



Wisconsin
Breastfeeding
Coalition

April 2014



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2014 Wisconsin Breastfeeding Coalition Summit

Registration for the Wisconsin Breastfeeding Coalition 4th Annual Summit to be held Friday, **June 13, 2014** at the Holiday Inn in Stevens Point is now available at: <http://www.wibreastfeeding.com> This year's Summit features Dr. Michael Young and Kathie Marinelli, Chair of the United States Breastfeeding Coalition. The Summit focus will be on maternity care practices that impact breastfeeding success. The afternoon will be devoted to local coalition activities with plenty of time to network and share.

Public Health Begins with Breastfeeding

The United States Breastfeeding Committee requests your advocacy. Call the Congressional Switchboard at 202-224-3121. Ask for your member of Congress and senators to co-sponsor two important pieces of federal legislation: The FAMILY Act and Supporting Working Moms Act.

These two bills in Congress would provide critical support for women and families. The Family and Medical Insurance Act (FAMILY Act) (HR 1851, S 881) would create a national family and medical leave insurance program so that new parents could take up to 12 weeks of leave at reduced pay to care for their infants. The Supporting Working Moms Act (SWMA) (HR 1941, S 934) would require employers to provide salaried women with unpaid break time and a private space to express milk at work. (These provisions are already required for hourly wage workers.)

Consider advocating for these two important pieces of legislation to help our nation's families and communities "Be Healthy From the Start." If we are serious about recognizing breastfeeding as a public health issue, we cannot limit our efforts to just educating individual women. We need to strengthen societal and systems support. Breastfeeding women planning to return to work are often challenged and discouraged by a lack of paid maternity leave and other unsupportive policies at their workplaces.



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County Health Rankings & Roadmaps

The Robert Wood Johnson Foundation annual County Health Rankings measure vital health factors in nearly every county in America to provide a revealing snapshot of how health is influenced by where we live, learn, work, and play. The Community Health Rankings include Roadmaps to provide communities with guidance and tools to understand the data, and information to help select and implement evidence-informed policies, programs, and system changes. Breastfeeding promotion programs are ranked at the highest evidence rating.

Fathers' Experiences of Supporting Breastfeeding

A study published in the April *Maternal & Child Journal*, explored the fathers' role in breastfeeding support and the information and guidance he may need. Research has already established that women who have strong social support from their partner are more likely to initiate and continue breastfeeding. In the current study, 117 men whose partner had given birth in the previous 2 years and initiated breastfeeding at birth completed an open-ended questionnaire exploring their experiences of breastfeeding, the information and support they received and their ideas for future breastfeeding education and promotion aimed at fathers and families.

Overall, the findings showed that fathers were encouraging of breastfeeding and wanted to be able to support their partner. However, they often felt left out of the breastfeeding relationships and helpless to support their partner at this time. Many reported being excluded from antenatal breastfeeding education or being considered unimportant in post-natal support. Men wanted more information about breastfeeding to be directed towards them alongside ideas about how they could practically support their partner. The importance of support mechanisms for themselves during this time was also raised. The results highlight the need for health professionals to direct support and information towards fathers as well as the mother–infant dyad and to recognize their importance in promoting and enabling breastfeeding.

Nutrition and Infant Mortality

The Association of State Public Health Nutritionists has announced the release of a new publication entitled, The Role of Nutrition in Infant Mortality — A Public Health Perspective. The brief summarizes the impact of nutrition on infant mortality and identifies areas where nutrition interventions can make a difference in reducing infant mortality, including breastfeeding. This new resource is aimed at professionals who are working to reduce infant mortality within their community at the state, city, town, worksite or other levels. It provides background and recommendations on how to include nutrition within infant mortality reduction efforts.

WIC Peer Counselor Contact with First Time Breastfeeding Mothers

A study published in the January/February issue of *Public Health Nursing* was designed to determine whether singleton women who had not previously breastfed and who had a WIC peer counselor were more likely to initiate breastfeeding than women not exposed to the WIC peer counselor. This retrospective cross-sectional study used data from the 2009 Texas Department of State Health Services WIC Infant Feeding Practices Survey administered through 73 local WIC agencies. Results of the study showed that women who had peer counselor contact during pregnancy, in the hospital, and after delivery were more likely to initiate breastfeeding than women without such contacts.

Breastfeeding Lowers the Risk of Type 2

A new study at the University of Pittsburgh has linked Type 2 diabetes with women who didn't breastfeed their infants. Over 2,200 women took part in the study, ages ranging from 40 to 78. Of the women who didn't breastfeed, 27 percent developed type 2 diabetes, which is double from the women who did breastfeed or had never had children. Previously, doctors thought that it was only if the mother breastfed for over 6 months that the risk would be lowered; however, this new study has shown that as little as 1 month of breastfeeding is all that is needed.



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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.

Need CEUs or CERPS?

The GOLD Lactation Online Conference is an online conference that utilizes virtual meeting rooms to broadcast speakers & their presentations over the internet. It runs from April 14th to May 31st, and will offer 40 expert Breastfeeding Professionals that will discuss a wide variety of breastfeeding topics that include; clinical research, case studies, cultural & diversity issues, preterm & tongue-tie challenges, and more. The GOLD Lactation Online Conference offers CERPs, CNE (Nursing CEUs), CMEs, and Dietetic & Midwifery CEUs with this year's conference.

<http://www.GOLDLactation.com>

Resource Corner

Revised Clinical Breastfeeding Protocol

The Academy of Breastfeeding Medicine has published a revised Clinical Protocol #2: Guidelines for Hospital Discharge of the Breastfeeding Term Newborn and Mother: "The Going Home Protocol"

Perinatal Care Core Measure Resources, from TJC

The Joint Commission has posted free resources on the Perinatal Care (PC) core measure web page to help organizations improve performance for the PC core measure set, including PC-05: Exclusive Breast milk Feeding and PC-05a: Exclusive Breast Milk Feeding Considering Mother's Choice. The new measures became mandatory starting with January 1, 2014 discharges for hospitals with 1,100 or more births annually.

Supporting and Promoting Breastfeeding in Health Care Settings

The University at Albany, School of Public Health is excited to announce four new opportunities for online, on-demand training. This four-part series focuses on supporting and promoting breastfeeding throughout health care settings, including prenatal care, hospital care, and early postpartum/postnatal care.

Module 1: Prenatal Care

Module 2: Hospital Care, Part 1

Module 3: Hospital Care, Part 2

Module 4: Early Postpartum/Postnatal Care

Continuing Education Credits, including L-CERPs are available for each module until December 18, 2014. For more information visit the University at Albany, School of Public Health [website](#).

BREASTFEEDING EDUCATION & TRAINING OPPORTUNITIES

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
Sept. 8-12, 2014	Certified Lactation Counselor (CLC) Course http://www.healthychildren.cc/clc2.htm	Madison, WI
Nov. 7, 2014	LLL of Wisconsin Continuing Education Day Hilton Garden Inn Milwaukee Park Place Tongue-Tie, Lip-Tie and Suck Dysfunction http://www.llofwi.org/events/	Milwaukee, WI
Dec. 15-19, 2014	Certified Lactation Counselor (CLC) Course http://www.healthychildren.cc/clc2.htm	Neenah, WI

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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