

BREASTFEEDING TIMES

State WIC Celebrates World Breastfeeding Week

CA State WIC staff celebrated the 2012 World Breastfeeding Week, August 1—7, by participating in fun activities all week long.

August 1—World Breastfeeding Walk



KAREN FARLEY AND ERIKA TRAINER LEAD THE BREASTFEEDING WALK AROUND THE STATE CAPITOL

State WIC staff attended the annual “World Breastfeeding Walk” around the state capitol. The event was sponsored by the California Breastfeeding Coalition and the California WIC Association. Invited speakers included Dr. Ron Chapman, CA Department of Public Health Director, and Christine Nelson, Interim WIC Director. Several CA businesses were recognized for their efforts in meeting employees’ lactation needs.

August 2 & 6—Breastfeeding Promotion Open House



Over 50 State WIC staff came by the Nutrition Services Branch Open House to view displays highlighting current breastfeeding promotion activities and enjoy refreshments. They read the



TONY NGUYEN DILIGENTLY FILLS OUT HIS BREASTFEEDING SCAVENGER HUNT CARD

displays and participated in activities throughout the week in order to complete their scavenger hunt cards to win prizes. Also on display were 131 paper hands from different Branches of State WIC. Staff were asked to complete the statement “I have a hand in supporting breastfeeding by...” Members of the Program Operation and Support Section won prizes for having 100% participation in this activity.

August 2 & 6—Lactation Room Open House



ANGIE COBEY, TRISHA LAWSON, AND MICHELLE WILKINS VISIT THE LACTATION ROOM

Curious State WIC staff followed baby foot prints into the lactation room where exciting displays and healthy food awaited. Staff viewed displays on breast



pumps, the CA Lactation Accommodation Law and one employee’s journey as a working, breastfeeding mom.

August 3—Breastfeeding Video Festival

Over 25 State WIC staff enjoyed the Breastfeeding Video Festival which included free popcorn and six short videos. The videos ran in a ½ hour continuous loop and included titles such as “A Tale of Two Births: The Baby Friendly Rap” and “The WIC Show.”

August 7—Breastfeeding Walk at State WIC Office and Closing Ceremony



ANDY BARBUSCA TOLD WALKERS OF HIS BREASTFEEDING SUPPORT ROLE

State WIC staff took a walk inside the office building to promote breastfeeding. With placards in hand, they cruised the aisles, gathering supporters and searching out a couple of breastfeeding champions, Jenny Donaldson and Andy Barbusca, who proudly talked about their breastfeeding support roles. Walkers stopped to view the comfy lactation room before spilling out into the lobby for the Breastfeeding Week closing ceremony. ☪

Local WIC Agencies Celebrate National Breastfeeding Month

Local WIC Agencies throughout California celebrated August 2012— National Breastfeeding Month within their communities.

Nevada County WIC



Nevada County WIC celebrated World Breastfeeding Week in front of the local Briarpatch Community Co-op and Market.

They had moms stop by and nurse and rock their babies throughout the day. All moms received golden, jeweled crowns. The market's representative invited them to come again soon.

Marin County WIC



Marin County WIC celebrated and honored the many amazing breastfeeding moms and the dedicated, supportive staff who have helped to create a breastfeeding friendly culture within their agency. Invitations for a tea party were sent to all 350 fully breastfeeding moms to join WIC staff for an afternoon of tea, sandwiches, and healthy treats. Every staff member contributed their time, creative talents and baking skills to

provide an elegant and memorable celebration. Each fully breastfeeding mom was given a string of beads as she arrived. Staff and participants mingled, sipped tea, and enjoyed each-other's company. Thanks to a generous donation from Design Veronique, each participant was individually sized and given a high quality nursing bra.

Shasta County WIC



Shasta County WIC, Shasta Moms Circle, World Breastfeeding Week Celebration/Walk on August 1st was attended by more than 25 breastfeeding women and their families. Many of their Peer Counselors, two of their IBCLC's, and their Regional Breastfeeding Liaison were present and wearing pink t-shirts. They had a sack picnic lunch under the Sundial Bridge before walking across the bridge carrying signs and balloons with positive breastfeeding messages. The local aquatic center donated pool passes as door prizes for all attendees.

Fresno EOC WIC



The Fresno Economic Opportunity Commission (Fresno EOC) WIC Program Breastfeeding Peer Counselors and other staff participated in the Fresno

County Babies First — 7th Annual Breastfeeding Awareness Walk and Celebration on Saturday, August 4th. The walk was held at Roeding Park with raffle prizes, healthy snacks, and shirts for all in attendance. Fresno County Supervisor Henry Perea and Fresno County Department of Public Health Director Dr. Edward L. Moreno gave motivating speeches to promote, encourage, and support breastfeeding. There were 454 participants this year with 37 moms partaking in the Big Latch On. The fun and inspiring event allowed healthy families to celebrate the joys of breastfeeding while bringing awareness to the community about the benefits of breastfeeding.

Gardner Family Care Corporation



Gardner Family Care Corporation is a non-profit WIC Program in San Jose. For World Breastfeeding Week, they set up breastfeeding information tables on August 3rd at all of their OB/GYN clinics. They invited medical staff and patients. At the event WIC staff offered breastfeeding literature, promotional items, and raffled off prizes. An IBCLC was present at each site and three different health clinics to offer information and answer questions. There was lots of interaction between medical staff, patients, and WIC staff.

Community Bridges WIC



AT THE ANNUAL BREASTFEEDING WALK, ONE OF COMMUNITY BRIDGES "MEN AT WORK," DANIEL VASQUEZ, TALKS WITH A DAD ABOUT THE IMPORTANCE OF BREASTFEEDING

Community Bridges WIC Program hosted their 6th Annual Breastfeeding Walk, on August 10th, in the Watsonville City Plaza. This year, in partnership with Salud Para La Gente, they focused on lactation accommodation in the workplace by donning t-shirts that read, "Breastmilk. Anytime. Anywhere." "Leche Materna. A cualquier tiempo. En cualquier lugar." They invited local businesses, along with community members, to learn more about the lactation accommodation laws and how to implement them in the workplace. They also invited local community agencies to join them in providing resources and information surrounding breastfeeding to the public.

Riverside County



World Breastfeeding Week 2012 was celebrated throughout all of Riverside County for the month of August. Breastfeeding Peer Counselors worked with each Riverside County WIC office

and held celebrations to honor breastfeeding mothers. The Peer Counselors and WIC staff collaborated and received many donations from local companies to give to their Exclusively Breastfeeding Moms. During these events, moms visited informational booths, took pictures with their babies, and had baby foot prints done as a keepsake for their baby books. Baby slings and Moby wraps were also available for purchase at a reduced cost. The moms provided many positive comments. They felt very special that a day was planned for them to be honored. Breastfeeding Peer Counselors and WIC Staff are excited to get working on next year's events.

United Health Centers of San Joaquin



The United Health Centers of the San Joaquin Valley WIC Program celebrated breastfeeding throughout the month of August with food, games, displays, and training.

Breastfeeding moms at the Riverdale site wrote messages about their breastfeeding experience on a large poster; played "Pin the Baby on the Breast" while blind folded, ate delicious snacks, and received a "boobie beanie," crocheted by a staff member's mother-in-law, for their babies. In the lobby, pictures of fully breastfeeding babies were attached to the branches of a large paper tree titled, "Tree of Life." The tree continues to grow!

The Coalinga, Easton, Huron, Kerman, Marks, McKinley, Mendota, Orange Cove, Parlier, Pinedale, Reedley, Sanger, Selma, and Tarpey sites celebrated with a variety of activities, door prizes, food, and displays.

California is committed to ensuring the pediatric and long-term health of our youngest residents, and a healthy start begins with breastfeeding.

Breastmilk is the only food that a healthy, full-term infant needs for the first six months of life. The unique bond a mother develops with her child while breastfeeding aids in the baby's emotional and cognitive development.

The benefits of breastfeeding continue beyond six months, with the introduction of complementary solid foods, up through the first year of life and beyond. Breastfeeding mothers also lower their own risk of postpartum depression, breast cancer, ovarian cancer, osteoporosis and type 2 diabetes.

This August, I commend the efforts made by the public health and health care community in California to support breastfeeding.

*~ Governor Edmund G Brown Jr.
Letter on Breastfeeding Awareness
August 2012*

Glenn County



With big smiles and lots of prizes, the Glenn County Health Services WIC staff invited all breastfeeding women to “Walk into WIC” on Wednesday, August 1st, to celebrate World Breastfeeding Week 2012. Speakers included Dr. Corona, County Health Officer, Megan Kepler from Moby Wrap Inc. (who brought Moby Wraps as prizes), and Jennifer Clements who spoke about Doula Care. Healthy snacks were enjoyed by all on a hot August day in their cool office.

San Ysidro Health Center WIC



For San Ysidro Health Center WIC (SYHC), the World Breastfeeding Week was a moment to cherish their loving moms, whom they acknowledge, support, encourage, and praise, for the great job of breastfeeding!

The SYHC WIC celebration started at the Chula Vista site with a “Mini Walk,” which included staff and WIC families and a brief introduction of how the walk started. Then, three walls were inaugurated: Wall of Breastfeeding Stars, Wall of Gratitude to Mothers, and Wall of Staff Support, showing pictures of moms, children, and staff.

The National City site awarded moms with stars and pictures posted

on a wall, and provided an inspirational talk conducted by Phoebe McPherson.

The Imperial Beach site rewarded breastfeeding participants with the Breastfeeding Champions Wall, decorated with Olympic rings, gold medals, samples of the Breastfeeding Law and pictures of breastfed children and supportive fathers.

The San Ysidro site honored breastfeeding moms with hanging stars and a tea party as part of the celebration.

The Maternal and Child Health Center site awarded their breastfeeding moms with pictures and a Certificate of Excellence.

The SYHC WIC also included some cooking demonstrations using WIC foods for pregnant women and breastfeeding moms. The celebration culminated on August 30, 2012, with awarding the winners of the Breastfeeding Essay Contest.

Orange County Health Care Agency



The Orange County Health Care Agency WIC Program celebrated National Breastfeeding Month by dedicating a Breastfeeding Celebration Day during the month of August at most of their WIC sites. On that day, there were displays of breastfeeding posters, handouts, and magazines.

Refreshments were served and gifts were raffled after the breastfeeding support group or a breastfeeding class. There were breastfeeding displays at the WIC agency headquarters, in the main entrance, and the employees’ lounge.

Northest Valley Health



Northest Valley Health Corporation WIC celebrated World Breastfeeding Week by hosting Breastfeeding Awareness Walks at 13 WIC sites. Dedicated moms, dads, kids, and WIC staff weathered the heat of the San Fernando and Santa Clarita Valleys to walk in their neighborhoods in an effort to increase community support for breastfeeding.



Toiyabe WIC

Toiyabe WIC held their 8th annual Community Breastfeeding Awareness Walk indoors with over 130 attendees. They had many donated items from local vendors to show their support for breastfeeding. These items were raffled off to all attendees. The event was a collaboration between the Inyo County WIC, Inyo County First Five, and Inyo County Huubu Program (Native American Outreach).

