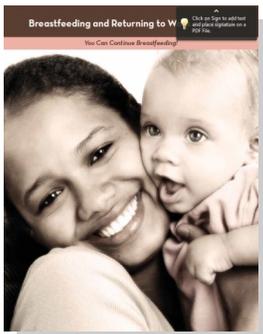


BREASTFEEDING TIMES

New WIC Materials Focusing on Breastfeeding



“The Hospital Experience” booklet, available in English and Spanish, is a full-color, 14-page booklet that touches on breastfeeding, visitors to the hospital, skin-to-skin, rooming in, colostrum, and formula advertising. It also includes a packing list for the hospital.



The “Breastfeeding and Returning to Work or School” booklet is also available

in English and Spanish. This full-color, 14-page booklet briefly touches on breastfeeding and returning to work, hand expression, the law protecting a mother’s right to express milk at work, child care, how to store milk, how to keep a good milk supply and what to do when returning to work or school.

The “Breastfeeding Peer Counselors—Supporting You and Your Baby” pamphlet, available in English and Spanish, describes the services peer counselors offer. There is also space for local agencies to personalize the back panel.

A Breastfeeding Peer Counseling Poster is in progress. It will be available in English and Spanish. The poster features a breastfeeding mom from the BPC pamphlet and the headline reads: “Ask about our Breastfeeding Peer Counseling Services.” There is space to attach



photos of local agency peer counselors, if desired.

Use OSP Order Form 513 to order the new materials. It’s recommended that local agencies use both “The Hospital Experience” and “A Guide to Breastfeeding” as part of the education for all prenatal participants.

A few pamphlets are being phased out because the content is covered in the new materials. These include: “Pumping and Storing Breastmilk for Your Baby,” “Breastfeeding While Working or Going to School,” “You Can Make Plenty of Breastmilk” and “What to Expect in the First Week.”

Upcoming 2013 CWA Annual Meeting

The 2013 California WIC Association Annual Meeting is here and there are lots of exciting workshops that are offered! It is a pleasure to announce that Cheryl Scott and Kathleen Kendall-Tackett will be speakers at the CWA meeting. Dr. Cheryl Scott is a requested speaker at national and



DR. CHERYL SCOTT

international lactation conferences on the topics of breastfeeding support and management. Dr. Scott will be presenting on “Trouble Shooting Common Breastfeeding Challenges” and “Exceptional Care for Ourselves and our Breastfeeding Families.” Dr. Kathleen Kendall-Tackett is the Editor-in-Chief of Praeclarus Press that focuses on women’s health. She has written many journal articles and has authored 22 books in the field of breastfeeding and women’s health. Dr. Kendall-Tackett will lead the preconference titled “Clinical Breast

-feeding Day” and present again during the conference on “Weighing in on Obesity and Breastfeeding Science, Culture and Politics.” Please plan to attend the Breastfeeding Coordinators meeting!



DR. KATHLEEN KENDALL-TACKETT

RBL Corner



JEN PETTUS, RBL

When Community Resource Project (CRP) WIC hired Jen Pettus as Regional Breastfeeding Liaison (RBL) in January 2011, the agency was hoping to improve

relationships with local hospitals and physicians in the Sacramento area. Since her start date, Jen has worked diligently to establish and expand existing partnerships and improve relationships with the healthcare provider community. Often, hospitals and staff just require a little encouragement and logistical support to establish momentum and gain buy-in from leadership to increase support for breastfeeding. By acting as a liaison between multiple groups with similar goals and initiatives, Jen has been able

to increase awareness about WIC's ability to serve as a critical breastfeeding resource. She provides mini-trainings during staff meetings, nurse huddles and attending annual RN skills labs in the hospital.

Jen also has made it a priority to provide accurate, evidence-based breastfeeding education directly to the healthcare provider community. By partnering with the local Breastfeeding Coalition of Sacramento, she has been able to bring several trainings to hospitals and physicians featuring topics such as "Ankyloglossia," "Baby Behaviors" and "Hand Expressing/ Hands On Pumping."

Jen has expanded partnerships with professional medical associations, including the Northern California OBGYN Society and CPSP Program. She arranged for Dr. Gail Newel, OBGYN and Director of Maternal, Child and Adolescent Health for Fresno County, to provide two trainings to OBGYNs in Sacramento on "Breastfeeding: A Political Issue."

In addition, Jen looks forward to providing lunch trainings in upcoming months to physicians on a variety of topics including: "Understanding Baby Cues," "Differences Between Breast Milk and Formula," "Increasing Milk Supply" and "Billing for Breastfeeding."

CRP WIC looks forward to the future and continues to build momentum and support for exclusive breastfeeding by improving relationships with healthcare providers and local hospitals. ☘

Surplus Breast Pumps Available

"IS YOUR AGENCY IN NEED OF BREAST PUMPS?"

All you pay is shipping!

Ameda Kits

Available: 2 boxes (20 kits per box)
3 boxes (10 kits per box — hand-packed older kits)

Bailey Nurture II Kits

Available: 4 boxes (6 kits per box)

Hygeia Endeare Kits

Available: 3 boxes (20 kits per box)

Medela Lactina Kits

Available: 5 boxes (20 kits per box)

Contact: Stephanie Laurean from Clinicas de Salud del Pueblo, Inc.

Phone: 760-344-9606 x110

Fax: 760-344-5063

Send your agency's surplus breastfeeding supplies announcement to:

Julie.In@cdph.ca.gov

MARK YOUR CALENDAR

Breastfeeding Coordinators Meeting at CWA

Tues., April 23, 2013

4:00PM — 5:30PM



Agenda items include: State update, quality education, breastfeeding materials, policy updates, and breastfeeding competencies.



Internet Address: www.wicworks.ca.gov

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