

BREASTFEEDING TIMES

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First Annual Breast Milk Donation Drive



JENNIFER PETTUS, AMELIA SCHENDEL, CRP WIC STAFF, & JEANNETTE NEWMAN-VELEZ

The First Annual Breast Milk Drive for the Mothers' Milk Bank of California was held at Sutter Medical Plaza on December 10, 2012. Jennifer Pettus, RBL for the Community Resource Project, helped to make the event a success. The drive was held in collaboration with the Breastfeeding Coalition of Greater Sacramento and the Mothers' Milk Bank of California.

In addition to increasing awareness of breastfeeding and infant health, the event recruited

future donors and milk donations. Some mothers brought milk to the event, including one mom who donated two coolers of breast milk! Media coverage included an article in the Sacramento Bee and an interview for Capital City Public Radio. Among the guests was Assembly Member and pediatrician Dr. Richard Pan.

The main mission of the Mothers' Milk Bank is "to get moms to breastfeed," according to executive director Pauline Sakamoto. "Mother's milk can come in slowly for pre-term babies, lengthening hospital stays and costs." Sutter Medical purchases breast milk for babies under 34 weeks and considers breast milk to be a part of their medical care. Unfortunately, the

Mothers' Milk Bank of California has had a shortage for the past year.

Established in 1974, the Mothers' Milk Bank of California is the largest in the nation. They are a licensed tissue bank and all breast milk is pasteurized before being shipped to hospitals and non-profit organizations throughout thirteen states. ☞



PAULINE SAKAMOTO REGISTERING A POTENTIAL BREAST MILK DONOR

RBL Corner



ANNIRELL GARCIA, CENTRAL VALLEY RBL

United Health Centers of the San Joaquin Valley (UHC) WIC Welcomes the Central

Valley Regional Breastfeeding Liaison (RBL)

Often the desire to become a dietitian stems from a love of nutrition science and sharing that information with others or perhaps the joy of creating

gourmet foods. However, for Anntrell Garcia, it was her four sons that led her down the path to becoming a dietitian. As each baby came along, she exclusively breastfed for one year, providing the very best nutrition. These experiences formed the basis for her desire to study dietetics.

Anntrell graduated from California State University, Fresno with a B.S. degree in dietetics and is currently working on her master's degree in Nutrition. She completed the Central Valley WIC Dietetics Internship on

December 1, 2012. Two days later on December 3, she began her position as the Central Valley RBL, with the UHC WIC Program. Anntrell will promote and support breastfeeding within several of the Fresno County communities including hospitals, medical providers, and retail businesses. As Anntrell begins her RBL position she says that she is "looking forward to working in breastfeeding advocacy; I believe nutrition education and intervention should begin with breastfeeding." ☞

Monterey County WIC Program — Breastfeeding is becoming normal!

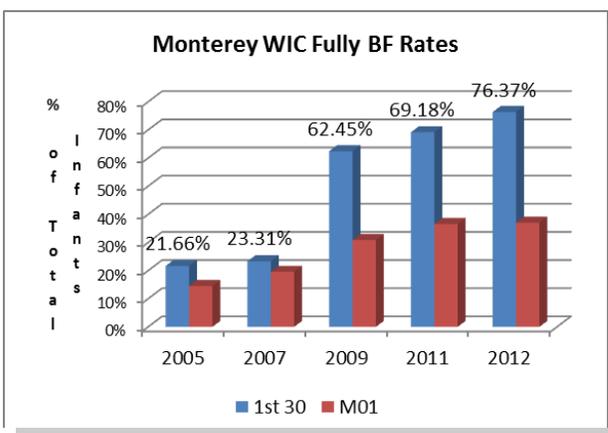


Enter any WIC site in the Monterey County WIC Program and you will be amazed to see all the breastfeeding posters and messages in the waiting areas; moms and babies comfortably breastfeeding everywhere, and peer counselors and IBCLCs providing breastfeeding counseling and lactation services.

The Monterey County WIC Program sends WIC staff to lactation courses to become Certified Lactation

Educators (CLE). To date, this agency has 29 CLEs and 3 IBCLCs.

Since 2004 the Monterey County WIC Program has had a Breastfeeding Peer Counseling (BPC) Program. WIC has had great success collaborating with other County Health Programs and Community Based Organizations which has helped increase their exclusive breastfeeding initiation and duration rates. The table below shows



an increase in breastfeeding rates

since 2005 for infants during the first 60 days of life.

Additionally, Monterey County WIC is working with Robbie Gonzalez-Dow, the RBL for Community Bridges WIC, to implement Lactation Accommodation for farm workers. This project allows breastfeeding farm workers, including BPC participants, to pump their breast milk during break times using the breastfeeding tools and supplies provided to them. The agency has over 20 breastfeeding farm-workers that are thankful for this project. ☞



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