

*Breastfeeding — The Ups and Downs*

Breastfeeding was the norm back in the wagon train days when California was settled. Not long after, in the 1880s, cows' milk supplementation became popular so that women of means could spend more time with their husbands and working women could leave their babies with grade-school aged sisters. Ever since, health departments and some doctors have campaigned for breastfeeding with mixed results.

In 1897, 18% of Chicago's babies died before their first birthday with diarrhea from unclean cows' milk causing more than 53% of deaths. Experts estimated that 15 "hand-fed" babies died for every one breastfed. By 1910, public health departments were promoting clean cows' milk in addition to urging breastfeeding for as long as possible. In Minneapolis, nurses met with new moms immediately after birth and as needed for nine months resulting in 96% of babies being breastfed through two months and 72% through nine months. While in Chicago only 39% of moms exclusively breastfed their newborns.

In the 1930s, physicians belittled human milk as "nothing...sacred." By 1971 breastfeeding had reached an all-time low in the

US with only 24% of moms initiating breastfeeding. The feminist movement of the 1970s revived breastfeeding which fluctuated through the 80s and 90s. By 2001, 69.5% of US moms initiated breastfeeding with greatest increases among those historically less likely to do so – black women, those with less education, and WIC enrollees.

With increasing evidence of the risks for babies and moms of not breastfeeding, WIC's role in increasing breastfeeding initiation and duration remains essential.

~ Source: American Journal of Public Health. 2003 December; 93(12) 

**NOTE:**

***We will not be publishing  
an August 2012  
Breastfeeding Times.***

*RBL Corner*

LISA BROUGHTON,  
RBL

Contra Costa County WIC has a new Regional Breastfeeding Liaison (RBL)! Lisa Broughton, former Breastfeeding Peer Counseling

Program supervisor, has two RBL goals: 1) revive the county breastfeeding coalition; and 2) increase breastfeeding education competencies of county health care providers.

Recently, the County received a grant from Kaiser to address gaps in breastfeeding service

and employer lactation accommodation. Lisa saw that the grant project brought together a diverse group of stakeholders—perfect for the renewed county breastfeeding coalition. They're already busy updating the county resources directory and conducting a women's survey to obtain baseline breastfeeding data. They also have plans to address lactation accommodation and establish a breastfeeding hotline.

Building on her previous connections with Contra Costa County Regional Medical Center's (CCRMC) perinatal staff, Lisa is

offering Baby Behavior training for perinatal nurses, pediatrics staff, public health nurses, and family practitioners. She also provided an in-service on county breastfeeding resources and new WIC lactation referral protocol.

Lisa knows that getting the right people to the table is key. By working with various committees and medical department directors, Lisa has helped the County progress toward a Medical funded outpatient lactation clinic and Baby-Friendly hospital designation. Keep up the great work, Lisa! 

## Breastfeeding Peer Counseling (BPC) Program Highlight



PEER COUNSELORS DEMONSTRATING HOW TO WEAR THE MOBY WRAP

Tracie Barrows, the WIC Director, and Susie McCulloch, Peer Counseling Supervisor/IBCLC, of Sonoma

County have developed a successful BPC program by embracing the breastfeeding vision for California:

*Breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond. WIC is known in the community as a source for breastfeeding information and assistance.*

Their program offers excellent training to staff and community based organizations, runs well-attended support groups, and collaborates with community based organizations to support breastfeeding. All of these efforts have led to an increase in their exclusive breastfeeding rates!

Sonoma County has expanded their peer counselor (PC) training beyond the required 25 hours (draft policy WPM 630-15). After being trained, Susie mentors the PCs for an additional 120 hours. She does this by listening in on the phone calls made to participants and monitoring documentation made in the BPC Database. In addition, she provides monthly breastfeeding in-service trainings for PC and WIC staff. Comprehensive Perinatal Service Program staff, public health nurses, and Teen Parenting social workers often attend these in-services.

Support groups are offered for prenatal and postpartum Spanish-speaking moms enrolled in the BPC program. These classes are well attended, averaging 15 moms. Moms who attend a pre-set amount of classes are taught how to use, and then given, a Moby Wrap, which is funded by a First 5 grant.

Sonoma County BPC Program collaborates very closely with various community partners. Tracie is a member of the Baby-Friendly Hospital

Collaborative which supports and assists hospitals wanting to achieve Baby-Friendly status. Susie is a member of the Sonoma County Breastfeeding Coalition. She is in the process of revising the coalition's breastfeeding resource guide and breastfeeding clinic flyer. She has also developed a pump request form that is being used by local Sonoma County hospitals for WIC moms.

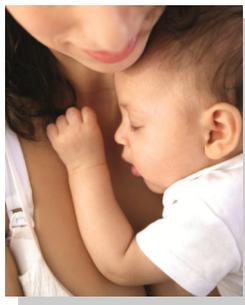
The efforts of the Sonoma County BPC Program to ensure quality breastfeeding support has contributed to a dramatic increase in their BPC Program exclusive breastfeeding rates. In May 2012, 72% of moms with infants 0-3 months were exclusively breastfeeding compared to only 47% of WIC moms not participating in the BPC Program.

Sonoma County WIC is committed to embracing the breastfeeding vision of California WIC. They provide the support WIC participants need to breastfeed successfully and are making it known in the community that WIC is the place for moms to get that support! ☺

## BPC Q&A Board

**Q: Can a Peer Counselor (PC) who is also an IBCLC be paid at a PC salary?**

**A:** In accordance to our Policy 630-13, "If a PC becomes an IBCLC she may continue to work as a PC at the PC salary as long she continues to work within the scope of PC practice and she and the agency mutually agree to this arrangement."



**Q: When does a PC need to refer a mom to an IBCLC?**

**A:** A Peer Counselor shall make immediate referral to the

IBCLC when they encounter the following:

- breastfeeding problems outside of the normal breastfeeding experience;
- breastfeeding problems that are not resolved within 24-48 hours of their intervention, or
- problems in an area other than breastfeeding. ☺

**2012 World Breastfeeding Week (WBW): August 1 - 7**

**Want your Local Agency WBW activities highlighted in the September 2012 Issue of the Breastfeeding Times?**

Submit your photos and descriptions by August 20th to Julie.In@cdph.ca.gov.

