



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

▼ WIC-Specific Item

## AD COUNCIL BREASTFEEDING CAMPAIGN

The Ad Council is developing a national breastfeeding campaign funded through the DHHS Office on Women's Health. A series of television and radio spots are being developed for roll-out August 1, 2003, targeting first-time mothers who would not normally choose to breastfeed. The media markets for Wisconsin are: Milwaukee, Green Bay/Appleton, Madison, La Crosse-Eau Claire, Superior, Wausau-Rhineland

Check the Office on Women's Health website for more information;

<http://www.4woman.gov/Breastfeeding>

## WORLD BREASTFEEDING WEEK 2003

The theme for World Breastfeeding Week 2003 is "Breastfeeding in a Globalised World - for Peace and Justice". World Breastfeeding Week is celebrated August 1-7 each year. Protecting, promoting and supporting breastfeeding and the best possible complementary feeding for infants and young children is the collective campaign purpose of the world wide breastfeeding movement as it prepares to celebrate World Breastfeeding Week (WBW) 2003. Globalization has been defined as the intensification of worldwide social relations which link distant localities in such a way that local happenings are shaped by events many miles away and vice versa.

The goals of World Breastfeeding Week 2003 are:

- To recognize the threats and opportunities of globalization for breastfeeding practices.
- To maximize the potential of global communications to educate people on the benefits of breastfeeding and appropriate complementary feeding, and the disadvantages of artificial feeding.
- To promote and act on the Global Strategy for Infant and Young Child Feeding.
- To prevent the weakening of the International Code of Marketing of Breastmilk Substitutes and subsequent relevant WHA resolutions.
- To work with potential allies by building alliances with civil society movements fighting for global justice, peace and health for all.
- To think globally and act locally with all sectors of the community to protect, promote and support breastfeeding.

For more information see the attached WBW 2003 announcement or visit the World Alliance for Breastfeeding Action's website <http://www.waba.org.my>

#### ▼ WIC BREAST PUMPS

- A reminder that the Medela Lactina™ and the Hollister Elite™ electric breast pumps are considered sensitive assets and must be added to the WIC inventory and have a WIC ID sticker before loaning to participants. The following information is needed to add the rental grade electric breast pump(s) to the WIC inventory:
  - clinic # where the breast pump will be stored
  - make (Medela or Hollister)
  - type (Breast Pump)
  - model (Lactina™ or Elite™)
  - serial number
  - location

This information should be sent to Arlene Low via email, <mailto:lowaa@dhfs.state.wi.us> or by fax, 608/266-3125. When the information is received, the breast pump(s) will be added to the project's inventory and the necessary sticker(s) will be sent.

**ACTION ITEM: All rental grade electric breast pumps (Medela Lactina™ or Hollister Elite™) must be added to your project inventory and a WIC ID sticker affixed before loaning to participants.**

- The current contract for the purchase of breast pumps with WIC food funds will end September 30, 2003. We are in the process of reviewing information from other states on how they purchase breast pumps, our current breast pump specifications and specifications from other states. I will be sending out a survey to WIC projects in the next few weeks to get your feedback on the types of pumps available, how the WIC breast pump program is working, additional resources that would be helpful, etc. Start thinking and jotting down some thoughts about the WIC breast pump program.
- Evaluating the effectiveness of the breast pump program is another goal that we would like to work on as we complete 3 years of implementation. A few projects are actively evaluating their program as part of the performance based contract objectives. I would encourage all projects to incorporate an evaluation piece into their breast pump program. Since funds are a precious resource we want to make sure that this program is having an impact on breastfeeding incidence and/or duration. I have attached the evaluation tool that has been developed and piloted in Wisconsin. Most projects have found the tool easy to use and have the mother fill out the tool at the Infant Update or subsequent infant/child certifications (after the mom has stopped breastfeeding). The tool is kept in the infant's chart until completed then the answers are tallied manually or using a data base program

(Access or Excel). If you have additional questions on evaluating the breast pump program contact Mary Pesik at 608-267-3694 or <mailto:pesikmj@dhfs.state.wi.us>.

### THE ACADEMY OF BREASTFEEDING MEDICINE'S EIGHTH INTERNATIONAL MEETING

The Academy of Breastfeeding Medicine will have their annual physician conference on October 16-19, 2003 with an additional conference for all healthcare professionals on October 19-20, 2003. It will be at the Knickerbocker Hotel in downtown Chicago. All information regarding the content and registration form are on the website; <http://www.bfmed.org>. The conference will provide the opportunity for physicians and healthcare provider to learn and exchange ideas about current breastfeeding and human lactation issues.

### BREASTFEEDING PROMOTION IN PHYSICIANS' OFFICE PRACTICES (BPPPOP)

The American Academy of Pediatrics (AAP) has developed a program, Breastfeeding Promotion in Physicians' Office Practices (BPPPOP) to promote and effectively manage breastfeeding among underserved populations. USDA participates as one of eleven member organizations of the BPPPOP Project Advisory Council (PAC). PAC member organizations include: National Medical Association, National Hispanic Medical Association, Migrant Clinicians Network, National WIC Association, American Academy of Family Physicians, among others. This program is funded by a grant from DHHS, Maternal and Child Health Bureau. Applications for Phase II are being accepted from providers of pediatric and obstetric care who serve racially and ethnically diverse groups of children.

The intent of this program is to help providers of obstetric and pediatric care become more culturally effective in integrating scientifically based breastfeeding information and practice management techniques into their work. In addition, the program goals are:

- ◆ Increase the number of pediatricians promoting breastfeeding.
- ◆ Improve the knowledge base and skill level of pediatricians to effectively manage the care of breastfeeding infants.
- ◆ Encourage collaboration between pediatricians and other health professionals in the development of complementary breastfeeding promotion efforts.
- ◆ Increase the incidence and duration of breastfeeding as determined in the Healthy People 2010 National Health Objectives

For more information: <http://www.aap.org/advocacy/bf/bppop.htm>

### UPDATE ON FISH CONSUMPTION FOR PREGNANT AND BREASTFEEDING WOMEN

The Food Standards Agency (FSA) is advising pregnant and breastfeeding women, and women who intend to become pregnant, to limit their consumption of tuna to no more than two medium-size cans or one fresh tuna steak per week. These women are also advised to avoid eating shark, swordfish and marlin.

This precautionary advice is to protect against the small risk to the unborn child, and breast-fed babies, from mercury in certain fish. This is because mercury can harm an unborn child's developing nervous system. Dr Andrew Wadge, Acting Director of Food Safety at the Food Standards Agency said: "It is unlikely that many pregnant or breastfeeding women eat more than the recommended amounts of these fish every week. But for any that currently do, it would be a sensible precaution to change their diets slightly. This will help protect the unborn child and the developing breastfed baby. When planning to have a baby and whilst pregnant or breastfeeding, women do need to take particular care of their health and that of their baby."

This new advice on tuna does not apply to children or any other adults. However, infants and children under 16 are still advised to avoid eating shark, swordfish and marlin. Shark, swordfish and marlin have levels of mercury approximately 5-7 times higher than that of canned tuna and 2-4 times higher than that of fresh tuna. The Agency previously published advice on this issue on 10 May 2002.

The full update is available at:

[http://www.foodstandards.gov.uk/news/pressreleases/tuna\\_mercury](http://www.foodstandards.gov.uk/news/pressreleases/tuna_mercury)

#### BREASTFEEDING AND SMALL POX VACCINE

The Centers for Disease Control (CDC) is recommending that women who are pregnant, plan to be get pregnant in the next month and women who are breastfeeding should not get a small pox vaccine. For more information go to <http://www.cdc.gov/smallpox> click on "Who should NOT get the vaccine"

#### COALITION ACTIVITIES

The meeting minutes for the St. Croix Breastfeeding Coalition, Vernon County Breastfeeding Coalition, Milwaukee County Breastfeeding Coalition and the Breastfeeding Advocates for Community Health (BACH) are attached.

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

#### RESOURCES

- ◆ To find the latest editions of Dr. Jack Newman's articles go to <http://www.breastfeedingonline.com>

#### IN THE NEWS

- ◆ Association Between Smoking During Pregnancy And Breastfeeding At About 2 Weeks Of Age

"Any tobacco use during pregnancy, as recorded on the birth certificate, was significantly associated with not exclusively breastfeeding at about 2 weeks of infant age in our population," state the authors of an article published in the November 2002 issue of the

Journal of Human Lactation. The authors suggest that most studies of risk factors associated with low breastfeeding rates are based on relatively small clinical samples. The study described in this article used a population-based analysis to determine risk factors associated with mothers' failure to exclusively breastfeed.

The authors linked 1998 data from the Oregon Newborn Screening Program on infant-feeding modality at birth and at about 2 weeks of age with corresponding birth certificate data. This linked data set was used to analyze associations between birth certificate variables and breastfeeding status (as coded in the newborn screening data set). Exclusive breastfeeding rates at hospital discharge were compared to those at about 2 weeks of age to determine the magnitude of the decrease in exclusive breastfeeding over that time period. In addition, the authors linked data from the 1998 Oregon Pregnancy Risk Assessment Monitoring Systems (PRAMS) to their corresponding birth certificate data to assess the association between breastfeeding rates in the first 2 weeks of life and breastfeeding rates at older ages.

The data analyses were based on feeding information from 36,324 of 45,228 births (80.3% of all 1998 Oregon live births). The authors found that

- Exclusive breastfeeding in the study population overall occurred at a rate of 63.2% at newborn discharge and declined to 59.2% by about 2 weeks of age.
- The 1998 to 1999 PRAMS data revealed that 75.2% of infants breastfeeding at 2 weeks of age were still breastfeeding at 10 weeks of age. Breastfeeding at 2 weeks of age was the most powerful predictor of breastfeeding at 10 weeks of age.
- Maternal tobacco use during pregnancy was significantly associated with failure to breastfeed at about 2 weeks of age.
- Tobacco users during pregnancy sustained a 4.5-fold greater decrease in exclusive breastfeeding between birth and approximately 2 weeks of age than did non-tobacco users.

Letson GW, Rosenberg KD, Liangrong W. 2002. Association between smoking during pregnancy and breastfeeding at about 2 weeks of age. *Journal of Human Lactation* 18(4):368-372.

- ◆ "Randomized Clinical Trial of Pacifier Use and Bottle-feeding or Cupfeeding and Their Effect on Breastfeeding" was published in the March 2003 issue of *Pediatrics*. To enhance breastfeeding practices, the World Health Organization discourages pacifiers and bottle-feeding. However, the effect of artificial nipples on breastfeeding duration is poorly defined. The effects of 2 types of artificial nipple exposure on breastfeeding duration were evaluated 1) cupfeeding vs. bottle-feeding for the provision of in-hospital supplements and 2) early (2-5 days) vs. late (>4 weeks) pacifier introduction. The researchers found that supplemental feedings, regardless of the method (cup or bottle), had a detrimental effect on breastfeeding duration. They also concluded that there was no advantage to cupfeeding for providing supplements to the general population of healthy breastfed infants, but it may have benefited mother-infant dyads who required multiple supplements or were delivered by cesarean.

Pacifier use in the neonatal period was detrimental to exclusive and overall breastfeeding. These findings support recommendations to avoid exposing breastfed infants to artificial nipples in the neonatal period.

Howard CR, Howard FM, Lanphear B, Eberly S, deBlicke EA, Oakes D and Lawrence R. 2003. Randomized Clinical Trial of Pacifier Use and Bottle-feeding or Cupfeeding and Their Effect on Breastfeeding. *Pediatrics*. Vol. 111 No. 3 March 2003, pp. 511-518.

- ◆ "Use of an Electronic Medical Record Improves the Quality of Urban Pediatric Primary Care" was published in the March 2003 issue of *Pediatrics*. The purpose of the study was to evaluate the quality of care before and after the introduction on an electronic medical record. The researchers found that computer-based clinicians were significantly more likely to address a variety of routine health care maintenance topics including: diet, at least 1 psychosocial issue, smoking in the home, lead risk assessment, exposure to domestic violence, guns in the home, behavioral or social developmental milestones, infant sleep position, breastfeeding, poison control, and child safety.

Adams WG, Mann AM, Bauchner H. 2003. Use of an Electronic Medical Record Improves the Quality of Urban Pediatric Primary Care. *Pediatrics* Vol. 111 No. 3 March 2003, pp. 626-632.

- ◆ "Effect of Labor Epidural Anesthesia on Breastfeeding of Healthy Full Term Newborns Delivered Vaginally" was published in the March issue of the *Journal of the American Board of Family Practice*. The study explored the association between labor epidural anesthesia and early breastfeeding success. The researchers concluded that labor epidural anesthesia had a negative impact on breastfeeding in the first 24 hours of life even though it did not inhibit the percentage of breastfeeding attempts in the first hour. It also found a strong association between epidural anesthesia use and bottle supplementation of the baby. Further studies are needed to elucidate the exact nature of this association.

Baumgardner DJ, Muehl P, Fischer M, Pribbenow B. 2003. Electronic Medical Record Improves the Quality of Urban Pediatric Primary Care. *J Am Board Fam Pract* 16(1):7-13, 2003.

- ◆ Personal Breast-feeding Behaviors of Female Physicians in Mississippi  
Chris Rodgers Arthur, PHD; Rebecca B. Saenz, MD; William H. Replogle, PHD was published in the February issue of *Southern Medical Association Journal*. The authors' survey found that 146 (94.2%) of 155 physician mothers breast-fed at least one child. Their initiation rates were greater than those in the general population; however, duration was comparable. Reasons for weaning included return to work and diminishing milk supply. Lactation management during medical training is needed. The full article can be accessed at <http://www.smajournalonline.org/>

- ◆ Evaluation of a Comprehensive Loving Support Program among State Women, Infants, and Children (WIC) Program Breast-feeding Coordinators  
Amal K. Mitra, MD, MPH, DRPH; Amal J. Khoury, PHD, MPH; Cathy Carothers, BLA, IBCLC; Camille Foretich, BS, IBCLC. The Mississippi Women, Infants and Children (WIC) program developed a comprehensive plan for implementing the WIC National Breastfeeding Promotion Project titled Loving Support Makes Breastfeeding Work. The campaign included client and family education, staff communication, public awareness, health provider outreach, and community outreach. Mississippi also developed a videotape and a clinic environment project to address barriers to breast-feeding and to reinforce the Loving Support campaign. Overall, the outreach activities and the videotape project positively affected other WIC breast-feeding programs in the United States. The full article can be accessed at <http://www.smajournalonline.org/>

### EDUCATIONAL AND TRAINING OPPORTUNITIES

April 10-11, 2003	6 <sup>th</sup> Annual Breastfeeding: The Gold Standard Conference	Jackson, MS
May 1, 2003	The Third Annual Dane County Breastfeeding Symposium 5:30 to 8:30 p.m. Alliant Energy Center, Madison, WI For information: Janet Braun; braun@co.dane.wi.us	Madison, WI
May 20, 2003	Annual Breastfeeding Conference 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 loshju@ihs.org	Des Moines, Iowa
July 3-6, 2003	2003 LaLeche League International Conference For information: <a href="http://www.lalecheleague.com">www.lalecheleague.com</a>	San Francisco, CA
October 16-19, 2003	The Academy Of Breastfeeding Medicine's Eighth International Meeting - physician meeting For information: <a href="http://www.bfmed.org">http://www.bfmed.org</a>	Chicago, IL
October 19-20, 2003	The Academy Of Breastfeeding Medicine's Eighth International Meeting - healthcare provider meeting For information: <a href="http://www.bfmed.org">http://www.bfmed.org</a>	Chicago, IL

### ENCLOSURES/ATTACHMENTS:

World Breastfeeding Week 2003 announcement  
Breast pump program evaluation tool  
Coalition minutes: St. Croix County Breastfeeding Coalition, Vernon County Breastfeeding Coalition, Milwaukee County Breastfeeding Coalition and BACH.

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

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