

BREASTFEEDING TIMES

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Asking Permission by Erika Trainer

We all want respect. Asking permission, before you present advice, give feedback or touch a mother's child, is essentially an expression of respect. When you ask permission, you open the "connecting" door between you and your moms. Asking permission is not just good manners, it acknowledges that there may be boundaries we are not aware of and shows that we respect the boundaries of a person. Asking permission builds trust.

Do you remember to ask the mothers you work with for permission? You might ask, "May I share some ideas for increasing your milk supply that other



mothers have found helpful?" Or, you might say, "Is it alright that I touch your baby to help get him in a better position?" Asking permission—so simple, yet so powerful. By asking permission and then allowing the woman in front of you to respond, you are preparing her to hear what comes next; you are gaining her buy-in by involving her and showing her that you respect her.

When you ask for permission you are giving the person

something to say "yes" to and that is always a positive place to start. Your job is to recognize the strengths of the person in front of you and provide additional information that can be used to help inform their decision. Each participant is the expert on their own life and on their child. We are outside observers who have crossed paths with these mothers and are there to boost them up as they go by.

So, the next time a mom sits down in front of you, and all that wonderful breastfeeding knowledge you possess bubbles up, stop! Ask permission and respect her response. ☘

Should You Yield to Yellow? Jaundice in the Breastfed Baby



White eyes and pink skin may not be the norm in all newborns. A slight yellow color, while alarming, occurs in about 60% of neonates. This yellowing is caused by bilirubin. Babies have an excess of red blood cells at birth which break down after birth, releasing bilirubin. The associated color change is known as jaundice.

Not all jaundice is the same. There are two types of jaundice

commonly associated with breastfeeding. These are: Breast Milk Jaundice, a harmless and common elevation in bilirubin associated with healthy breastfeeding; and Non Breastfeeding Jaundice, caused by inadequate calorie intake in the breastfed infant.

Non breastfeeding jaundice can be caused by inadequate feedings or other problems, such as a poor latch. Signs include excess weight loss (or failure to regain lost weight), concentrated urine or too few diapers, or a sluggish baby. This condition can snowball because a poorly feeding baby becomes dehydrated and sluggish which then makes feeding more

difficult creating more hydration.

How can breastfeeding prevent jaundice? Early and frequent breastfeeding (8-12 times in 24 hours) helps control jaundice by facilitating the passage of meconium, which contains bilirubin. Colostrum, the first breast milk, is a laxative and helps clear the bilirubin. Breastfeeding women who are having difficulties with feedings need prompt assistance by a breastfeeding expert. Jaundiced infants should be followed by their healthcare provider. Resources: Academy of Breastfeeding

RBL Corner



ANNE GARCIA, RBL

Anne Garcia, of the United Health Centers of the San Joaquin Valley (UHC) WIC Program, is the Regional Breastfeeding Liaison (RBL) for Central Valley. As the liaison between WIC and multiple health care providers and employers, Anne is creating awareness of WIC services, including participant breastfeeding support. She is establishing relationships with community healthcare providers, local employers, and collaborating with community programs, such as First 5 and Babies First Breastfeeding Task Force. Anne is promoting WIC as a breastfeeding resource and providing support for breastfeeding mothers by narrowing breastfeeding support gaps for UHC WIC Program. Her work with the community partners serves WIC

participants from multiple WIC programs and geographic areas, including other Fresno County WIC Programs, and Central Valley WIC Programs.

Anne is facilitating California WIC Breastfeeding Peer Counselor Training for the CPSP staff at Fresno's Omni Women's Medical Group, which serves up to 40% of prenatal women in Fresno. She is partnering with St. Agnes Medical Center to host the Baby Behavior Training by Dr. Heing in June 18, 2013. All of the healthcare provider partners identified through the Breastfeeding Peer Counselor Program External Assessment are invited. Anne looks forward to future "lunch and learns" and to educating employers on legal breastfeeding obligations and accommodations and staff on their breastfeeding rights.

Anne continues to provide the community partners with the most

current and effective breastfeeding outreach, education and resource information. In May 2013, Anne passed the National Registered Dietitian Exam. *Congratulations Anne!* Her next step is CLC training in June.



Breast Pump News

Medela has depleted their supply of refurbished Lactinas. For the remainder of the year we will purchase new Lactina Select pump with three-year warranties to fill your pump orders. The new pumps cost more so we have had to reduce the number of pumps some local agencies will receive. Also, we slightly reduced the kits order so we could purchase additional pumps. We will be providing you a new shipping schedule that will reflect any reduction in the fourth quarter's order.

In the June Breastfeeding Times, we will have a "Pump Want Ads" for those who have extra pumps and kits to share. Email Julie.In@cdph.ca.gov to post your ad.

World Breastfeeding Week 2013: August 1 — 7

The 21st World Breastfeeding Week (WBW) is just around the corner, August 1—7, 2013. This year's theme, "Breastfeeding Support: Close to Mothers," highlights Breastfeeding Peer Counseling. It is the concept of providing support to breastfeeding women from their peers in the community.

"Counseling by a woman's peers has helped to increase the number of women who choose to breastfeed and the length of time they continue with breastfeeding. Success with such counseling has been achieved among economically disadvantaged women and those with diverse cultural



backgrounds." Trained Peer Counselors are the lifelines for mothers with breast-feeding questions and issues. Support by a woman's peer can be provided through telephone calls, hospital visits, home visits, group classes, or informal support groups. To learn more information about WBW and this year's theme, check out the World Alliance for Breastfeeding Action (WABA) website at <http://worldbreastfeedingweek.org>.

Resources: WABA and The Surgeon General's Call to Action to Support Breastfeeding.

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