

## *2012 CWA Spring Conference: Breastfeeding Related Sessions*

There are lots of breastfeeding training at the 20th Annual CWA Spring Conference. Check them out:

### *Peer Counselor Preconference*

Are you a Peer Counselor (PC) or interested in the PC Program? Come to the CWA preconference on Sunday, April 29 from 10:00 to 5:00 pm! You will enjoy this valuable session of workshops and round table discussions designed to enhance your skills and knowledge.

### *Implementing the WHO Growth Charts: Promoting Optimal Growth for Infants and Children*



Did you know there are new WHO growth charts? Come learn the differences between the current Centers for Disease Control and Prevention (CDC) charts and the new WHO/CDC charts and the research involved in developing the new standards.

In addition, get a brief synopsis of the training materials the State and the Training Committee are developing to help you prepare your staff to use the new standards, starting in October! Come find out how the new risk codes and standards will help staff serve WIC participants better. This session is on Tuesday, May 1 from 8:30 to 10:00am.

### *New USDA Breastfeeding Peer Counseling Training*



ANNMARIE BIEDEL, LAURA SANDERS, JACKIE KAMPP

There is a new USDA Breastfeeding Peer Counseling Training available! Come to

our two sessions to learn more. In the first session, on Tuesday, May 1 from 11:00 to 12:30pm, you will get a tour of the new training, *A Journey Together*. This isn't your typical PowerPoint! This training is in a new PowerPoint dashboard. In the second session,

on Tuesday, May 1 from 2:00 to 3:30pm, you will experience two modules of the new training! Get involved in new learner-centered activities that you can do with your peer counselor and WIC staff.

### *Breastfeeding Coordinators Meeting*

Calling all Breastfeeding Coordinators! Our annual meeting will be on Tuesday, May 1 from 4:00 to 5:30pm. In this session you will explore resources, especially ones from the Internet, that you and other educators will find useful in preparing materials for use in your agency. There will be time to network and to learn about advocacy roles in promoting and supporting breastfeeding. ☞

**LOOK FOR MORE INFORMATION ON THE 2012 CWA SPRING CONFERENCE AT:**

**<http://calwic.org/events/2012-annual-conference>**

## *The It's a Super Simple BFF Survey*

We recently sent out a BFF (Breastfeeding Friendly) survey to the Breastfeeding Coordinators. We are asking for input on the materials currently available. What materials do you use? What form of media do you use to

communicate with participants to support them in breastfeeding? What do you want? It's a quick online survey and your chance to give us the real skinny on what works, what doesn't and what would work better. We're looking

for agencies to gaze into their WIC crystal balls. Think about social media—how can we use it to help make breastfeeding the norm in WIC. Be sure to fill out the survey and send it in by April 5, 2012. It's easy! ☞

## Let's Start Planning for the World Breastfeeding Week: August 1—7

The 20th World Breastfeeding Week (WBW) is just around the corner, August 1—7, 2012. This year's theme is "Understanding the Past: Planning for the Future." The objective this year is "to celebrate but also to look back, understand what has happened and why. Then plan what more can be done to support all women to be able to optimally feed



and care for their infants and young children." For more information about WBW, check out the World Alliance for Breastfeeding Action website at <http://worldbreastfeedingweek.org/index.shtml>.

Let's start planning our local events to celebrate. The Annual Breastfeeding Walk at the California State Capitol will be held on August 1, 2012. Be sure to join us if you're in the Sacramento area.

## Article Review: The Measure of Success



It's agreed that the Breastfeeding Peer Counseling (BPC) Program provides critical education and

support beyond the hospital setting, but it's often difficult to agree upon the measure of success. Let's take a look at what the experts say comprises a successful BPC Program. A successful BPC Program \*:

- exists in a well operating WIC agency with a well trained staff,
- has Breastfeeding Peer Counselors who spend 45 minutes or more with each participant,

- receives the support of agency wide services,
- has access to health professionals, and
- builds collaborative ties to outside agencies.

The BPC Programs around the State have achieved many levels of success that we will celebrate in the coming months. Stay in communication with your state contact for updates and new information about how you can best measure your BPC Program success. We're here for you!

\*<http://www.mendeley.com/research/evaluation-breast-promotion-through-peer-counseling>.

When a State WIC staff member was at the Wellspring Women's Center in the Oak Park neighborhood of Sacramento, the mother of a healthy looking, one month old baby shared her story:

This mom has five children, the two youngest are a 3 year old that is still breastfeeding and a newborn. She was not on WIC during her last pregnancy. At his one week check, her new baby had not gained any weight and the doctor said, "come back next week and if he still doesn't have enough weight gain, you will have to give formula." *Mom did not want to give formula and immediately thought of WIC for help!* She went to see the "lactation counselor" who recommended instead of nursing her baby first, that she nurse the 3 year old first. Mom thought she was giving preference to the baby. During the appointment she learned about hind milk being richer. The baby gained weight, and both the doctor and mother are happy. At that same appointment, WIC staff also enrolled mom, her 3 year old, and the baby. *Go WIC!*

## Surplus Breast Pumps Available

"IS YOUR AGENCY IN NEED OF BREAST PUMPS?"

**All you pay is shipping!**

**Medela Pump N Style Personal Pumps**  
Available: 968 cases (3 pumps per case)  
Contact: Ana Contreras from LA Biomed  
323-905-7800 or [acontreras@slahp.org](mailto:acontreras@slahp.org)

**Medela Harmony Manual Pumps**  
Available: 180 boxes (20 per box)  
Contact: Raz from Contra Costa County  
925-646-5067 or  
[raz.moghbel@hsd.cccounty.us](mailto:raz.moghbel@hsd.cccounty.us)

**Ameda Elite Double Pump Kits**  
Available: 50 boxes (20 per box)  
Contact: Ying Lin from Marin County  
[ylin@co.marin.ca.us](mailto:ylin@co.marin.ca.us)

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

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

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