

October 2002
WIC Breastfeeding Update Attachments

Attachments

CDC West Nile Virus Infection and Breastfeeding	Page 2-3
Certified Breastfeeding Educators Map.....	Page 4
Wisconsin Local Breastfeeding Coalitions.....	Page 5
Brown County Breastfeeding Coalition meeting minutes	Page 6-7
BACH agenda/minutes and handouts	Page 8-10



Centers for Disease Control and Prevention

West Nile Virus (WNV) Infection and Breastfeeding
Information for Clinicians

On October 4, 2002, CDC's *MMWR* published a report entitled "Possible West Nile Virus Transmission to an Infant through Breast-Feeding - Michigan, 2002." CDC and the Michigan Department of Community Health continue to investigate West Nile virus (WNV) infection in a woman and possible transmission to her newborn child. Following is a summary.

- In early September 2002, a woman gave birth to a healthy infant. Post-delivery, the mother required transfusion with 2 units of packed red blood cells for anemia.
- The second blood transfusion, given one day after delivery, was derived from the same donation as a unit given to a liver transplant recipient who subsequently developed WNV meningoencephalitis. A retained blood specimen from the donation was PCR-positive for WNV.
- The mother began breast-feeding her child on the day of delivery. She was discharged from the hospital 2 days later.
- The mother developed severe, persistent headache and high fever (102.8°F) and was readmitted to the hospital 15 days after delivery.
- A cerebrospinal fluid (CSF) sample was positive for WNV-specific IgM, and the mother was diagnosed with WNV meningoencephalitis.
- A sample of the mother's breast milk obtained 16 days after delivery tested positive for WNV-specific IgM.
- The infant remained afebrile and healthy, although a serum sample from the infant at age 25 days tested positive for WNV-specific IgM. Virus culture is pending.
- Neither WNV nor WNV nucleic acids have been identified previously in human breast milk.
- Because the infant had minimal outdoor exposure, it is unlikely WNV infection was acquired from a mosquito. Therefore, breast milk must be considered a likely source of infection.
- Currently, both mother and child are healthy.

Recommendations for Patients: **Because the health benefits of breast-feeding are well established, and the risk for WNV transmission through breast-feeding is unknown, these findings do not suggest a change in breast-feeding recommendations.** Lactating women who are ill or who are having difficulty breastfeeding for any reason, as always, are advised to consult their physicians.

Following are questions and answers developed by CDC to assist clinicians who may receive inquiries from their patients regarding WNV and breastfeeding.

Q. Can West Nile virus be transmitted through breast milk?

A. Based on a recent case in Michigan, it appears that West Nile virus can be transmitted through breast milk. A new mother in Michigan contracted West Nile virus from a blood transfusion shortly after giving birth. Laboratory analysis showed evidence of West Nile virus in her breast milk. She breastfed her infant, and three weeks later, her baby's blood tested positive for West Nile virus. Because of the infant's minimal outdoor exposure, it is unlikely that infection was acquired from a mosquito. The infant was most likely infected through breast milk. The child is healthy, and does not have symptoms of West Nile virus.

Q. Should I continue breast-feeding if I am symptomatic for West Nile virus?

A. Because the health benefits of breast-feeding are well established, and the risk for West Nile virus transmission through breast-feeding is unknown, the new findings do not suggest a change in breast-feeding recommendations. The American Academy of Pediatricians and the American Academy of Family Physicians recommend that infants be breastfed for a full year of life.

Lactating women who are ill or who are having difficulty breast-feeding for any reason, as always, should consult their physicians.

Q. Should I continue breast-feeding if I am not symptomatic for West Nile virus?

A. Yes. Because the health benefits of breast-feeding are well established, and the risk for West Nile virus transmission through breast-feeding is unknown, the new findings do not suggest a change in breast-feeding recommendations.

Q. If I am breast-feeding, should I be tested for West Nile virus?

A. No. There is no need to be tested just because you are breast-feeding.

Q. Is there any evidence that West Nile virus is transmitted from mother to child during pregnancy or during birth?

A. There is no evidence that West Nile virus can be transmitted during pregnancy or birth.

Q. Are infants at higher risk than other groups for illness with West Nile virus?

A. No. West Nile virus illnesses in children younger than 1-year-old are infrequent. During 1999-2001, no cases in children younger than one year of age were reported to CDC. Of the over 2500 total West Nile Virus cases in 2002, only four were less than one year of age. We know that one of these infants was not breast-feeding, and investigation of the other infants is underway.

Q. If I am breast-feeding, should I use insect repellent containing DEET?

A. Yes. Insect repellents help people reduce their exposure to mosquito bites that may carry potentially serious viruses such as West Nile virus, and allow them to continue to play and work outdoors. There are no reported adverse events following use of repellents containing DEET in pregnant or breast-feeding women.

For additional information regarding WNV, please see <http://www.cdc.gov>

Questions can be directed to CDC Public Information at 1-888-246-2675 (English), 1-888-246-2857 (Spanish), and 1-866- 874-2646 (TTY).

For the full published case report, please see CDC Possible West Nile Virus Transmission to an Infant through Breast-Feeding – Michigan 2002. *MMWR* 2002; 51:877–878.

Also available online at <http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5139a1.htm>

Certified Breastfeeding Educators Completing the Course in August 2002



* indicates the number of persons from this county who completed the 3-day Certified Breastfeeding Educator course, August 13-15, 2002-

Wisconsin Local Breastfeeding Coalitions

Rev 10/02

- Brown County Breastfeeding Council (Beth Scheelk) 920-431-0243
- Chequamegon Area Breastfeeding Coalition (Mary Thiel) 715-373-6109
- Chippewa Valley Breastfeeding Task Force (Teresa Sisco) 715-834-4377 or 800-236-4377
- Columbia County (Kathy Bolgrihn) 608-742-3369
- Door County Breastfeeding Coalition (Heidi Chaudoir)
- Fond du Lac Area Breastfeeding Task Force (Rita Parker) 920-926-4837
- Fox Valley Breastfeeding Coalition (Sue Kamien) 920-832-5109
- Heart of Wisconsin Breastfeeding Coalition (Peggy Stalheim and Susan Linekuegel) 715-847-2910
- Jackson County Breastfeeding Coalition (Claudia Cater) 715-284-4301 x279
- La Crosse Breastfeeding Council (Cheryl Levendowski) 608-785-9795
- Madison Breastfeeding Promotion Network (Janet Daniel) 608-261-9603
- Manitowoc Breastfeeding Task Force (Barb Redmer) 920-683-4526
- Marshfield Community Breastfeeding Coalition (Mary Ann Krainz) 715-389-3903
- Milwaukee Breastfeeding Coalition (Jodi Klement) 414-227-4918
- Polk County Breastfeeding Coalition (Andrea Seifert) 715-485-8520
- Portage County Breastfeeding Taskforce (Amy Bakken) 715-346-5655
- Richland Area Breastfeeding Task Force (Teri Sawle) 608-647-2166
- Rock County Breastfeeding Promotion Network (Shannon Pearson) 608-364-5237
- Sauk County Breastfeeding Coalition (Jan Hasler) 608-524-6487 x-1306 or (Kathy Bolgrihn) 608-355-4310
- Sheboygan Breastfeeding Task Force (Cindy Stillwell) H-920-457-0332
- South Wood County Breastfeeding Coalition (Barbara O'Brien) 715-421-8922
- St. Croix County Breastfeeding Coalition (Laurie Hickethier) 715-246-8368
- Vernon County Breastfeeding Task Force (Julie Fargen) 608-637-2233

DATE: October 1, 2002
TO: Health Care Providers and Educators
FROM: Beth Metsa, WIC Nutritionist
Breastfeeding Coordinator, NEW Community Clinic
RE: Brown County Breastfeeding Coalition Meeting

MEETING DATE: October 29, 2002

MEETING TIME: 12:00 NOON – 1:30PM

LOCATION: WIC PROGRAM – WEST OFFICE
610 S. BROADWAY
GREEN BAY, WI 54303
(920) 431-0243

AGENDA

- ❖ Welcome... Juice and Coffee will be provided. You are welcome to bring your lunch.
- ❖ World Breastfeeding Week Walk – closing thoughts and ideas for next year
- ❖ Childcare Training Module - update
- ❖ Fall Breastfeeding Conference at NWTC, November 13,2002
- ❖ Loving Support Grant
- ❖ Date and ideas for the next meeting
- ❖ Adjourn

BROWN COUNTY BREASTFEEDING COALITION MINUTES

Date: July 30, 2002

Place: NEW Community Clinic – WIC West
610 S. Broadway Street
Green Bay, WI 54303

Present:

Beth Scheelk	WIC West
Melissa Korth	WIC East
Carol Evans	CD, IBCLC
Faye Bailey	Bellin Hospital
Suzie Blasczyk	WIC East
Judy Brose	WIC East
Erin Tisch	BCHD
Jo Ann Vizelka	BCHD
Kathy Germain	La Leche League
Beth Metsa	WIC East

Welcome and introductions.

Plans are now finalized for the World Breastfeeding Booth and Walk August 3, 2002. The walk begins at 9:00 a.m. and there will be a booth at the downtown farmer's market with breastfeeding information, donated juice and bagels and a drawing for door prizes. Ads and posters in the community were distributed.

Kathleen Wolfgram would like input as to the direction for the Workforce Workgroup. Some businesses have been sent letters to encourage them to include breastfeeding rooms in their facilities. Please contact Kathleen with suggestions for the group.

Mary Silha and Lindi Kuritz are planning a fall breastfeeding symposium at NWTC. It will be open to all health professionals.

The state of Wisconsin has received \$75,000.00 for the Loving Support Grant. This grant is to help build a breastfeed friendly community and community awareness of breastfeeding. If interested in the two-day training, please contact Mary Pesik at 608-267-3694.

Carol Evans has received a donation from St. Matthew's parish to purchase a large banner with the Brown County Breastfeeding Coalition name and logo.

The next meeting of the Brown County Breastfeeding Coalition will be October 29, 2002 12:00 noon to 1:30 p.m. at the West side WIC office.

BACH Agenda

Tomorrow (10/8) is the videoconferenced BACH meeting at 1100-1200. Hope some of you can make it. Starting in January they will be held from 12-1 PM, so it will be easier to fit in your schedule.

The meetings in October and November we will fine tune our brochure of breastfeeding resources. Attached to this e-mail is suggestions on writing a brochure that might be helpful. Also attached is a semi-rough draft of the brochure for Price County. We will review the format of this brochure for suggestions, etc. The websites that we discussed this summer are listed on this brochure.

We need to add information about breast pumps--a brief statement about what to look for, where to get them. Please bring any suggestions you have about pumps.

Marshfield Corporate Communications wrote a press release about the breastfeeding educators that attended the training in Steven's Point. It was sent to newspapers in these areas: Eau Claire, Chippewa Falls, Rice Lake, Ladysmith, Phillips/ Park Falls. Hope it got into some of the papers.

How to Write a Brochure

The purpose of a brochure is to educate your target audience about the subject of the brochure and to encourage the individual to contact you to learn more about your products and services. A well-planned and executed brochure campaign will achieve this objective, however, it is still up to you to follow through and complete the education and sales process.

Where do I begin?

First and foremost is to outline your message and write copy. Layout and illustrations are important, but you should leave the design phase for last. Keep in mind that you have limited space and time to tell your story and educate your customer, therefore, be brief and to-the-point. Think of this exercise as you would a conversation to a colleague or friend -- paint the picture and tell the important aspects of your story. Many people find it helpful to dictate into a tape recorder to hear how the words sound and how the message flows. Remember that emotions play a large roll in selling ideas -- use it logically and to your advantage.

Helpful Hints on Structuring Brochure Copy

Let's begin with a few things that you should avoid:

- Never use more than 7 to 8 lines of type in a paragraph
- Avoid using more than 3 sentences in any paragraph
- Never start a sentence with a number
- Avoid using underline or all caps. Instead use bolding or Italics.

Things you need to do:

- Describe the benefits and features of your product or service so that a person can glance at the brochure and understand what it is you are trying to tell them. Make them believable and be sure that you can deliver what you promise.
- Simple and short. We can't emphasize this enough! If your copy is hard to read it will not get read!

- Avoid cliches and buzzwords.
- Use plain English. Avoid large words.
- Use active verbs and write in the present tense.
- Use outline format to break up large segments of text.
- Give your target audience the information they need to present a solid argument to a director or client as to why they should use your product and services.
- Always provide a way for your customer to get in touch with you. Include your address, telephone/fax number, email, website, and point-of-contact.

Getting Started

If you are having problems getting the process started, SAG suggests collecting 10 random brochures from your community. Take a careful look at each brochure and note why the brochure was effective or ineffective. What caught your eye? Why did you read one brochure from beginning to end and put down another after a few seconds? This exercise is very useful and will help get the creative process started.

Designing your Brochure

Once you are satisfied with your copy (at least 3 to 5 drafts and reviews from individuals both inside and outside the organization) you can focus on layout and presentation. Popular software including Microsoft Word and Microsoft Publisher have easy-to-use templates for designing brochures. We highly recommend Microsoft Publisher because it is simple to use and provides more features compared to standard word processing templates.

Your brochure does not have to be expensive to be professional and effective. Specialty paper companies, including our favorite, Paper Direct (1-800-A-PAPERS) offer a variety of attractive and colorful brochure designs. Paper Direct brochure templates are easily fed through your laser printer, allowing you to experiment without the cost associated with print shops. A box of 35 3-panel brochures should cost you no more than \$30 dollars. I suggest printing and distributing 20 to 25 brochures as a test. After you perfect your pitch and layout, consider printing in larger quantities.

For more information, contact:

STAR Advisory Group
6701 Democracy Boulevard, Suite 300
Bethesda, MD 20817
Tel: (301) 571-9388
Fax: (301) 564-9616
Email: <mailto:rchaufournier@staradvisorygroup.com>
Web: <http://www.staradvisorygroup.com>

BREASTFEEDING RESOURCES IN PRICE COUNTY

Brought to you by BACH (Breastfeeding Advocates For Community Health)
A grassroots project of MIRA, a W.K. Kellogg Foundation grant
<http://mira.wkkf.org/grantees/health/health.htm>

PRICE COUNTY PUBLIC HEALTH 339-3054

WIC (Women, Infants and Children)
WIC offers information on breastfeeding, breast pumps, and food vouchers
for pregnant & breastfeeding moms

Vicki Petrashek, Registered Dietitian, Certified Breastfeeding Educator
Julia Ruff, RN, Certified Breastfeeding Educator
Information on free immunization clinics also available

FLAMBEAU HOSPITAL, PARK FALLS, MATERNITY DEPARTMENT 762-7400

Registered nurses can help you with breastfeeding questions
Brenda Ernst, RN, Certified Breastfeeding Educator

LA LECHE LEAGUE

La Leche League offers a mother-to-mother network of support,
information, and encouragement for breastfeeding through telephone
counseling and monthly meetings

Jane Gustafson, Certified Breastfeeding Educator
Park Falls La Leche League Leader
762-4158

Carrie Teeters, Certified Doula, Certified Breastfeeding Educator
762-8025

"Doula" refers to a supportive companion (other than a friend or loved one) who is professionally trained to provide labor support. A doula performs no clinical tasks. A doula provides physical, emotional, and informational support to women and their partners during labor and birth; help and advice on comfort measures such as breathing, relaxation, massage and positioning; assistance to families in gathering information about the course of their labor and their options; continuous emotional reassurance and comfort; non-medical skills such as massage and other non-pharmacological pain relief measures; assistance to partners who want to play an active support role; help so the woman has a safe and satisfying childbirth as the woman defines it.

Thank you to the following banks for donations for the breastfeeding education and certification of Julia Ruff, Brenda Ernst, Carrie Teeters, and Jane Gustafson
Wells Fargo Bank
First National Bank
Associated Bank

SUPPORT ON THE WEB

Disclaimer: When seeking information on the web, be aware that not all of the information on the web is accurate or reliable. The websites listed below are carefully chosen according to our knowledge of current breastfeeding information and do not imply endorsement of any commercial product or services offered via the sponsoring organizations. You should discuss all information found on the web with a qualified healthcare provider before making any health care decisions.

La Leche League <http://www.lalecheleague.org>
Ask a volunteer LLL volunteer a question by e-mail
Information and support page is at
<http://www.lalecheleague.org/bfinfo.html>

Medela is a manufacturer of quality breast pumps and their website has good information and support
<http://www.medela.com/>
Support page (ask a certified lactation consultant a question)
<http://www.medela.com/NewFiles/askalc.html>

Breastfeeding.com is a commercial site, owned by a nursing supply company
<http://www.breastfeeding.com>

Answers to questions by topic, or view videos at:
<http://www.breastfeeding.com/helpme.html>

NAHEC website--"Your Gateway to Quality Health Information"
<http://www.healthywisconsin.org/>

Disclaimer: This brochure is offered as information and cannot replace the care of a doctor or other health care professional.