

BREASTFEEDING TIMES

A Change Is In The Wind

Branch Changes

With the growth of the Breastfeeding Peer Counseling (BPC) Program, we want a team devoted to the support of your programs. To meet this need, we have created a Breastfeeding Peer Counseling Section.

The Nutrition Services Branch now consists of two Sections devoted to Breastfeeding, plus the Nutrition Education Section.

Leslie Kaye will now lead the team focusing on the many aspects of breastfeeding promotion and education as well as supporting the BPC Program.



Kari

Holt Reeves will continue to lead our Nutrition Education Section.

Our new BPC Section will be led by Kari Malone, coming to us from Minnesota WIC.

New Staff

On March first Kari Malone will join our team as lead of the Breastfeeding Peer Counseling Section. Kari brings a wealth of experience and is excited to be moving to sunny California.



Thuy & Denise

Denise Chapel, an RD from the Food Package Section, and Thuy Pham, an AGPA from the Budget and Accounting Section, both seasoned State employees, have joined

our

BPC team. Julie In, who is returning from maternity leave, has joined our Breastfeeding Promotion Section. We are so pleased to have them.



Julie

New Direction

Those agencies with BPC programs will be seeing changes in how we provide assistance and collaborate. Our Breastfeeding Sections will focus attention on providing support to create a baby-friendly site that encourages breastfeeding. The Policy Branch will soon start to include the BPC Program requirements in the program evaluation proces. ✦

The RBLs' Corner

The Regional Breastfeeding Liaison (RBL) Pilot Project in North County Health Services (NCHS) learned two pieces of really exciting news recently.

ASK ME ABOUT BREASTFEEDING

At the Palomar Medical Center's Breastfeeding Task Force meeting, they heard from the new Women's Services Director that she is fully on board to get the hospital to Baby-Friendly status. The NCHS RBL project brought the Breastfeeding Task Force together at this hospital about a year ago and they have been meeting every other month.

Last year, the NCHS RBL project initiated a model to provide lactation services at a nearby health center, Neighborhood Health Center (NHC), based on a model successfully implemented at NCHS health centers. At a recent meeting with the Clinic Manager, COO, and Lactation Educator, the RBL learned that NHC plans to expand the lactation services model to one of their other clinics in Temecula because it was so successful and so well received. ✦



Training Notes

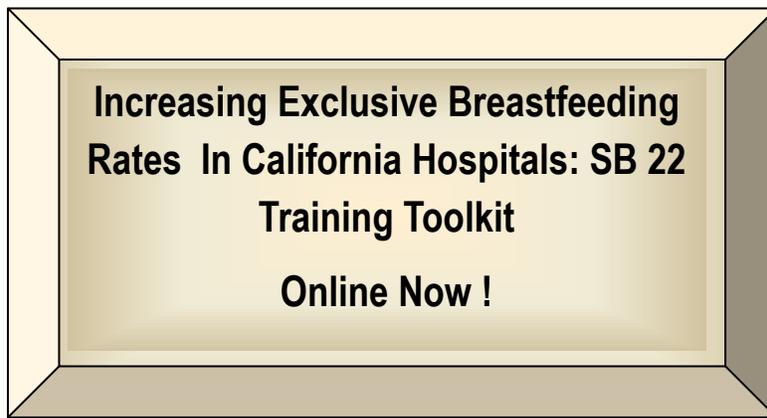
Check out the new USDA Breastfeeding Peer Counseling (BPC) Training at CWA!



This isn't your typical PowerPoint! Preview the new USDA BPC Program training in an exciting new PowerPoint platform. What's that you ask? You'll have to come to the CWA session to find out:

Session 1: Tuesday, May 1, 11-12:30 - A preview of the new training and what it has to offer.

Session 2: Tuesday, May 1, 2 - 3:30 - Learner centered breastfeeding education activities. ✦



On the Horizon—A New Peer Counseling Pamphlet

We're off and running to develop a user-friendly pamphlet promoting our WIC peer counseling services to participants. The pamphlet will be available online only for agencies to download. Our goal is to present the information in a visually engaging, easy-to-read, informative manner and be general enough for all agencies to use. The back panel will have space for agencies to include their local information.

Our initial draft was sent out to all Peer Counseling agencies requesting their input. The feedback received told us we're on the right track. The vast majority of the responding agencies indicated that they can use a pamphlet and liked the content and

graphics. We are in the process of looking at all the great feedback and working with the graphic artists at the office of state publishing to finalize the design and content. We plan to field test the pamphlet and post it online later this year. ✦



Submit items for the newsletter to: Julie.In@cdph.ca.gov



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