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▼ WIC-Specific Item

USING LOVING SUPPORT TO BUILD A BREASTFEEDING FRIENDLY COMMUNITY IN WISCONSIN

The Loving Support project implementation plan sets forth a set of activities to be conducted in Wisconsin for the next 3 years. The plan will be implemented by a variety of key partners, including the Wisconsin WIC Program, the Wisconsin Breastfeeding Coalition, the Wisconsin Association of Lactation Consultants, the Wisconsin Association of Perinatal Care, La Leche League, local breastfeeding coalitions, health professional organizations, and many other organizations and individuals. The implementation plan is a living document and will be revised as successes are realized, challenges met and as new partnerships are established.

The following is a summary of the key areas around which activities have been planned to promote and support breastfeeding in Wisconsin.

Loving Support Advisory Workgroup

An advisory workgroup or steering committee for the Loving Support project will be formed to coordinate the implementation of the plan activities. The group will be comprised of attendees of the training workshop, representatives of regional and local WIC agencies, and members of the Wisconsin Breastfeeding Coalition. Additional members will be recruited to focus on specific target areas, such as employers/business leaders for the worksite outreach portion of the plan.

Networking and Sharing

A system for sharing the project implementation progress, to coordinate the implementation activities, to share successful strategies and to network among others in the breastfeeding community will be developed. Additionally, a system for providing and tracking the resources developed by the Mississippi Department of Health and other Loving Support materials will be developed. It is anticipated that the system will be web-based and may include an electronic list-serve. This web-based system will link to other national, state and local internet sites that support the mission of the Loving Support project.

Training

Through the course of the Loving Support implementation plan training is a large component. Initially, training on the Loving Support project itself will be targeted to local WIC agency staff, local coalitions, and other community and health care providers. It will be important to include Extension Nutrition Educators and prenatal care coordinators as part of the training plans. As the implementation plan progresses, many of the training materials developed by the Mississippi Department of Health will be utilized. The module "How to Support a Breastfeeding Mother in the Childcare Center" has already been adopted for use in Wisconsin. Along with these training modules, additional targeted modules will be developed for use at staff meetings and in other settings. Given the challenges (time, travel, funding) of attending "traditional" training, "non-traditional" training methods such as WISLINE-WEB, conference calls and/or video conferencing may be utilized for some of the training. The concept of "train-the-trainer" will also be utilized to assure consistency in the messages throughout the state.

The Loving Support Campaign

A public awareness campaign will be developed and implemented statewide in August of 2003. August was chosen as this has traditionally been breastfeeding promotion month and local communities have conducted breastfeeding activities in the past. This campaign will be a multi-faceted approach utilizing media (newspaper and radio), Loving Support materials (posters, banners, table tents, decals/stickers, bus tags) in a variety of settings and other outreach activities. The campaign will be coordinated with the Ad Council national campaign, as feasible and incorporate the USDA "Fathers Supporting Breastfeeding" materials. The campaign will heighten awareness of breastfeeding promotion and support activities and serve as a springboard for targeted activities such as worksite support and health care provider outreach.

Worksite and Childcare Support

Returning to work has been identified as a barrier for continued breastfeeding for many women in Wisconsin. One of the priorities of the plan activities will be to conduct an assessment of employers for policies and awareness of workplace support for breastfeeding mothers. From the results of this assessment, a comprehensive employer outreach plan will be developed and implemented. Partners will be also be encouraged to assess their own work environment and the breastfeeding support for employees. Improvements in worksite environment and policies will serve as a model for other community employers. An outreach and training plan targeted to childcare providers will also be developed and implemented.

Health Provider Outreach

Health care providers play a vital role in promoting and supporting breastfeeding. Health care providers will be included as a target for the public awareness campaign. The role of the WIC Program in breastfeeding promotion and support will be disseminated through the "Nutrition Fact Sheet" series to facilitate a referral system. Annual breastfeeding training will be offered to health care providers through traditional conferences and training modules and materials will be made available for local lactation professionals to provide training within the community. Partnerships with health care provider training programs will be formed to encourage the inclusion of breastfeeding promotion and support in the curriculum. Additionally, tools and

resources will be developed and distributed to health care providers to “cue” the discussion of breastfeeding during prenatal and postpartum contacts.

Disparate Populations

In Wisconsin, the African-American and Asian populations are least likely to breastfeed. In an effort to eliminate these disparities, outreach will be targeted to these groups. Initially, the activities will focus on the African-American population, particularly in the Milwaukee and Racine area. Efforts will include conducting focus groups to identify where outreach messages should be placed, establishing a chapter of the African-American Breastfeeding Alliance, implementing a peer counselor program or mother to mother support program, conducting round table discussions with key leaders in the community and other targeted strategies. Additional key community partners, such as the faith community, will be engaged as part of the implementation strategies. Similar activities will be utilized with the Hmong and Hispanic populations, as feasible.

The complete implementation plan is attached. For more information contact Mary Pesik, Wisconsin WIC Breastfeeding Coordinator, at 608-267-3694 or <mailto:pesikmj@dhfs.state.wi.us>

▼ LA LECHE LEAGUE'S THE BREASTFEEDING ANSWER BOOK

The Third Edition of The Breastfeeding Answer Book has been purchased for all WIC Projects.

THE WISCONSIN BREASTFEEDING RESOURCE DIRECTORY

The Wisconsin Breastfeeding Resource Directory has been updated and is available on the WAPC website, <http://www.perinatalweb.org>, click on breastfeeding. The directory is a listing of local breastfeeding professionals, arranged by county, to assist in the referral process and in the networking of providers that care for mothers and babies. Feel free to share this directory and/or the website with providers in your area.

ACTION ITEM: Contact Mary Pesik with any suggestions, corrections, additions or deletions to the directory. A data sheet is attached.

▼ WIC BREAST PUMPS

The next quarterly order for breast pumps is due to the State WIC Office by the end of the day on Friday, March 7th. The breast pumps should arrive at the project 4-6 weeks after the order is submitted.

ACTION ITEM: Submit your next quarterly breast pump order by March 7th.

MEDICAID REIMBURSEMENT OF BREAST PUMPS

Just a reminder that Wisconsin Medicaid revised their policy for breast pump reimbursement effective October 1, 2002. The policy can be found on the Medicaid website at: <http://www.dhfs.state.wi.us/medicaid/updates/2002/2002-55.htm>. The personal electric breast pumps that are available under this policy are the Medela Pump In Style and the Hollister Purely Yours. It is my understanding that Medela is making available the same Pump In Style that is produced for the WIC Program to Medicaid DME providers. The Hollister Purely Yours that most Medicaid DME providers are making available comes without the tote bag.

The breast pump representatives for Wisconsin are:

Medela, Inc.

Linda Neuens

800-435-8316, ext. 523

<mailto:linda.neuens@medelainc.com>

Hollister, Inc.

Cindy Wirth

800-624-5369, ext. 1067

<mailto:cynthia.wirth@hollister.com>

Southern/Central Wisconsin

Jennifer Bixler

800-624-5369, ext. 1289

<mailto:jennifer.bixler@hollister.com>

Northern/Eastern Wisconsin

BREASTFEEDING FRIENDLY WORKSITES

The U.S. Breastfeeding Committee is preparing a document that includes a listing of breastfeeding friendly worksites around the country as a special for the Maternal Child Health Bureau. Do you know of a worksite that you would consider a "breastfeeding friendly"? If so, please send the name of the worksite, type of worksite and a brief description of the breastfeeding support to Mary Pesik and it will be forwarded to the committee.

ACTION ITEM: Send the name, type of worksite and brief description of the breastfeeding support offered for "breastfeeding friendly" worksites in your area.

THE THIRD ANNUAL DANE COUNTY BREASTFEEDING SYMPOSIUM

The third annual Dane County Breastfeeding Symposium will be held on Thursday, May 1st at the Alliant Energy Center in Madison from 5:30 p.m. to 8:30 p.m. It is an educational symposium for all nursing and medical staff who work with breastfeeding mothers and babies, families and pregnant women. The symposium is presented by the Madison Breastfeeding Promotion Network and the Dane County Division of Public Health. For more information contact Janet Braun, <mailto:braun@co.dane.wi.us>.

COALITION ACTIVITIES

The meeting minutes for the St. Croix Breastfeeding Coalition, Brown County Breastfeeding Coalition, Madison Breastfeeding Promotion Network, BACH, Vernon County Breastfeeding Coalition and Chippewa Valley Breastfeeding Task Force are attached.

ACTION ITEM: Email local breastfeeding coalition meeting minutes to Mary Pesik for inclusion in the Update.

IN THE NEWS

Breast Feeding Curbs Early Appearance of Allergic Diseases

NEW YORK (Reuters Health) Jan 01 - Results of a prospective birth cohort study conducted in Sweden suggest that breastfeeding has a preventive effect on the early development of multiple allergic diseases.

Dr. Magnus Wickman of the Karolinska Hospital in Stockholm and colleagues had parents of 4089 infants complete detailed questionnaires about various exposures, allergic symptoms, and feeding habits at roughly 2 months and 1 and 2 years of age. Parents of 3791 infants completed all three questionnaires and were included in analyses. Children exclusively breast fed for four months or more had less asthma, less atopic dermatitis, and less suspected allergic rhinitis by age 2 than children breast fed for a shorter period of time, with adjusted odds ratios of 0.7, 0.8, and 0.7, respectively. "A risk reduction also appeared for partial breastfeeding on development of asthma and severe symptoms of allergic disease," the team reports in the December Archives of Diseases of Childhood.

Infants partially breastfed for six months or more had an adjusted odds ratio for development of asthma of 0.7. However, due to "considerable" overlap between the two groups, they say it was hard to "disentangle" the effects of exclusive and partial breastfeeding. Children with a parental history of atopic disease derived the greatest benefit from breast feeding, Dr. Wickman and colleagues say. By continuing to follow this cohort of children they hope to see whether the protective effect of breastfeeding remains.

Arch Dis Child 2002;87:478-481.

EDUCATIONAL AND TRAINING OPPORTUNITIES

February 24-28, 2003 Madison, WI	Certified Lactation Counselor Course St. Mary's Hospital For information: 508-888-8044 or http://www.healthychildren.cc	
March 6-7, 2003 Appleton, WI	WALC-ing in the Right Direction - Step by Step Speakers: Barbara Philipp, MD, IBCLC, Ann Merewood, MA, IBCLC and Carol Schlef, RNC, IBCLC	
April 10-11, 2003	6 th Annual Breastfeeding: The Gold Standard Conference MS	Jackson,

May 20, 2003	Annual Breastfeeding Conference Iowa Featuring Katherine Dettwyler and Linda Smith Sponsored by: Iowa Methodist and Iowa Lutheran Women's Services, Iowa Department of Public Health and the Iowa WIC Program For information: Judy Losh at 515-241-4254 or mailto:loshju@ihs.org	Des Moines,
July 3-6, 2003	2003 LaLeche League International Conference Francisco, CA For information: http://www.lalecheleague.com	San

ENCLOSURES/ATTACHMENTS:

Loving Support Implementation Plan
Breastfeeding coalition meeting minutes
Save the date flyer

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

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WIC Breastfeeding Coordinator and Nutritionist
608-267-3694
<mailto:pesikmj@dhfs.state.wi.us>