

Welcome to the inaugural issue of the WBC Update intended to keep you up-to-date on resources, research, and educational/training opportunities. If you enjoy this newsletter, please share it with other staff you feel may also enjoy receiving it.

## World Breastfeeding Week 2013



The World Breastfeeding Week (WBW) 2013 theme, "[Breastfeeding Support: Close to Mothers](#)", highlights peer counseling. Even when mothers are able to get off to a good start, all too often in the weeks or months after delivery there is a sharp decline in breastfeeding rates and practices, particularly exclusive breastfeeding. The period when mothers do not visit a health care facility is the time when a community support system for mothers is essential. Peer counseling is a cost effective and highly efficient way to reach a larger number of mothers more frequently.

## Study on Breastfeeding and Child Abuse, from AAP/Pediatrics

A [study published](#) in the journal Pediatrics found that breastfeeding may help to protect against maternally perpetrated child maltreatment, particularly child neglect. The odds ratio for maternal maltreatment increased as breastfeeding duration decreased, with the odds of maternal maltreatment for non-breastfed children being 4.8 times the odds for children breastfed for four or more months. Maternal neglect was the only maltreatment subtype associated independently with breastfeeding duration.

## Article on Breastfeeding Disparities, from APHA/The Nation's Health

The April 2013 issue of The Nation's Health featured an article entitled "[Breastfeeding rates for black US women increase, but lag overall: Continuing disparity raises concerns.](#)" The article discusses the systems and environments that impact the black breastfeeding experience. Hershey Barnett-Bridges, RN, IBCLC, RLC, Public Health Nurse with Madison-Dane County Public Health and chair of the African American Breastfeeding Alliance of Dane County Inc. was quoted in the article.

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## Gundersen Lutheran to Become Milk Depot

Beginning mid-April, Gundersen Lutheran in LaCrosse will be an official Milk Depot – the first one in western Wisconsin. Mothers with excess breast milk will be able to freeze their milk and then bring it to the Milk Depot where it will be stored until it can be shipped to the Mother's Milk Bank of Indiana for processing and distribution. Gundersen Lutheran lactation consultants have been working with Dr. Anne Eglash from Madison, co-medical director of the Mother's Milk Bank of the Western Great lakes. Lactation consultants will staff the Milk Depot which will be located at the pediatric clinic in Onalaska. Women interested in donating breast milk, should contact the Indiana Milk Bank and will be sent a lab kit for HIV, HTLV, RPR, Hepatitis B and C testing.

## New Breastfeeding Website, from NICHQ

NICHQ (National Initiative for Children's Healthcare Quality) has launched a [new website and home base](#) with news, strategies, and tools to help birthing facilities improve maternity care to better support mothers who choose to breastfeed. NICHQ with support from CDC recruited 89 hospitals from across the country to participate in a 2 year learning collaborative known as the Best Fed Beginnings initiative. The goal of the effort is to make system-level changes to maternity care practices in pursuit of Baby-Friendly designation. St. Vincent's Hospital in Green Bay, is one of the 89 Best Fed Beginnings hospitals and the only one selected in Wisconsin.

## Breastfeeding Policy Study, from WHO

A recently released study from the World Health Organization, [Breastfeeding policy: a globally comparative analysis](#), explores the extent to which national policies guaranteeing breastfeeding breaks to working women may facilitate breastfeeding. In multivariate models, the guarantee of paid breastfeeding breaks for at least six months was associated with an increase of 8.86 percentage points in the rate of exclusive breastfeeding.

# Resource Corner

## New Breastfeeding Campaign from HHS

The Surgeon General Regina M. Benjamin announced the launch of [It's Only Natural](#), a new public education campaign that aims to raise awareness among African American women of the importance of and benefits associated with breastfeeding. [Campaign materials](#) will include supportive video testimonials, articles, fact sheets, and radio public service announcements.

## New Clinical Protocol, from ABM

The Academy of Breastfeeding Medicine's new [Clinical Protocol #14: Breastfeeding-Friendly Physician's Office: Optimizing Care for Infants and Children, Revised 2013](#) presents 19 recommendations intended to improve physician support of breastfeeding initiation and duration. Among the recommendations are guidelines for establishing a written breastfeeding-friendly office policy, providing culturally and ethnically competent care related to lactation, introducing the subject of breastfeeding during the first trimester of pregnancy, allowing and encouraging breastfeeding in office waiting rooms, educating clinical physicians and staff on the benefits of breastfeeding, and encouraging enforcement and adoption of workplace laws that support breastfeeding.

## Workplace Toolkit, from New York

The "[Making It Work](#)" Toolkit is a new online resource for breastfeeding mothers returning to work or school. The toolkit is designed to provide assistance to breastfeeding mothers as well as tools and information for businesses and families, specifically addressing the needs of low-wage workers in non-traditional work settings. The online toolkit can be printed, viewed on the website, shared with others, and downloaded onto your mobile device for easy access.

# Resource Corner Continued

## Resource for Breastfeeding-Friendly Physician Offices

A new resource from the Academy of Breastfeeding Medicine (ABM) provides recommendations for health professionals who interact with mothers and infants to improve breastfeeding support. [ABM Clinical Protocol #14: Breastfeeding-Friendly Physician's Office -- Optimizing Care for Infants and Children, Revised 2013](#) was developed by the Academy of Breastfeeding Medicine with support from the Health Resources and Services Administration's Maternal and Child Health Bureau and was published in the April 2013 issue of Breastfeeding Medicine. Topics include the definition of a breastfeeding-friendly physician's office, the quality of evidence for each recommendation (as defined by the US Preventive Services Task Force), obstacles to providing breastfeeding care, and future research.

## BREASTFEEDING EDUCATION AND TRAINING OPPORTUNITIES

May 13-17, 2013	Certified Lactation Specialist (CLS) Program Sponsored by Wisconsin WIC Program Jefferson Street Inn	Wausau, WI
June 21, 2013	3rd Annual Wisconsin Breastfeeding Coalition Summit Best Western Hotel & Conference Center <a href="http://www.wibreastfeeding.com">www.wibreastfeeding.com</a>	Plover, WI
August 14, 2013	WIC Building Bridges Training	Rhineland, WI
August 15, 2013	WIC Building Bridges Training <a href="http://4.selectsurvey.net/DHS/TakeSurvey.aspx?SurveyID=7411m511">http://4.selectsurvey.net/DHS/TakeSurvey.aspx?SurveyID=7411m511</a>	Woodruff, WI
October 17-18, 2013	LLL of Wisconsin Continuing Ed Day Hilton Garden Inn Milwaukee Park Place Presenter: Dr. Nils Bergman	Milwaukee, WI
November 4-8, 2013	Certified Lactation Counselor (CLC) Course Theda Clark <a href="http://www.healthychildren.cc/">http://www.healthychildren.cc/</a>	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](http://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](http://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](http://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>



[www.wibreastfeeding.com](http://www.wibreastfeeding.com)

[wibreastfeeding@gmail.com](mailto:wibreastfeeding@gmail.com)

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