

# BREASTFEEDING TIMES

## Breastfeeding Education Materials Update



The new *Breastfeeding - The Law* card is now available to order.

The wallet-size, laminated card states the laws pertaining to a woman’s right to breastfeed in public and her right to lactation accommodation in the workplace. The cards may be given to breastfeeding moms or shared with local Breastfeeding

Coalitions, hospitals, community agencies, Chambers of Commerce, and businesses to educate them on the laws supporting breastfeeding in public and at work. You may view the card at: <http://www.cdph.ca.gov/programs/wicworks/Pages/WICEducationMaterialsWomen.aspx>.

The handout, *Formula vs. Breastmilk*, has been updated with a minor change. A staff education piece, *Background Information: 2012 Update to How Does Formula Compare to Breastmilk*, has been created. It provides

background information on each block in the formula and breastmilk towers.

You can view the updated version of *Formula vs. Breastmilk* at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICEducationMaterialsWomen.aspx>.

The staff education piece is available at: <http://www.cdph.ca.gov/programs/wicworks/Documents/NE/WIC-NE-EdMaterials-HowDoesFormulaCompareToBreastmilkBackgroundInfoForStaff.pdf>. ☞

## Welcome Toni Piechota

Toni Piechota is back as a Public Health Nutrition Consultant at State WIC working in the Breastfeeding Promotion and Education Section. She has worked in Policy and Program Evaluation in the past and has worked in local WIC agencies in New Mexico and for WIC-Overseas at a US military base in Japan. Most recently, she worked for the University of California, Davis Medical Center in clinical nutrition; and she is looking forward to returning to public health. She completed her graduate studies in nutrition at UC Davis and later earned an MPH from the University of North Carolina, Chapel Hill. Her interest in public health developed while she was living overseas and witnessed firsthand a lack of



TONI PIECHOTA,  
PHNC

information, such as basic dental care. She stated, “In public health, sometimes the results of efforts take longer to witness, but

they can have far-reaching consequences. We have come a long way since the 1970’s in breastfeeding promotion, but we still have work to do, and I am excited to be collaborating with you on these efforts!” Toni will be working on the Regional Breastfeeding Liaison Project, the development of a Health Care Provider Booklet, and the breastfeeding portion of the Nutrition Services Plan. Welcome back Toni! ☞

### MARK YOUR CALENDAR

#### 3rd Annual California Breastfeeding Summit

Jan. 31 — Feb. 1, 2013

Pre-Conference — Jan. 30

Crowne Plaza Anaheim Resort  
12021 Harbor Blvd.  
Garden Grove, CA 92840

Sponsored by:



[californiabreastfeeding.org](http://californiabreastfeeding.org)

## Breastfeeding Peer Counseling (BPC) Program Highlight



JUSTINA BOCANEGRA (PC);  
ZYLMIIRA GARCIA (IBCLC); YANIL  
GUAN (PC) AND GRACE YEE (PC  
SUPERVISOR/IBCLC).

The San Francisco (SF) WIC Breastfeeding Peer Counseling Program (BPCP)

was launched April 2011. Since then, SF BPCP has worked tirelessly with its existing WIC Program to provide seamless breastfeeding support services to WIC moms and babies.

Target populations of this program include Asian-American, African-American, and young mothers. In

January 2012, Peer Counselors initiated breastfeeding support group meetings. Three group meetings are offered every month: English, Spanish and Chinese (Mandarin, Cantonese). SF WIC also services a unique population that speaks Toisanese. Toisanese is a Chinese dialect from China's Pearl River Delta.

SF BPCP also started a monthly newsletter to communicate with San Francisco WIC staff about the SF BPCP activities and progress. This newsletter features different topics on breastfeeding.

SF BPCP also collaborates with local birthing hospital staff, community health organizations and physicians'

offices to establish and maintain referrals to connect their clients with WIC and BPCP services.

Additionally, SF BPCP strives to market the breastfeeding message to hospitals and physicians. Looking ahead, SF BPCP will continue to inform, educate, and support physicians and prenatal care providers to promote breastfeeding to their clients and refer clients to SF WIC BPCP for breastfeeding support. ☞

### BPC Q&A Board

**Q: Can PC funds be used for training and coursework for PCs to become IBCLCs or CLCs?**

**A:** Yes. However, you cannot use PC funds to pay for IBCLC exam fees or IBCLC association membership fees.

**Q: What are some examples of open-ended questions to ask moms during pregnancy?**

**A:** "How do you think breastfeeding will fit into your lifestyle?"; "How does the baby's father feel about breastfeeding?"; "You seem to be uncertain about breastfeeding. Can you tell me why?"; and "What are your plans for going to work or school after your baby is born?" ☞

### Surplus Breast Pumps Available

"IS YOUR AGENCY IN NEED OF BREAST PUMPS?"

**All you pay is shipping!**

**Medela Pump N Style Personal Pumps**  
Available: 626 cases (3 pumps per case)  
Contact: Ana Contreras from LA Biomed  
323-905-7800 or acontreras@slahp.org

**Ameda Double Pump Kits (Item #17133)**  
**Manual pump attachment not included**  
Available: 6 cases (20 kits per case)  
Contact: Teresa Echegaray from  
SDSUR Research Foundation WIC  
tchegaray@projects.sdsu.edu

**Evenflow/Ameda Dual Hygienic Kits for Elite pumps**  
Available: 11 cases (6 kits per case)  
**Bailey Medical Engineering — Nurture III Pump Deluxe Kits w/ storage bag/motor**  
Available: 5 cases (8 deluxe kits per case)  
Contact: Ana Castellanos from CRP WIC  
916-326-5835 x6125, Anac@cresource.org

Send your agency's surplus breastfeeding supplies announcement to:  
[Julie.In@cdph.ca.gov](mailto:Julie.In@cdph.ca.gov)

### BPC Training Update

**Administrative Training (WebEx Sessions for Administrators, PC Supervisors and IBCLCs):**

**October 30th: 1- 4 p.m. OR  
October 31st: 9 a.m.- Noon**

Topics for both sessions: 630-10 thru 630-16 policies (updates/revisions/implementation). Draft versions will be emailed out prior to the sessions.

**PC Training (for new PCs or PCs who need a refresher):**

**October 15-18; 8 a.m. – 5 p.m.**  
Community Resource Project  
250 Harris Avenue  
Sacramento, CA 95838

Topics covered: PC Scope of Practice and job expectations; breastfeeding counseling tips and more.

For more details, refer to Paul Smith's email dated September 24, 2012, or contact your respective State Contact.



Internet Address: [www.wicworks.ca.gov](http://www.wicworks.ca.gov)

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