

BREASTFEEDING TIMES

MARCH 2012

VOLUME 1, ISSUE 2

The Policies are Coming!



Seventeen of them, in fact, clarifying everything from nipple shield use to the role of breastfeeding coordinators. The Breastfeeding Peer Counseling (BPC) Program policy will change from one broad complex policy to eight organized policies, separated into different subjects such as PC training, BPC Program finances, and Continuous Quality Improvement. A total of 34 volunteers, from 28 California local WIC agencies recently answered the statewide call to be Breastfeeding Policy reviewers.

They are reviewing the draft policies, collaborating with others within their region, and making final recommendations for any changes to the policy draft. Following the regional policy reviews, the final policies go to USDA for approval. We look forward to sending the new policies to you immediately following USDA approval.

“BPC POLICY WILL CHANGE FROM ONE BROAD POLICY TO EIGHT ORGANIZED POLICIES”

A big thank you to all those who are reviewing these draft breastfeeding and BPC Program policies. ☺

“With rates of breastfeeding being consistently lowest among low-income women, the provision of additional support for breastfeeding mothers is especially important in the WIC program. WIC’s existing peer counseling program has proven to be effective...”

~The Surgeon General’s Call to Action to Support Breastfeeding

BPCP Funds: Timeline For FFY 2012 - 2013 Request for Funding

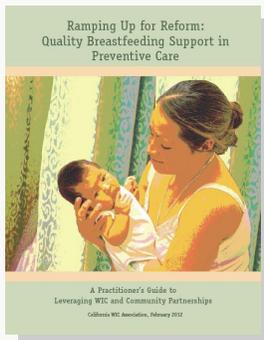
Timeline*	2012 - 2013 RFF Activity
March 13	Release of Breastfeeding Community Assessments via PWPC
March 22	WebEx Conference Call regarding Breastfeeding Community Assessment
April 13	BF Community Assessments Due to State
April 16	Release of BPC Program RFF via PWPC Letter
May 8	WebEx Conference Calls: RFF Process Overview/General RFF Questions & Answers Session (10:00 am – 11:30 am) RFF Budget-Related Questions & Answers Session (1:30 pm – 3:00 pm)
May 10	WebEx Conference Calls: RFF Budget-Related Questions & Answers Session (10:00 – 11:30 am) RFF Process Overview/General RFF Questions & Answers Session (1:30 pm – 3:00 pm)
June 11	Due Date for Local Agencies to Submit RFFs to State
July 31 - Aug 6	Local Agencies Notified Of Possible Funding
August 13	Send RFF Feedback Survey to Local Agencies
August 23	Local Agency RFF Survey Due to State

*Dates and RFF activities listed are still tentative and are subject to change. ☺

Medi-Cal and Breastfeeding Support Toolkit

It is finally here! A technical toolkit (http://www.calwic.org/storage/documents/bf/2012/Ramping_Up_for_Reform-WIC_Breastfeeding_Toolkit.pdf) for utilizing Medi-Cal for breastfeeding support. Learn how to provide a safety net in your community for breastfeeding by building collaboration with WIC, hospitals, health plans, and community clinics by providing shared support. Tap into

Medi-Cal funding for breastfeeding support. Health care reform is rolling out, and these opportunities are part of the Preventive Services. Look for webinars



this spring detailing how to garner Medi-Cal funding and improve collaboration for community breastfeeding support. Check the CWA Breastfeeding Policy webpage (<http://calwic.org/focus-areas/breastfeeding>) for more new resources and local agency examples related to Medi-Cal support for breastfeeding. Need more info? Contact Karen Farley of CWA at kfarley@calwic.org. ☞

The RBLs' Corner



ALYSON FOOTE, RBL
OF RIVERSIDE COUNTY

Regional Breastfeeding Liaison, Alyson Foote, at Riverside County, is working hard to educate her community about the California

lactation accommodation laws. Her efforts will result in more moms increasing their breastfeeding duration once they decide to return to work.

She is currently partnering with Riverside County Worksite Wellness Program to conduct webinars and classes about breastfeeding and

lactation accommodation for County employees.

Alyson continues to work side-by-side with HEALnet's worksite wellness program, in the Coachella Valley, to promote her "Complying With California's Lactation Accommodation Laws: Becoming a Breastfeeding Friendly Employer." She also held a learning session for members of the HEALnet collaborative, as well as members of city staff and elected council members.

Alyson presented information about the lactation accommodation laws and the business case for breastfeeding and WIC services at two Employer Advisory Council (EACs) meetings in Riverside County. EACs are indepen-

dent nonprofit organizations that work with the Employment Development Department to improve the quality of employment services. Her efforts resulted in local employers wanting to become designated as "Breastfeeding Friendly." Alyson plans on providing information to other EACs.

She continues to work with several other community organizations and coalitions in Riverside County. She recently stated, "I feel my efforts regarding promotion of California's lactation accommodation laws have been very successful so far and I'm excited about what is coming up on the horizon."

Keep up the great work Alyson! ☞

Surplus Breast Pumps Available

"IS YOUR AGENCY IN NEED OF BREAST PUMPS?"

All you pay is shipping!

Medela Pump N Style Personal Pump

Available: 5,000 pumps

Contact: Ana Contreras from LA Biomed
323-905-7800 or acontreras@slahp.org

Medela Harmony Manual Pumps

Available: 20 boxes

Contact: Raz from Contra Costa County
925-646-5067 or
raz.moghbhel@hsd.cccounty.us

Various Kits & Harmony Manual Pumps

Available: 35 Medela Lactina Kits

45 Ameda Elite Kits

10 Bailey Nurture Kits

30 Harmony Manual Pumps

Contact: Ying Lin from Marin County
ylin@co.marlin.ca.us

Send your agency's surplus breastfeeding supplies announcement to:
Annmarie.Biedel@cdph.ca.gov



Women, Infants and Children (WIC) Program
Internet Address: www.wicworks.ca.gov

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