



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

▼ **WIC-Specific Item**

▼ **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 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, 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.

▼ **BREAST PUMP PROGRAM SURVEY**

WIC Projects completed a survey of the WIC breast pump program in May and I wanted to give an update on the purchase of breast pumps and share the information about the breast pump evaluation tool again.

- One of the purposes of the survey was to gather feedback to be used in preparing the request for bid for the purchasing breast pumps with WIC food dollars. The request for bid has been submitted to USDA for approval and will be released soon. Any changes made because of this bid would be effective with the December quarterly order.
- Several projects noted that they would be interested in using an evaluation tool to help evaluate the effectiveness of the WIC breast pump program. I have attached the evaluation tool that has been developed and piloted in Wisconsin. Projects that have used the tool have found it 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). The evaluation can also help identify other areas of breastfeeding support that are needs in your community (e.g., moms may be getting misinformation about medications and breastfeeding). If you have additional

questions on evaluating the breast pump program contact Mary Pesik at 608-267-3694 or pesikmj@dhfs.state.wi.us.

FATHERS SUPPORTING BREASTFEEDING MATERIALS

The USDA Fathers Supporting Breastfeeding materials focus on educating fathers about the benefits of breastfeeding so that they can have a positive impact on a mother's decision to choose to breastfeed. The primary target audience for these educational materials is African American males. A set of the materials (video, 2 posters and 3 brochures) was provided to local WIC agencies that requested the materials at the annual WIC and Nutrition conference. I do have a supply of these materials if you would like to receive a set(s) or an additional set(s).

Below are a few ideas for using the materials...

- The posters may be displayed in the waiting rooms, counseling rooms, or rooms where groups are held. If you have access to a laminator that will help preserve the posters.
- The video may be shown during group nutrition education sessions, father support groups or in waiting rooms. There is a discussion guide that can be used along with the video.
- Resource or lending library - the video and discussion guide can be loaned to pregnant women to take home and view with their partner and then return when done or view in the clinic.
- Use in staff training to reinforce the message that breastfeeding is best and that fathers are important to the mother's decision and some ways that fathers can support breastfeeding.
- Share the materials with other healthcare providers and breastfeeding coalition members to make them aware of the materials.

The materials may be previewed on the FNS website by going to the following link:

<http://www.fns.usda.gov/wic/Fathers/SupportingBreastfeeding>

Contact Mary Pesik if you would like to receive a set(s) of the Fathers Supporting Breastfeeding materials.

AFRICAN AMERICAN BREASTFEEDING ALLIANCE

A chapter of the African American Breastfeeding Alliance (AABA) has been started in Wisconsin! AABA's mission is to 1) improve the overall health status of African-American babies, 2) increase access to breastfeeding information for African-American parents, and 3) create a breastfeeding-friendly culture within the African-American community. For more information go to www.aabaonline.com

COALITION ACTIVITIES

The Milwaukee Breastfeeding Coalition meeting minutes and the Madison Breastfeeding Promotion Network agenda are attached.

RESOURCES

- ◆ The March of Dimes Pregnancy and Newborn Health Education Center of their website contains information about breastfeeding. To view the website go to <http://www.marchofdimes.com/pnhec/pnhec.asp>

- ◆ The International Board of Lactation Consultant Examiners (IBLCE) has published Clinical Competencies for IBCLC Practice. The clinical competencies identifies the clinical/practical skills that an entry level IBCLC needs in order to be satisfactorily proficient to provide safe and effective care for breastfeeding mothers and babies. The list is designed to encompass common breastfeeding situations and the challenges, which are encountered most frequently by lactation consultants. To access the clinical competencies go to the IBLCE website:
http://www.iblce.org/clinical_competencies.htm
- ◆ The International Board of Lactation Consultant Examiners (IBLCE) has introduced a new experimental pathway for qualifying to take the IBLCE exam. The intent of the clinical competencies trial pathway is to test the theory that far more efficient learning takes place when a less-experienced professional conducts a wide variety of consultations under the careful supervision of a more experienced professional, who then provides suggestions and recommendations that enhance the student's learning. Visit the IBLCE website to learn more about this new pathway:
<http://www.iblce.org/pathways.htm>

IN THE NEWS

- ◆ Australia has recently released new dietary guidelines which has extended to six months the period during which mothers should feed their babies only breastmilk. A media report can be found at <http://www.smh.com.au/articles/2003/06/19/1055828437952.html>.

- ◆ "Increased Duration of Lactation Associated With Lower Breast Cancer Risk"
Reuters Health June 24 - Lactation appears to decrease the risk of breast cancer among premenopausal women, according to a report in the June 20th issue of International Journal of Cancer. "Although large cohort studies in Norway and the United States failed to support a connection, "several case-controlled studies have provided positive evidence for a link between lactation and lowered breast cancer risk," Dr. Soon Young Lee from The Johns Hopkins Bloomberg School of Public Health in Baltimore, Maryland told Reuters Health.

"Dr. Lee and associates investigated the potential beneficial effect of lactation on the risk of breast cancer among 110,604 premenopausal Korean women who had borne at least one child. "Most women in the group who breastfed did so for less than 1 year (79%), the authors report, and only 8% of those who breastfed had done so for more than 24 months.

"Compared with women who had no history of lactation, those who breastfed for 1 to 12 months had a 20% lower risk of breast cancer, the results indicate. The risk was 40% lower for women who had breastfed for more than 24 months.

"The lifetime duration of breastfeeding proved to be inversely related to the risk of breast cancer, the researchers note, even after excluding women aged less than 30 years from the analysis. " 'Breastfeeding is usually recommended [for] the infant's health,' said Dr. Lee. 'But breastfeeding itself should be treated as an important health behavior for women, as well as their babies.' " 'As breast cancer is the one of the most important cancers, there is no doubt that [public health officials] should encourage women to breastfeed their babies and also provide the technical support and environment,' Dr. Lee concluded.

Int J Cancer 2003;105:390-393

- ◆ "Clinician Support and Psychosocial Risk Factors Associated With Breastfeeding Discontinuation" was published in the July issue of Pediatrics. The objective of the study was to evaluate associations between breastfeeding discontinuation at 2 and 12 weeks postpartum and clinician support, maternal physical and mental health status, workplace issues, and other factors amenable to intervention. A prospective cohort study was conducted of low-risk mothers and infants who were in a health maintenance organization and enrolled in a randomized, controlled trial of home visits. Mothers were interviewed in person at 1 to 2 days postpartum and by telephone at 2 and 12 weeks. The results indicate that support from clinicians and maternal depressive symptoms are associated with breastfeeding duration. Attention to these issues may help to promote breastfeeding continuation among mothers who initiate. Policies to enhance scheduling flexibility and privacy for breastfeeding mothers at work or school may also be important, given the elevated risk of discontinuation associated with return to work or school.

Pediatrics 2003 112: 108-115

EDUCATIONAL AND TRAINING OPPORTUNITIES

September 12, 2003	10th Annual Breastfeeding Symposium Speaker Dr Jack Newman For more information contact The Breastfeeding Center at Methodist Hospital at (952) 993-5124	Minneapolis, MN
September 29, 2003	Breastfeeding Management for the Health Care Professional For more information contact The Breastfeeding Center at Methodist Hospital: (952) 993-5124	Minneapolis, MN
October 16-19, 2003	The Academy Of Breastfeeding Medicine's Eighth International Meeting - physician meeting For information: www.bfmed.org	Chicago, IL
October 19-20, 2003	The Academy Of Breastfeeding Medicine's Eighth International Meeting - healthcare provider meeting For information: www.bfmed.org	Chicago, IL
October 21-23, 2003	Breastfeeding Educator Program Presented by Debi Bocar For information: 1-800-800-2390 or www.lactation-consultant-services.com	Oklahoma City, OK
November 14, 2003	La Leche League of Minnesota / Dakotas Professional Education Lactation Support: A Team Approach to Essential Elements Speaker: Barbara Wilson - Clay For more information contact Pam Galle at gallefrom@yahoo.com or Linda Klatt at LWKlatt@aol.com or 952-933-8534.	

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. For course information, locations and dates go to www.healthychildren.cc
- The Certified Breastfeeding Educator (CBE) program presented by Debi Bocar is available at different locations and dates each year. For course information, locations and dates go to <http://www.lactation-consultant-services.com/>

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- Lactation Education Resources offers online continuing education modules and self-learning programs. For information go to www.LERon-line.com
 - BreastEd Online Lactation Series is a series of 10 individual courses. For information go to www.health-e-learning.com
 - Wichita State University has a distance course on human lactation. For information go to <http://getonline.wichita.edu>
 - The University of Medicine and Dentistry of New Jersey has a web and CD interactive, comprehensive educational program for Breastfeeding Management. For information go to www.umdny.edu/lactation
 - Case Western Reserve University: Web based "Breastfeeding Basics" course at www.cwru.edu/med/breastfeeding, directed at health professionals.

ENCLOSURES/ATTACHMENTS:

Wisconsin WIC Breast Pump Evaluation tool

AABA meeting minutes

Milwaukee County Breastfeeding Coalition meeting minutes

Madison Breastfeeding Promotion Network agenda

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

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