



**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. For future orders, we will be sending the stickers out to projects that order the Medela Lactina™ and/or the Hollister Elite™ electric breast pumps. There will be a form for projects to complete and return to the State WIC Office with the necessary information to add the breast pump(s) to the inventory database. If you have any WIC purchased electric breast pumps without an ID sticker, please request a sticker as soon as possible. Requests for stickers or questions about stickers for breast pumps should be sent to Joanne McCluskey via email, [mcclujm@dhfs.state.wi.us](mailto:mcclujm@dhfs.state.wi.us) by fax, 608/266-3125.
  
- The WIC ID sticker should be placed on the breast pump, not on the case.

SAVE THE DATE - CORRECTION

The date of the 4th Annual Dane County Breastfeeding Symposium has been changed to Thursday, May 13<sup>th</sup> (from May 6<sup>th</sup>) 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.

SAVE THE DATE

The National Maternal Nutrition Conference will be held July 21-23, 2004 at the University of Minnesota, Hubert H. Humphrey Center. This conference, is funded by the USDA Food and Nutrition Service, the Maternal and Child Health Bureau, and the Health Resources and Service Administration.

The conference offers nutritionists, dietitians, nurses, nurse midwives, physicians and other healthcare professionals who work with pregnant and postpartum women a chance to update their knowledge and skills in the area of maternal nutrition. Highlights of the conference include:

- \* Nutrient needs in pregnancy for singleton and multi-fetal pregnancies
- \* Information on the relationship of lactation and postpartum weight status
- \* Current recommendations for the management of gestational diabetes
- \* The latest information on weight gain in pregnancy, including the effects of maternal abuse
- \* Effects of substance use in pregnancy
- \* Environmental and food safety issues for pregnant and breastfeeding women
- \* A half-day, hands-on workshop on adolescent pregnancy, including effective counseling strategies and factors affecting pregnancy outcomes

Distance education via streaming video will be available for all sessions except the adolescent pregnancy workshop. Streaming video allows organizations or individuals to view the program live or for up to 60 days after the conference. Streaming video can be projected onto a screen using a LCD projector for group viewing or can be viewed individually at personal computers.

We have applied for 17 CPE/CME credits for the on-site conference and 14 CPE/CME units for the distance education program. The cost for the full program (on-site) will be \$195. Single day rates are available. The anticipated cost for the distance education program (cost is per site, not per person) is \$200. Registration materials and pamphlets with the complete conference schedule will be available soon. Questions on the conference can be sent to Jamie Stang, conference director by email at [stang@epi.umn.edu](mailto:stang@epi.umn.edu) or by phone at 612-626-0351.

### NATIONAL BREASTFEEDING AWARENESS CAMPAIGN

Washington, DC: On January 22, 2004, representatives of the United States Breastfeeding Committee met with Kevin Keane, Assistant Secretary for Public Affairs Department of Health and Human Services (DHHS) to learn the status of the much anticipated National Breastfeeding Awareness Campaign. The launch date for the Campaign had been moved to allow for the appropriate research review process within DHHS to verify the science behind the ads. Representatives of the infant formula industry and others had voiced concerns about the strength of the scientific evidence for a risk-based approach. Assistant Secretary Keane reported that the Campaign would be launched this spring. In a report to members of the United States Breastfeeding Committee on January 23, 2004, a senior agency official from the DHHS Office on Women's Health described the Campaign changes as minimal. The risk-focused campaign strategy remains intact and communicates the increased risk of diarrhea, ear infections, and respiratory illness and the possible increased risk of childhood obesity when children are not breastfed. The Campaign also stresses the importance of exclusive breastfeeding for 6 months. While ads targeting childhood leukemia and diabetes have been removed, further research has been authorized by DHHS to explore the relationship to not breastfeeding. Specific risk ratios were also removed from the ads. Assistant Secretary Keane indicated that he would also meet with representatives from the infant formula industry to inform them of the Campaign content just as he met with representatives of the USBC. He assured the USBC representatives that more information would follow when a launch date has been set.

### RETURNING TO WORK WHILE BREASTFEEDING

"Returning to Work While Breastfeeding" was published in the December 1, 2003, issue of American Family Physician, 68(11):2201. In addition, there is patient information (p. 2215) and an editorial, "Breastfeeding and Returning to Work in the Physician's Office," p. 2129. You can access the article by going to the AAFP Website: [www.aafp.org/afp](http://www.aafp.org/afp)

### RESOURCES

- ◆ The California Association of Neonatologists (CAN) will be making a "toolkit" for promoting and supporting breastfeeding in the NICU available on their website in early March. The "toolkit" will contain evidence-based best practices and measurement tool. The website is [www.cansite.org](http://www.cansite.org)
- ◆ From Lactnet. There is a new book available from Fairview Press. "The Nursing Mother's Herbal" by Sheila Humphrey, BSc (Botany) RN IBCLC was written for mothers to provide

education and guidance on the use of herbs when breastfeeding. The book's list price is \$16.95; 355 pages. See [www.fairviewpress.org](http://www.fairviewpress.org).

### IN THE NEWS

- ◆ Does Breastfeeding Protect against Pediatric Overweight? Analysis of Longitudinal Data from the Centers for Disease Control and Prevention Pediatric Nutrition Surveillance System by Laurence M. Grummer-Strawn, PhD and Zuguo Mei, MD. The objective of this analysis was to examine whether duration of breastfeeding is associated with a lower risk of overweight in a low-income population of 4-year-olds in the United States. Visit data was linked to determine prospectively the duration of breastfeeding (up to 2 years of age) and weight status at 4 years of age. Overweight among 4-year-old children was defined as a body mass index (BMI)-for-age at or above the 95th percentile based on the 2000 Centers for Disease Control and Prevention growth charts. Logistic regression was performed, controlling for gender, race/ethnicity, and birth weight. In a subset of states, links to maternal pregnancy records also permitted regression analysis controlling for mother's age, education, prepregnancy BMI, weight gain during pregnancy, and postpartum smoking. Data from the Pediatric Nutrition Surveillance System, which extracts breastfeeding, height, and weight data from child visits to public health programs were analyzed. In 7 states, data were linked to Pregnancy Nutrition Surveillance System data. A total of 177 304 children up to 60 months of age were included in our final pediatric-only analysis, and 12 587 were included in the pregnancy-pediatric linked analysis. The duration of breastfeeding showed a dose-response, protective relationship with the risk of overweight only among non-Hispanic whites; no significant association was found among non-Hispanic blacks or Hispanics. Among non-Hispanic whites, the adjusted odds ratio of overweight by breastfeeding for 6 to 12 months versus never breastfeeding was 0.70 (95% confidence interval: 0.50–0.99) and for >12 months versus never was 0.49 (95% confidence interval: 0.25–0.95). Breastfeeding for any duration was also protective against underweight (BMI-for-age below the 5th percentile). The conclusion is that prolonged breastfeeding is associated with a reduced risk of overweight among non-Hispanic white children. Breastfeeding longer than 6 months provides health benefits to children well beyond the period of breastfeeding. *Pediatrics* 2004; 113: e81-e86.
- ◆ The Effectiveness of Various Postpartum Depression Treatments and the Impact of Antidepressant Drugs on Nursing Infants by Dwenda Gjerdingen, MD, MS. *The Journal of the American Board of Family Practice*. This article can be viewed at <http://mp.medscape.com/cgi-bin/1/DM/y/ee1K0D8nUf0Dzz0Fn730AB>
- ◆ Feeding Infants and Toddlers Study: Improvements needed in meeting infant feeding recommendations. Briefel RR, Reidy K, Karwe V, et al. 2004. *Journal of the American Dietetic Association* 104(1, Suppl. 1):S31-S44.

"The first year after birth is the time when habits and preferences are beginning to be formed, and it is important to begin to foster healthy eating habits early." The article presents findings from the Feeding Infants and Toddlers Study, which was designed to update knowledge of food and nutrient intake, growth and motor development, and feeding patterns of American infants and toddlers. The authors describe infant feeding patterns including breastfeeding status and the use of infant formula and transitions from breast milk and infant

formula to complementary foods, table foods, and other beverages. The authors also discuss the relevance of these findings to the American Academy of Pediatrics (AAP) infant feeding recommendations and Healthy People 2010 goals. The study population consisted of 3,022 infants and toddlers ages 4-24 months (70% non-Hispanic white, 7% non-Hispanic black, 9% Hispanic, and 5% multiracial or of "other" or unknown race). The main outcome measures were breastfeeding, timing of introduction of complementary foods, and adherence to AAP infant feeding recommendations.

### EDUCATIONAL AND TRAINING OPPORTUNITIES

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 <a href="mailto:WendyCopeland@juno.com">WendyCopeland@juno.com</a>	Wisconsin Dells, WI
July 15-18, 2004	ILCA 2004 Conference and Annual Meeting Best Practices: Supporting Breastfeeding Worldwide For information: <a href="http://www.ilca.org/conference/index.php">http://www.ilca.org/conference/index.php</a>	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 [www.healthychildren.cc](http://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](http://www.LERon-line.com)
- BreastEd Online Lactation Series is a series of 10 individual courses. For information go to [www.health-e-learning.com](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 [www.umdnj.edu/lactation](http://www.umdnj.edu/lactation)
- Case Western Reserve University: Web based "Breastfeeding Basics" course at [www.cwru.edu/med/breastfeeding](http://www.cwru.edu/med/breastfeeding), directed at health professionals.

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

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