



**Share with other maternal and child health nurses and nutritionists in your agency.**

▼ WIC-Specific Item

▼ WIC BREAST PUMPS

A reminder that the next quarterly breast pump order is due to the State WIC Office by December 7<sup>th</sup>.

**ACTION ITEM: Submit your next quarterly breast pump order by December 7<sup>th</sup>.**

BREASTFEEDING PROMOTION MONTH 2002 ACTIVITIES

Below is a sampling of some recent breastfeeding promotion activities. Thank you for all of the great efforts to promote, protect and support breastfeeding in Wisconsin.

Great job!

- ⌘ A Breastfeeding Basics Fair was held for area moms. There were several booths about breastfeeding, snacks and door prizes. The staff had fun, the comments were very good and the project plans to host another fair next year (Price County WIC)
- ⌘ A bulletin board with the World Breastfeeding Week 2002 theme was displayed and breastfeeding information was included in the quarterly WIC newsletter. (Dodge County WIC)
- ⌘ The coalition purchased 100 copies of "Breastfeeding - A Mother's Gift" by Pamela Wiggins and gave them to area hospitals to award or distribute to patients during WBW. The coalition also had a display and materials at the Public Health office for the month of August. Coalition magnets and pencils were given away. Ten copies of "Breastfeeding - A Mother's Gift" were also raffled to Public Health/WIC clients. They also held an open house in honor of WBW and submitted a press release to area newspapers. (St. Croix Breastfeeding Coalition)
- ⌘ 2, 2-hour open houses with activities for families - pictures were taken, bingo card with list of exhibits, certificates, ice cream, peach banana smoothies, activities for kids. ~250 moms, kids and family members attended. A gold ribbon and card campaign (English and Spanish) to promote breastfeeding was also done. (16<sup>th</sup> Street Community Health Center - WIC Project)
- ⌘ Booth at the Farmers' Market during WBW and a World Walk for Breastfeeding. (Madison Breastfeeding Promotion Network)
- ⌘ 2 bulletin boards - 1 with pictures of breastfeeding moms and babies with mom's comment about breastfeeding, the other one focused on breastfeeding as the gold standard with a

gold ribbon around the board and a picture of a breastfeeding baby in the middle. Small gold cards with the benefits of breastfeeding were in pockets by the bulletin board. Two baby showers were also held (English and Spanish) with speakers, raffle prizes, food, handouts, flowers and picture key chains with the phone number on them. Newsletter articles were also included in the WIC newsletter and the county employee newsletter. A news release went to the local newspapers. Crib cards were also distributed to breastfeeding moms. (Walworth County WIC Project)

- ⌘ A bulletin board and newsletter article on breastfeeding. (MLK WIC)
- ⌘ The breastfeeding council had a display at the library, PSA's on 2 radio stations, display and table tents in the hospital cafeteria, article in the hospital newsletter and local newspaper, display in the Birth Center with drawing, free breastfeeding class with drawing, display at the health department, and jointly sponsored with the American Red Cross a breastfeeding area at the Central Wisconsin State Fair. (Marshfield Community Breastfeeding Council)
- ⌘ Local health care providers, grocery stores, libraries and discount stores developed multiple displays showing the benefits of breastfeeding using photos of local moms and babies for use. 2 baby quilts were made by a member's mother and given to breastfed babies born in August. Also, wrote newspaper articles. (Chequamegon Area Breastfeeding Coalition)
- ⌘ Purchased 3 bus posters for the month of August then used them at the library. Farmers' Market booth with breastfeeding information. Newspaper article on corporate lactation programs. Display in the hospital foyer. Coalition members informed their colleagues in various ways: daily email, posters, etc. (Heart of Wisconsin Breastfeeding Coalition)

### COALITION ACTIVITIES

The Wisconsin Breastfeeding Coalition, the Milwaukee County Breastfeeding Coalition and the St. Croix County Breastfeeding Coalition meeting minutes are included in the attachment file.

### BREASTFEEDING AND DADS

The Texas WIC Program has developed several resources for dad that will be available in the near future in English and Spanish:

- a full-color pamphlet for dads with tips on supporting moms through labor, delivery, and breastfeeding.
- a full color poster
- a one-page handout, Dads Role in Supporting Breastfeeding
- a lesson for dads, Men and The Breastfeeding Experience is downloadable from <http://www.tdh.state.tx.us/wichd/nut/bf00022.pdf> This lesson accompanies a 5-minute video by the same name, produced by Vida Health Communications. Information for ordering the video is given in the lesson.
- Texas WIC is also piloting peer-dad programs for dads whose babies are breastfed. They will promote breastfeeding to other WIC dads. A bulletin board was produced for these four pilots and will soon be downloadable from the Texas WIC web page. Bulletin board pieces include the following:
  - a banner that says, "A love letter to dad"
  - a graphic of an open mail box

- a graphic of a baby
- four or five photos of fathers interacting with their babies
- A letter to dad from his baby, thanking him for help mom breastfeeding and listing ways he helps.

### RESOURCES

- The website, Daddy, mommy and me provides educational products that give parents the confidence they need to breastfeed and professionals the knowledge they need to support breastfeeding. Amy Spangler, RN, MN, IBCLC has developed parent's guide, books, videos, bookmarks, pocket guides and an electronic newsletter. For more information or to access the newsletter, <http://www.daddymommyandme.com>
- The Texas WIC News is now available on their website, <http://www.tdh.state.tx.us/wic>. The July/August 2002 issue was devoted to breastfeeding. Some of the topics include: "How to Promote Breastfeeding to Teen Moms", "Healthy Mothers for Healthy Babies", "Test Your Nutrition I.Q.: Breastfeeding", "Dads can Play an Important Part in Breastfeeding", and many others.
- La Leche League International is revising and updating The Breastfeeding Answer Book, by Nancy Mohrbacher and Julie Stock, to be available in early 2003. For a limited time, La Leche League International is offering an advanced discount price. The hard cover version can be purchased for \$54.00 (will be \$68.00) or the book with an interactive CD-ROM can be purchased for \$82.00 (will be \$110.00). The advanced discount prices are only available until February 15, 2003. To order call the Customer Service Department at 847-519-9585 or email at mailto:[orderdepartment@lila.org](mailto:orderdepartment@lila.org)
- The Medela Messenger is available on their website at <http://www.medela.com/NewFiles/messengermain.html>. The current issue has information about the PersonalFit™ Breastshield System's expanded sizes. The sizes now available are small (21 mm), standard (24 mm), large (27 mm) and extra large (30 mm). The new sizes are available in both retail and bulk packaging.

### IN THE NEWS

- The October 21, 2002 issue of USA Today had an article on breastfeeding and Vitamin D. At the American Academy of Pediatrics' annual meeting in Boston a panel presentation reported that a new recommendation for Vitamin D supplementation for breastfed infants would be released in the next few months. It is likely that the recommendation will be for all babies who are exclusively breastfed that they should receive a supplement of 200 IU of Vitamin D a day. CDC also announced that they will be studying the levels of Vitamin D in children to identify the extent of vitamin deficiency. The full story can be found at <http://www.intelihealth.com/IH/ihtIH/EMIHC000/333/333/356927.html>

- The November issue of Pediatrics had several articles related to breastfeeding that may be of interest. The current issue of Pediatrics can be accessed at <http://www.pediatrics.org>.
  - Claudia Gundacker, Beate Pietschnig, Karl J. Wittmann, Andreas Lischka, Hans Salzer, Leonhard Hohenauer, and Ernst Schuster. Lead and Mercury in Breast Milk. Pediatrics 2002 110: 873-878. (Abstract available).
  - M. Jane Heinig and Renata Forste. Breastfeeding Decisions. Pediatrics 2002 110: 1033-1034. (Subscription needed to access).
  - Karin M. Hillenbrand and Pamela G. Larsen. Effect of an Educational Intervention About Breastfeeding on the Knowledge, Confidence, and Behaviors of Pediatric Resident Physicians. Pediatrics 2002 110: e59. (Full article available).
  - Jeanne L. Ballard, Christine E. Auer, and Jane C. Khoury. Ankyloglossia: Assessment, Incidence, and Effect of Frenuloplasty on the Breastfeeding Dyad. Pediatrics 2002 110: e63. (Full article available).

### EDUCATIONAL AND TRAINING OPPORTUNITIES

January 16-17, 2003	2003 International Conference on the Theory and Practice of Human Lactation Research and Breastfeeding Management For information: 508-888-8044 or <a href="mailto:info@healthychildren.cc">mailto:info@healthychildren.cc</a>	Orlando, FL
February 24-28, 2003	Certified Lactation Counselor Course St. Mary's Hospital	Madison, WI
March 6-7, 2003	WALC-ing in the Right Direction - Step by Step Speakers: Barbara Philipp, MD, IBCLC, Ann Merewood, MA, IBCLC and Carol Schlef, RNC, IBCLC	Appleton, WI
April 10-11, 2003	6 <sup>th</sup> Annual Breastfeeding: The Gold Standard Conference	Jackson, MS
July 3-6, 2003	2003 LaLeche League International Conference For information: <a href="http://www.lalecheleague.com">http://www.lalecheleague.com</a>	San Francisco, CA

### ENCLOSURES/ATTACHMENTS:

Coalition meeting minutes: the Wisconsin Breastfeeding Coalition, the Milwaukee Breastfeeding Coalition and the St. Croix County Breastfeeding Coalition.

If you have any questions or comments regarding this update please contact:

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