



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

▼ WIC-Specific Item

▼ 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, September 5th. 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 September 5th.

THE IMPACT OF INFANT FEEDING ON OBESITY AND DIABETES

The California Department of Health Services hosted Public Health Grand Rounds on the impact of infant feeding on obesity and diabetes on August 14th. The purpose of the presentation was to update participants on the impact of feeding decisions during the first year of life on the incidence of obesity and diabetes later in life. In addition, there was information about the implementation of the National Breastfeeding Campaign. The handouts are available on the website, <http://www.dhs.ca.gov/ps/cdic/cdcb/pds/cpe/html/phgrcal.htm>. I have also requested a copy of the videotape (90 minutes) of this presentation and will make copies available in the near future. If you would like to loan of copy of this presentation contact Mary Pesik at 608-267-3694 or pesikmj@dhfs.state.wi.us.

COALITION ACTIVITIES

The Brown County Breastfeeding Coalition, St. Croix County Breastfeeding Coalition and the Vernon County Breastfeeding Coalition meeting minutes are attached.

LA LECHE LEAGUE SPRING 2004 CONFERENCE

The La Leche Spring 2004 conference will be held at the Raintree Resort in Wisconsin Dells. The program is as follows:

Continuing Education Day: Thursday, April 29, 2004

- Speaker: Kathleen Kendall-Tackett
Topic: The Hidden Feelings of New Motherhood: Helping Breastfeeding Mothers Cope with Depression, Trauma, and Past Abuse
Features: Live video feed to the boardroom for moms with infants who need attention. A separate pumping room will also be available.

La Leche League Leader Enrichment Day: Friday, April 30, 2004

- Speaker: Kathleen Kendall-Tackett

Topic: The Hidden Feelings of New Motherhood: Helping Breastfeeding Mothers Cope with Depression, Trauma, and Past Abuse
Features: Children's Activities offered. Rock-n-Rest room available.

WI Area Parenting and Family Conference: Friday Evening April 30, 2004 through Saturday afternoon May 1, 2004

Speaker: Kathleen Kendall-Tackett
Topic: Motherhood Stress
Speaker: Dr. Mark Kamsler
Topic: To Be Announced
Features: Friday evening Ice Cream Social and Roller Skating!

To make hotel reservations, you can call the Raintree Resort at 888-253-4386 and say you're with La Leche League. Room rates start at \$75/night plus tax, www.dellsraintree.com

WHAT'S NEW FROM MEDELA

- ◆ Pump In Style® Advanced Breast Pump with an innovative two-phase pumping pattern called Natural Expression. For more information call Medela Customer Service at 888-633-3528 or visit www.medela.com.
- ◆ The Medela breast pump kits have been updated for easier assembly and use. The new features include: new tubing that works for all Medela hospital pump kits, including the Symphony®, newly designed tubing ends and connector ports connect more easily, new connector makes switching from single to double pumping even easier and the new cylinder is now Medela yellow instead of white. These enhancements will be phased into new pump kits beginning late Summer 2003. Please note: the new tubing and connector are not interchangeable with existing tubing and connectors.

RESOURCES

- ◆ The Athens Georgia Breastfeeding Coalition and its partners host an annual Maternity & Baby Fair during World Breastfeeding Week. The fair is a collaborative event initiated the local Community Breastfeeding Coalition and sponsored by Public Health (mostly WIC, but also Early Intervention, Children's Medical Services, Child Health, Chronic Disease Prevention), and the two major hospitals in the area. The free event includes classes, agency and commercial company displays providing information and links to resources, door prizes (car seats, furniture, all kinds of baby items), a fashion show featuring pregnant and breastfeeding WIC moms, live music, a children's area, and a baby photo contest. For information, www.maternityandbabyfair.com.
- ◆ Claudia Johnsen, Ph.D., IBCLC had finished her research on WIC moms who continued breastfeeding despite difficulty. The results were so compelling that Ms. Johnsen has published a book entitled "Moms, Babies, And Breastfeeding: What Resilient Moms Know About Making Breastfeeding Work". The book is due to be released soon and will be available on www.1stbooks.com. The book is intended for breastfeeding counselors and mothers, as well as policy makers. It has research, ideas, and stories in it - including her own - since she never knew how difficult breastfeeding could be.

- ◆ The Centers for Disease Control (CDC) in Atlanta has included a section on World Breastfeeding Week on its website, http://www.cdc.gov/nccdphp/dnpa/world_breastfeeding_week_2003.htm. Check it out!
- ◆ Vida Health Communications, in celebration of World Breastfeeding Week we will be offering 10% off all new DVDs plus free shipping through the month of August. Get a DVD player for just \$19.95 with orders of \$495 or more. For more information <http://www.vida-health.com>
- ◆ The Central Texas Breastfeeding Coalition has developed a business card sized handout that contains the Texas law that supports breastfeeding in public and includes a resource phone number. The "business card" is given to breastfeeding moms to show if they are being asked to stop breastfeeding in public. To view the card, go to: <http://www.hmhbcntx.org/>. The Oregon Health Department also has a similar card, go to <http://www.dhs.state.or.us/publichealth/bf/index.cfm>.
- ◆ The Oregon Health Department also has a new Thank You card for dads who support breastfeeding. It is available as a pdf file and can be downloaded or printed from the Oregon website: <http://www.dhs.state.or.us/publichealth/bf/index.cfm>.

IN THE NEWS

- ◆ The American Academy of Pediatrics, Nutrition Committee released a position statement on the Prevention of Pediatric Overweight and Obesity. The statement encourages the promotion and support of breastfeeding.

The dramatic increase in the prevalence of childhood overweight and its resultant comorbidities are associated with significant health and financial burdens, warranting strong and comprehensive prevention efforts. This statement proposes strategies for early identification of excessive weight gain by using body mass index, for dietary and physical activity interventions during health supervision encounters, and for advocacy and research.

The full position statement is available at <http://www.aap.org/policy/s100029.html>

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- ◆ "Current Controversies in the Understanding of Necrotizing Enterocolitis" provides an excellent overview of NEC and highlights the importance of providing preterm infants with breastmilk as a means of preventing the development of NEC. The abstract can be viewed at <http://www.medscape.com/viewarticle/458205>

Advances in Neonatal Care, 3(3):107-120, 2003)

- ◆ CHICAGO, Ill., July 21 /U.S. Newswire/ -- The American Osteopathic Association's (AOA) House of Delegates voted Saturday, during their Annual Business Meeting in Chicago, to encourage all women on methadone maintenance and in stable recovery from drug and alcohol abuse to exclusively breastfeed their children. The delegates concluded that the

health benefits of exclusive breastfeeding for those infants whose mothers were in drug and alcohol recovery were beneficial and that the low levels of methadone in breast milk did not have adverse effects on newborns. In addition, the AOA House of Delegates voted to encourage its members to help protect mothers who breastfeed in public spaces from public decency laws in each state by contacting their elected officials and supporting protection of breastfeeding.

- ◆ **Task Force Recommends Specific Types of Programs to Promote Breastfeeding.** The U.S. Preventive Services Task Force has recommended structured education and counseling programs to promote breastfeeding because such programs increase the proportion of women who begin and continue to breastfeed their babies. Simply telling mothers they should breastfeed or giving them pamphlets is not enough. According to the Task Force, structured programs share some elements: they include from one to eight individual or group sessions that follow specific formats and last between 30 and 90 minutes; they are led by specially trained nurses, midwives, lactation specialists, and peer counselors; and they include lectures along with practical skills that help women master breastfeeding techniques and deal with problems that may arise from breastfeeding. In addition, structured programs include information about the benefits of breastfeeding for mother and child, how the body produces breast milk, training in positioning the baby and latch-on techniques, and the use of mechanical breast pumps. The Task Force recommendations, which appear in the July/August issue of *Annals of Family Medicine*, are based on a systematic review of 35 studies, including 22 randomized control trials of breastfeeding counseling. They examined the effects of education, support, and written materials on increasing breastfeeding rates. The counseling for breastfeeding recommendations and materials for clinicians are available on website at <http://www.ahrq.gov/news/press/pr2003/brfeedpr.htm>.

EDUCATIONAL AND TRAINING OPPORTUNITIES

September 12, 2003	10th Annual Breastfeeding Symposium Speaker Dr Jack Newman \$125 (\$100 early registration by August 22). 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

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| October 31, 2003 | "A Day With Paula Meier"; Speaker Paula Meier
She will devote the day to discussing breastfeeding support for both the near-term and preterm infant, including a preview of her latest research findings.
Call Cheryl Kirchner at 651-241-6294 to get more information or to request a brochure. | St. Paul, Minnesota |
| November 14, 2003 | La Leche League of Minnesota / Dakotas Professional Education
Breastfeeding: Beyond the Basics A Visual Study of Breastfeeding Management
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. | St. Paul, Minnesota |
| April 29 - May 1, 2004 | La Leche League 2004 Spring Conference
Continuing Education Day is April 29, 2004
La Leche League Leader Enrichment Day is April 30, 2004
WI Area Parenting and Family Conference: Friday Evening April 30, 2004 through Saturday afternoon May 1, 2004
For information: Wendy Copeland, 262-896-7797 or WendyCopeland@juno.com | Wisconsin Dells, WI |

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/>
- 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.umdnj.edu/lactation
- Case Western Reserve University: Web based "Breastfeeding Basics" course at www.cwru.edu/med/breastfeeding, directed at health professionals.

ENCLOSURES/ATTACHMENTS:

Brown County Breastfeeding Coalition, St. Croix County Breastfeeding Coalition and the Vernon County Breastfeeding Coalition meeting minutes are attached.

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

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