, IL
April 14-May 31, 2014	Gold Lactation Online Conference http://www.goldlactation.com/	Online Viewing
April 27-29, 2014	WAPC 2014 Annual Conference Glacier Canyon Conference Ctr. http://www.wapcperinatalconference.org/	WI Dells, WI
May 6, 2014	Building Bridges to Breastfeeding Success St. Joseph's Hospital http://www.woodcountybreastfeeding.org/	Marshfield, WI
May 7, 2014	Building Bridges to Breastfeeding Success Riverview Hospital http://www.woodcountybreastfeeding.org/	Wisconsin Rapids
June 13, 2014	WBC Annual Breastfeeding Summit Holiday Inn Stevens Point – Convention Ctr. http://www.wibreastfeeding.com/	Stevens Point, WI
July 14-18, 2014	Certified Lactation Specialist Course (CLS) www.lactationeducationconsultants.com	Rockford, IL

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.

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.

[Breastfeeding Friendly Consortium](#) is a comprehensive resource for implementing the *Baby-Friendly Hospital Initiative's 10 Steps for Successful Breastfeeding*. 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.

[Lactation Education Resources](#) offers online continuing education modules and self-learning programs.

[Health e-Learning Online Education](#) – Institute of Human Lactation offers courses and lectures that provide CERPS & IBLCE Lactation Exam practice.

Wellstart International has published the [Fourth Edition of the Lactation Management Self-Study Modules, Level 1](#) 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.

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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