

BREASTFEEDING TIMES

Breastfeeding Texting “Bfed Program” of Santa Barbara WIC



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A recent survey conducted by the Santa Barbara WIC Program found out

that 90% of their Breastfeeding Peer Counseling (BPC) participants had cell phones. 100% of these same participants agreed to use texting as a method of communication. After hearing this, the WIC administration moved forward to include texting into their BPC Program. As a result, the

Santa Barbara WIC Program is meeting some of the needs of their Gen Y participants through the “Bfed Program.”

The Bfed Program uses texting to send breastfeeding educational messages. At the click of a button, several breastfeeding messages in both English and Spanish go out biweekly to all prenatal women who enter their 12th week of pregnancy. This method allows the Peer Counselor (PC) to count each reply as a PC contact. Take a look at just some of the breastfeeding texting messages:

Week 12: There are 200+ important things in breast milk

that are not in ANY formula. These things keep your baby strong, healthy and smart!

Week 14: Your body starts making milk at about 3 months in your pregnancy—you already have milk for your baby! This first milk is called colostrum.

Week 34: Breastfeeding moms lose weight faster after baby is born. Breastfeeding burns an average of 500 calories a day!

Week 35: Breastfeeding is instinctual! Many of baby’s reflexes help them get to the breast. Sometimes babies need a bit of help, but all babies WANT to breastfeed. ☺

RBL Corner

Jeanne Kettles is a Regional Breastfeeding Liaison (RBL) for seven WIC agencies in one of California’s most demographically diverse counties, Alameda. To meet the different needs, Jeanne fosters WIC partnerships with various maternal child health programs.

In a countywide collaboration meeting, Jeanne encouraged site staff from 20 Comprehensive Perinatal Service Program (CPSP) sites and 16 WIC sites to develop relationships by increasing their understanding of what services each program offers. CPSP sites

were provided with reference materials to help establish consistent breastfeeding messages and effective referrals.

When Child Health Disability Prevention (CHDP) developed the new *Breastfeeding Health Assessment Guidelines* for pediatric providers, Jeanne proposed that CHDP collaborate with WIC. “WIC is a vital resource for CHDP referral for infant nutrition and breastfeeding support,” Jeanne observes. “With the new Breastfeeding Guidelines, CHDP pediatricians will refer even more participants to WIC.”



JEANNE KETTLES

In addition, Jeanne is working with the WIC site managers. At an RBL- facilitated regional seminar, managers from WIC sites across the county convened to consider results of a breastfeeding staff survey. The goal was to share challenges and resources to define and enhance staff core competencies in breastfeeding. ☺

Revised WebEx Conference Call Dates for BPC RFF

Tuesday, May 15 and Wednesday, May 16

10:00 am – 11:30 am RFF Process Overview/General RFF Question & Answer Session

1:30 pm – 3:00 pm RFF Budget-Related Question & Answer Session



The Results Are In For Our Breastfeeding Materials Survey

Thank you to everyone who responded. We received a huge response with lots of great input. Breastfeeding definitely strikes a passionate chord in WIC. Here are a few highlights:

- Most of the current materials are *regularly used* and used more on an *individual* basis rather than in *groups*.
- Many coordinators indicated they like the materials and have no comments for needed changes.
- Some suggested combining materials so there are fewer handouts.
- Others want more graphics and photos and less words.
- Still others had suggestions for topics and information to add.
- When it comes to posters, we received a huge, very positive

response—local agencies want posters. We received many suggestions for topics; here are a few:

- * Mother-to-mother breastfeeding support
- * Moms breastfeeding in different locations—home, park, mall, library, playground
- * Laid back/biological nurturing
- * Breastfeeding pictures that look up-to-date and friendly
- * Working and breastfeeding, maybe a mom pumping at work
- * Different ethnic breastfeeding moms and babies
- * No formula in the first 30 days

- As far as ways to communicate about breastfeeding with participants, you said:

- * Written materials (> 90% yes)
- * Text messages (> 50% yes)
- * Support group topics (90% yes)
- * Email messages (> 50% yes)
- * A PowerPoint on breastfeeding, DVDs, short video clips, lesson plans and website resources had big positive responses.

Lastly, we received lots of suggestions for topics that participants would find beneficial, too many to include here. We are so excited about all the opportunities that lie ahead. Our future is bright with so many involved and passionate people contributing. ☪

Breastfeeding Peer Counseling: Today's Outlook



Today's outlook for the creation of Baby Friendly sites and establishing breastfeeding as the norm is as promising as

ever. Current evidence continues to support the use of Breastfeeding Peer Counseling in the clinic setting to help improve exclusive breastfeeding rates.

What exactly does the evidence show to date? In regards to exclusivity, one recent study review (Chapman, 2010) found that efficiently planned intervention strategies were effective in promoting exclusive breastfeeding when various communication channels were used for promotion efforts.

As you form your teams to complete the 2012-2013 Request for Funding (RFF) Proposal, take a concerted look at the various communication channels

that you have been using to conduct your BPC Program activities. Use a variety of activities such as texting, Facebook, warm line messages, and lively poster boards with testimonials. With today's positive outlook as the forecast, we're closer than ever to creating the Baby Friendly environments that we've all envisioned.

~ Journal of human lactation official journal of International Lactation Consultant Association (2010) ☪

COMING SOON: *BPC Q&A BOARD*

Future editions of the Breastfeeding Times will include a *BPC Q&A Board* to let you know what other BPC Programs around the state are asking. You will be able to read common or frequently asked questions and answers about the operation of the BPC Program. Questions highlighted in the *Board* are gathered during our BPC Technical Assistance (TA) visits. If you have not been visited and have a question, please contact your State Agency Contact.



Women, Infants and Children (WIC) Program
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