



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

❖ WIC-Specific Item

WORLD BREASTFEEDING WEEK 2004

The theme for World Breastfeeding Week 2004 is "Exclusive Breastfeeding: the Gold Standard *Safe, Sound, Sustainable*". World Breastfeeding Week is celebrated August 1 - 7. This year's WBW aims to stimulate activity worldwide to get more people to understand the importance of exclusive breastfeeding and to think of ways to enable mothers to do it. Exclusive breastfeeding is:

- **SAFE** because it contains protective factors, which help to prevent and fight infections, such as diarrhea and pneumonia, and reduce the risk of allergic conditions, particularly asthma.
- **SOUND** because nutrients in breastmilk are present in the right quantity and they are of special quality. Formula and other foods contain nutrients in different amounts, and of very different quality.
- **SUSTAINABLE** because it helps a household's food security. So long as an infant's mother, or a wet nurse, is there, breastmilk is available. A woman can make good milk from any mixture of foods, however simple.

For more information about WBW 2004: <http://www.waba.org.my/wbw/wbw04/wbw2004.html>

SAVE THE DATE

The 4th Annual Dane County Breastfeeding Symposium will be held Thursday, May 6, 2004 from 5:30-8:30 p.m. at the Alliant Energy Center - Exhibition Hall, Mendota 3&4, 1919 Alliant Energy Center Way, Madison, Wisconsin. For more information contact Cheryl Levendoski at 608-242-6503.

The Vernon County Breastfeeding Coalition is hosting, "Supporting the Breastfeeding Mother" presented by Brenda Whetstone, Lactation Consultant from Gunderson Lutheran La Crosse, on March 25, 2004 from 2:00-3:30 p.m. at Vernon Memorial Hospital in Viroqua. For more information contact Jenny Sprengelmeyer at 608-637-5260.

HOW TO SUPPORT A BREASTFEEDING MOTHER: A GUIDE FOR THE CHILDCARE CENTER

The Wisconsin Breastfeeding Coalition has adapted a training module, "How to Support A Breastfeeding Mother: A Guide for the Childcare Center" from Texas and Mississippi. The training module contains a PowerPoint presentation with speaker notes, BINGO game, video, trainer letter, certificate of attendance, forms and handouts. Using Loving Support funds we have put together a number of binders with the module materials. Each Regional Office Nutrition Consultant has a copy of

the full kit for loan. The module is designed for a breastfeeding professional to present to childcare center staff. For more information contact Mary Pesik at 608-267-3694 or <mailto:pesikmj@dhfs.state.wi.us>

NATIONAL BREASTFEEDING AWARENESS CAMPAIGN

The national breastfeeding awareness campaign being sponsored by the US Department of Health and Human Services, Office of Women's Health (OWH) is currently on hold due to concerns expressed by the formula companies regarding the focus on the risks of not breastfeeding. For more information on the campaign go to <http://www.usbreastfeeding.org>, click on National Issues. The US Breastfeeding Committee has posted sample letters and who to contact regarding the campaign. Amy Spangler, President of the US Breastfeeding Committee and Dr. Carden Johnston, President of the American Academy of Pediatrics, appeared on the CBS Early Show on December 31st. A transcript is attached.

LOCAL BREASTFEEDING COALITIONS

- ◆ Attached are the meeting minutes/agendas from the Chippewa Valley Breastfeeding Task Force, the Madison Breastfeeding Promotion Network, and the Milwaukee Breastfeeding Coalition.
- ◆ Included in the attachments is a listing of local breastfeeding coalitions and the contact person. Please review and send any additions, corrections or deletions to Mary Pesik, <mailto:pesikmj@dhfs.state.wi.us>.
- ◆ A request has been made to include more information on local breastfeeding coalition activities in this update. Other coalitions appreciate this information. Please send your coalition meeting minutes, upcoming events, or summaries of activities to Mary Pesik for inclusion in the Breastfeeding Update.
- ◆ There are some resources that may be helpful for those interested in starting or revitalizing a community coalition. Each WIC Project has a copy of "A Manual for Building Local Leadership for Community Nutritional Health" (the red binder). This binder has information on building and maintaining coalitions. The Iowa Department of Public Health developed a manual, "Community Based Coalition Building for Breastfeeding Promotion" that is also very helpful. Contact Mary Pesik to borrow a copy of this manual.

BREASTFEEDING AMERICA™ 2004 WALL CALENDAR

In an effort to increase awareness pertaining to breastfeeding within the African American community, Breastfeeding America™ presents a 2004 Wall Calendar. This calendar can be used as an incentive for potential breastfeeding mothers and families, in addition to providing breastfeeding education and resources. The founder of Breastfeeding America™ Mishawn Purnell-O'Neal, and author of "Breastfeeding Facts Over Fiction, Health Implications on the African American Community" explains "that until breastfeeding can be seen as a normal extension of childbirth, and as a necessary component to the development of an infant, we will continue to see low breastfeeding rates in the African American community."

The calendar will feature mothers and families from various states and cities across America, who are participating, have participated, and who support the breastfeeding experience. Each picture will be accompanied by a personal biography sharing highlights of their breastfeeding experience. Calendars are now available at the cost of \$12.99. A portion of the proceeds from the sale of the calendar will

fund breastfeeding and lactation research, as well as other educational projects. Bulk calendar prices are available. For more information contact (877) 541-6962, <http://www.breast-feeding.com> or <mailto:mishawnpurnell@msn.com>.

RESOURCES

- The article "Sunlight deficiency: helping breastfeeding mothers find the facts" by Cynthia Good Mojab is available on the website, <http://home.comcast.net/~ammawell> and was published in the La Leche League publication, Leaven. The reference citation for the article is: Good Mojab, C. Sunlight deficiency: Helping breastfeeding mothers find the facts. Leaven August-September 2003; 39(4): 75-79.
- The Michigan Breastfeeding Network Newsletter is posted on the website, <http://www.msu.edu/~hmhb/bfnet.htm>. The December newsletter includes information on baby-led latching, a draft of guidelines for supporting breastfeeding in the NICU, colds and medications while breastfeeding and a variety of other good information.
- Brian Palmer, DDS has posted a presentation on his website covering "Breastfeeding and Frenulums". Dr. Palmer's website is <http://www.brianpalmerdds.com>.
- Amy Spangler publishes a bimonthly newsletter focusing on specific breastfeeding topics that can be downloaded. "The Feeding Times" is available on <http://www.amysbabycompany.com/>.

IN THE NEWS

- ◆ "Low Breastfeeding Rates and Public Health in the United States," by Jacqueline H. Wolf, PhD, American Journal of Public Health, December 2003; 93(12):2000-2010. The medical community has orchestrated breastfeeding campaigns in response to low breastfeeding rates twice in US history. The first campaigns occurred in the early 20th century after reformers linked diarrhea, which caused the majority of infant deaths, to the use of cows' milk as an infant food. Today, given studies showing that numerous diseases and conditions can be prevented or limited in severity by prolonged breastfeeding, a practice shunned by most American mothers, the medical community is again inaugurating efforts to endorse breastfeeding as a preventive health measure. This article describes infant feeding practices and resulting public health campaigns in the early 20th and 21st centuries and finds lessons in the original campaigns for the promoters of breastfeeding today.
- ◆ "Comparison of evoked arousability in breast and formula fed infants" Archives of Disease in Childhood 2004; 89:22-25.
<http://adc.bmjournals.com/cgi/content/abstract/archdischild%3b89/1/22?looku>

Currently, there is no consistent evidence that breastfeeding reduces the risk for sudden infant death syndrome (SIDS). Arousal from sleep is believed to be an important survival mechanism that may be impaired in victims of SIDS. Previously it has been shown that arousability is impaired by the major risk factors for SIDS such as prone sleeping and maternal smoking. The researchers sought to establish whether arousability was altered by method of feeding, and whether breast fed infants would have lower arousal thresholds. Forty three healthy term infants were studied using daytime

polysomnography on three occasions: 2-4 weeks post-term, 2-3 months post-term, and 5-6 months post-term. Multiple measurements of arousal threshold (cm H₂O) in response to nasal air jet stimulation applied

alternately to the nares were made in both active sleep (AS) and quiet sleep (QS) while infants slept supine. Arousal thresholds and sleep period lengths were compared between formula fed and breast fed infants at each age. The results showed that arousal thresholds were not different between breast fed and formula fed infants in QS. However, in AS breast fed infants were significantly more arousable than formula fed infants at 2-3 months of age. There was no difference between groups of infants when sleep period length was compared at any study. The conclusion was that breastfed infants are more easily aroused from AS at 2-3 months of age than formula fed infants. This age coincides with the peak incidence of SIDS.

- ◆ "Secondary Prevention of Vitamin D-Deficiency Rickets" by Jean T. Spence, MD and Janet R. Serwint, MD from the Division of General Pediatrics and Adolescent Medicine, Department of Pediatrics, Johns Hopkins University School of Medicine, Baltimore, Maryland was published in the January 2004 issue of Pediatrics. The citation is PEDIATRICS Vol. 113 No. 1 January 2004, pp. e70-e72. The full text of the article is available on the AAP website, www.aap.org

Reports of vitamin D-deficiency rickets and its associated morbidity continue among inadequately supplemented, dark-skinned breastfed infants. Despite the new vitamin D dietary guidelines, there remain significant numbers of unsupplemented breastfed infants. This article reports a case of subclinical vitamin D-deficiency rickets. The patient had biochemical and radiographic but not clinical evidence for rickets. We propose a new step of screening high-risk infants for subclinical rickets using wrist films paired with 25-hydroxyvitamin D levels.

EDUCATIONAL AND TRAINING OPPORTUNITIES

February 2-6, 2004	Certified Lactation Counselor (CLC) Course	Duluth, MN
February 16-20, 2004	Center for Breastfeeding For more information: 508-888-8044 or http://www.healthychildren.cc	Watertown, WI
March 4-5, 2004	Wisconsin Association of Lactation Consultants (WALC) conference "WALC Conference 2004 ~ It's All About The Latch" Radisson Paper Valley Hotel	Appleton, WI
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 mailto:WendyCopeland@juno.com	Wisconsin Dells, WI
July 15-18, 2004	ILCA 2004 Conference and Annual Meeting Best Practices: Supporting Breastfeeding Worldwide For information: http://www.ilca.org/conference/index.php	Scottsdale, Arizona

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 <http://ww.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 <http://www.LERon-line.com>
- BreastEd Online Lactation Series is a series of 10 individual courses. For information go to <http://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 <http://www.umdj.edu/lactation>
- Case Western Reserve University: Web based "Breastfeeding Basics" course at <http://www.cwru.edu/med/breastfeeding>, directed at health professionals.

ENCLOSURES/ATTACHMENTS:

Transcript of the CBS Early Show

Meeting minutes/agendas: Chippewa Valley Breastfeeding Task Force, Madison Breastfeeding Promotion Network, and the Milwaukee Breastfeeding Coalition

Local Breastfeeding Coalitions in Wisconsin

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

Mary Pesik, RD, CLE, CD
WIC Breastfeeding Coordinator and Nutritionist
608-267-3694
<mailto:pesikmj@dhfs.state.wi.us>