



Wisconsin
Breastfeeding
Coalition

June 2014



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Celebrate World Breastfeeding Week!

World Breastfeeding Week is celebrated during the first week of August. The theme for 2014 is "BREASTFEEDING: A WINNING GOAL OF LIFE." See following links for resources to promote breastfeeding:

World Alliance for Breastfeeding Action.

World Breastfeeding Week Video In honor of WIC peer counselors, the Food and Nutrition Service developed a video for use in World Breastfeeding Week activities. The 6 1/2 minute video can be used to promote peer counseling in clinics, in the community, and with partners and stakeholders.

World Breastfeeding Week Celebrating 10 years of WHO/UNICEF's global strategy for infant and young child feeding.

Loving Support™ Through Peer Counseling: A Journey Together New materials to help integrate breastfeeding peer counselors into WIC Clinics across the nation.

WORLD BREASTFEEDING WEEK KITS AND PROMOTIONAL ITEMS *International Lactation Consultant Association.* This site provides current information on the World Breastfeeding Week. It also provides tool kits and promotional items.

World Breastfeeding Week *World Health Organization.* This site provides information about World Breastfeeding Week as well as Q&A and tips on breastfeeding.

Handouts for Breastfeeding Moms *USDA. WIC Works Resource System.* Handouts from a variety of organizations that may be downloaded and distributed to WIC participants.

WIC Breastfeeding Support Infographic *National WIC Association.* Educational tool to show how WIC plays an important role in improving breastfeeding rates across the nation.

Government in Action on Breastfeeding *Womenshealth.gov* The Office on Women's Health continues to partner with other agencies and organizations to focus attention on the importance of breastfeeding.

It's Only Natural Breastfeeding Campaign *DHHS. Office of Women's Health.* Helps African-American women and their families understand the health benefits of breastfeeding—not just for babies, but for moms too.

Your Guide to Breastfeeding *HHS. National Women's Health Information Center.* An updated publication with information and support designed for breastfeeding mothers.



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Breastmilk – The Movie Documentary

Women's Health of Aurora Sinai Medical Center, Lactation Services and the Aurora WIC Program will be hosting Breastmilk – The Movie Documentary on Wednesday, August 6, 2014. Private screenings will be held at Heil Conference Center 8:30-10:30 am, 2920 W Dakota St, Milwaukee and at Rapkin Auditorium 6:00-8:00 pm, Aurora Sinai Medical Center Campus, 950 N 12th Street, Milwaukee. Registration cost is \$10 per person which covers the showing and light snacks. To register, mail a check or money order, organization name, number of participants and choice of screening time to: Aurora WIC Program, Attn: Tonya Temple. Deadline: Wednesday, July 30 2014.

Perinatal Care Measure Clarification

Due to an overwhelmingly large number of questions about the [Perinatal Care](#) (PC) data element Reason for Not Exclusively Feeding Breast Milk, The Joint Commission has published a [clarification document](#) to be shared with hospitals. This clarification will appear in the notes for abstraction in manual V2015A, which will be published in August 2014.

New ILCA Position Paper Published

The International Lactation Consultant Association has published a newly revised [Position on Infant and Young Child Feeding in Emergencies](#). The new statement emphasizes that during an emergency support should include assistance for exclusive and continued breastfeeding, safe artificial feeding where breastfeeding or provision of human milk is not possible, and appropriate complimentary feeding for all infants and young children.

Working Dad Infographic from The White House

The White House has published a new [infographic](#) detailing some of the challenges faced by dads striving to balance work and family. The infographic emphasizes the importance of workplace flexibility to meet the needs of 21st century families.

Conference Registration Now Open!

Online registration is now open for the Fifth National Breastfeeding Coalitions Conference, to be held August 2-4, 2014, in Arlington, Virginia. The conference is timed to kick off National Breastfeeding Month festivities at the beginning of the month, while allowing plenty of opportunity for coalitions to host and participate in events in their home states or communities throughout the rest of August. [Register Now!](#)

New Breastfeeding Alliance

Supported by a grant from the W.K. Kellogg Foundation, the National Medical Association has formed a [Breastfeeding Alliance](#). The task force is designed to educate physicians about the importance of breastfeeding and encourage them to start a dialogue about breastfeeding with new moms.

Racial Breastfeeding Disparities

The NICHQ (National Institute for Children's Health Quality) May 2014 newsletter includes an article [discussing racial breastfeeding disparities](#) and what is being done to tackle barriers in African American communities.

New Micro-Documentary, from BMBFA

Black Mothers' Breastfeeding Association has released a [micro-documentary](#) that uncovers breastfeeding roadblocks and successful ways to overcome historical, societal, and social barriers to breastfeeding success. [Read the media coverage from Women's eNews.](#)



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New AAP Classification System Could Improve Tracking of Sudden Unexpected Infant Deaths (SUID)

Researchers with CDC have published an article in Pediatrics entitled, "[Classification System for the Sudden Unexpected Infant Death Case Registry and its Application](#)," describing the system they developed to classify infant deaths in seven states participating in a new SUID Case Registry pilot program. As part of the registry, CDC developed a classification system that recognizes the uncertainty about how suffocation or asphyxiation may contribute to death, and that accounts for unknown and incomplete information about the death scene and autopsy.

The report describes the classification system including its definitions and decision-making algorithm, and applies the system to 436 SUID cases that occurred in 2011 and were reported to the registry. These categories, although not replacing official cause-of-death determinations, allow local and state programs to track SUID subtypes, creating a valuable tool to identify gaps in investigation and inform SUID reduction strategies.

More Kids Have Health Insurance

The percentage of U.S. children without insurance fell from 9.7 percent in 2008 to 7.5 percent in 2012, according to an RWJF-supported 50-state analysis. That's a statistically significant change, researchers say, and it shows that efforts to get more kids covered through public programs like Medicaid and the Children's Health Insurance Program are paying off.

Citizen Report

Public Citizen has published a new report entitled [Successful Initiatives to Limit Formula Marketing in Health Care Facilities: Strategic Approaches and Case Studies](#). The report shows how local, state, and national grassroots initiatives led by nonprofit organizations and government agencies have successfully persuaded thousands of hospitals to end or limit formula promotion to new mothers, particularly through the distribution of infant formula company sponsored discharge bags with samples in maternity wards.

See: <http://www.citizen.org/documents/report-successful-initiatives-formula-marketing.pdf>

Resource Corner

Business Case for Breastfeeding Materials, from HHS/HRSA

Since 2008, the Health Resources and Services Administration has provided free hard copy [Business Case for Breastfeeding](#) materials. Over the next couple of months HRSA will be winding down this operation and discontinuing the distribution of these materials. Please consider placing an order for your own needs and/or spreading this message to your networks to ensure that partner organizations have the opportunity to secure adequate Business Case resources for upcoming conferences, workshops, and general use. Place an order by calling 1-888-ASK-HRSA or emailing ask@hrsa.gov.

Available Materials:

MCH00250 - The Business Case for Breastfeeding: Employees Guide to Breastfeeding and Working (small pamphlet)

MCH00254 - The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite: Bottom Line Benefits (whole kit)

MCH00408 - The Business Case for Breastfeeding: Resources for Building a Lactation Support Program Tool Kit (component of kit)



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Online Resource for Mothers

The Nebraska Breastfeeding Coalition and Live Well Omaha Kids have teamed up to develop [Really? Really](#), an online breastfeeding resource for mothers, mothers-to-be, their families, and health care providers. The resource includes information on skin-to-skin contact and breastfeeding initiation in the first hour after birth, as well as shareable social media images.

[ACA Breastfeeding Support Toolkit](#)

The National Women's Law Center (NWLC) released a [new toolkit](#) for women, advocates, community-based organizations and health care providers to provide information on the coverage of breastfeeding support, supplies, and counseling in the Affordable Care Act. They also have instructions on talking with insurance companies and filing appeals.

Workplace Toolkit

The New York State Department of Health and the New York State WIC Program have developed the [Making It Work Toolkit](#), an 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. This project was funded through the CDC's Communities Putting Prevention to Work grant. CDC, Healthy People 2020, and the US Surgeon General's Call to Action to Support Breastfeeding recognize the challenges of low income wage earners returning to work while continuing to breastfeed.



System Change Planning Tool

The Georgia Health Policy Center and the National Network of Public Health Institutes have created a [planning tool](#), "Leading Through Health System Change: A Public Health Opportunity," to help health departments adjust to provisions of the Affordable Care Act. Developed as a series of three guided practices, the tool uses a five-step process to work through questions related to public health and health care reform. [Read the press release from the American Public Health Association.](#)



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BREASTFEEDING EDUCATION & TRAINING OPPORTUNITIES

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
Nov. 14, 2014	NW WI BF Network (NWBN) Conference Helping Mothers Reach Their BF Potential Dr. Jenny Thomas, MPH, MD, FAAP, IBCLC Colette M. Acker, BS, IBCLC http://tinyurl.com/bfconference2014	Eau Claire, WI
Dec. 15-19, 2014	Certified Lactation Counselor (CLC) Course http://www.healthychildren.cc/clc2.htm	Neenah, WI
March 12-13, 2015	WALC Annual Breastfeeding Conference http://www.walc.net/	Appleton, WI





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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.



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