

BREASTFEEDING TIMES

State WIC Celebrates World Breastfeeding Week

CA State WIC staff celebrated the 2013 World Breastfeeding Week (WBW), August 1—7, by participating in fun activities throughout the week.

August 5—World Breastfeeding Week Opening Walk



THUY PHAM LEADS THE BREASTFEEDING WALK AROUND THE STATE WIC BUILDING

State WIC staff invited neighboring businesses to participate in the World Breastfeeding Week Opening Walk. Before the walk began, Patti Paddock thanked participants for celebrating the beginning of WBW activities at State WIC. Staff led the walk with breastfeeding promotion signs. Along the route, participants were able to grab breastfeeding facts from designated locations and receive great prizes like donated cookbooks and gift cards.

August 6—Lactation Room Open House

Over 32 State WIC staff came by the Lactation Room. State WIC Staff followed baby footprints into the Lactation Room where they were treated to delicious refreshments, while receiving some important breast pump education. Staff viewed some



PATRICIA MCGOWAN AND ANNMARIE BIEDEL DISCUSSES BREAST PUMPS IN THE LACTATION ROOM

breast pumps, the California Lactation Accommodation Law and a presentation about one employee's daily journey as a working, breastfeeding mom.

August 7—Breastfeeding Open House



SHARON STREIFLING WATCHES THE STATE WIC BREASTFEEDING VIDEO

Over 83 State WIC staff came by the Open House to view displays highlighting current breastfeeding promotion activities and to enjoy healthy snacks. The staff were treated to a video in which State WIC staff answered the question "How was I supported in breastfeeding?" or "How did I support someone in breastfeeding?" Also on display was a puzzle piece exhibit. Each State WIC branch received a puzzle piece and was asked to demonstrate how they

have supported breastfeeding. All puzzle pieces were collected and constructed into the image of the international world breast-feeding symbol. There was 100% participation in this activity!



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

State WIC staff took a walk around the building and gathered supporters to locate a few breastfeeding champions. Lisa Yalovich and Antoine Stovall enthusiastically spoke about their breastfeeding and support roles. The walkers visited many branches at State WIC before ending in the lobby for the WBW closing ceremony. WIC staff participated in activities throughout the week in order to complete their scavenger hunt cards to win raffle prizes. Many staff participated and won great prizes that included gift cards to local coffee shops, movie theaters and restaurants. ☪



ANTOINE STOVALL SPEAKS ABOUT HIS BREASTFEEDING SUPPORT ROLE

Local WIC Agencies Celebrate National Breastfeeding Month

Local WIC Agencies throughout California celebrated August 2013—National Breastfeeding Month within their communities.

Clinica Sierra Vista



Clinica Sierra Vista WIC staff were joined by local breastfeeding supporters for a walk in Jastro Park. They celebrated the worldwide theme, support breastfeeding families, with various messages on signs, shirts and umbrellas. They also had life-size cardboard cutouts which staff are using to increase acceptance of breastfeeding in public places.



Clinicas de Salud del Pueblo

Clinicas de Salud del Pueblo, Inc.'s WIC Program partnered with the Imperial County Breastfeeding Coalition to provide a wide variety of WBW celebrations to the entire county. Activities included a breastfeeding photo contest, a mall walk and resource fair, a breastfeeding celebration at a community splash park, book donations of "The Womanly Art of Breastfeeding" and "We Like to Nurse, Too," WBW displays at all



libraries, and donations of the book "Medications and Mother's Milk" to all area pharmacies. The WIC sites' breastfeeding rooms were transformed into nursing bra boutiques and participants were treated to tips on breastfeeding in public and a bra fitting.

Contra Costa County WIC



Contra Costa County (CCC) WIC offices celebrated WBW by providing breastfeeding and nutrition information and incentives for breastfeeding moms. The WIC offices highlighted CCC's Breastfeeding Advice Line and the new county breastfeeding logo.

On August 3rd, all African American pregnant women and their partners were invited to CCC's *Community Baby Shower* where free food, education, and prizes were provided. Workshops

for moms, dads, siblings and a "Grandma's Tea" were highlights of the event.

On August 5th-7th, A *Breastmilk Express Train* was displayed with each caboose providing lactation information and breastfeeding activities from different departments and organizations such as WIC, Public Health Nurses, Healthy Start, Labor & Delivery, and more. Collaboratively, each group or "caboose" plays an important role in providing continuous lactation support for pregnant and postpartum mothers.

Gardner Family Care Corporation



Gardner Family Care Corporation WIC in San Jose had a very successful event on August 20th to celebrate World Breastfeeding Month. WIC staff talked with patients and medical staff at their three major health clinics. One of their WNA's painted some beautiful banners and hung them outside their buildings. The WIC staff held a breastfeeding-slogan contest, and the winner's slogan was printed on t-shirts for the staff to wear during the month. The winning slogan was "My Mom is Better Than Moo." Their IBCLC's held breastfeeding trainings in the waiting rooms for the patients and medical staff. The staff were excited to help promote breastfeeding, and had a lot of fun.

Kings County WIC



Kings County Breastfeeding Coalition, in collaboration with Kings County WIC, designed and placed this poster in the local mall for the month of August. It was part of an effort to “normalize” breastfeeding in the community.

North County Health Services WIC



For WBW the staff at the San Marcos clinic showed moms how easy it was to “wear their babies,” by wearing a variety of wraps with their babydolls all week. This was done to raise awareness for breastfeeding and how mothers and babies should be together during the early postpartum period. Staff said their wraps and babies received a lot of positive attention, and it was fun!

On Aug 1st, Scripp’s Hospital in Encinitas (a baby-friendly hospital) invited breastfeeding women to participate in a parade and a raffle, get

certificates for breastfeeding their babies, and enjoy free food. There were five booths set up. WIC’s booth provided outreach and breastfeeding information. Approximately 25 breastfeeding moms participated and an extra 50 or so from the public came through.

Northeast Valley Health Corporation WIC



Northeast Valley Health Corporation WIC celebrated WBW at the local park on August 3rd. Ashley Wright, a Peer Counselor Program participant, spearheaded the amazing community event. In total, 12 organizations participated, 70 mothers were in attendance, 43 mothers/children latched-on for the “Big Latch” and over 150 families and friends joined in the celebration.

Riverside San Bernardino Indian Health, Inc.



On August 30th, Riverside San Bernardino Indian Health, Inc. celebrated and honored the many amazing breastfeeding moms and dedicated, supportive staff who have helped to create a breastfeeding friendly culture within their agency.

Healthy snacks and lunch were provided inside the Morongo Band of Mission Indian Community Center and everyone participated in a walk around the building. They also held the grand opening of their Little Feather Boutique and ended the celebration by handing out certificates to breastfeeding moms.

San Mateo County WIC

San Mateo County WIC kicked off WBW by featuring each one of their Peer Counselors (PCs) in a department-wide email containing a photo, short biography, and their breastfeeding success story. Each day, information about a different PC reached the desks of public health nurses, community workers, office assistants, supervisors, managers and administrators who work with WIC participants.

On August 4th, San Mateo County WIC joined the county’s Nursing Mothers Council, a non-profit breastfeeding peer support group, local hospitals and San Mateo Breastfeeding Advisory Committee members for the first Anne Garrett WBW Walk. Anne Garrett was instrumental in developing the Breastfeeding Peer Counseling (BPC) Program at California State WIC and started the local Nursing Mother’s Council Chapter. It was important for staff to join efforts in celebrating mother-to-mother support and those like Anne, who help in these efforts.



PCs and their PC success stories were featured on San Mateo County WIC's Facebook page. Throughout the month, PC pictures and stories were posted on their bulletin boards at their WIC sites. WIC moms came forward to share their positive experiences, gratitude, and successful breastfeeding stories. The BPC Program was also featured in the CHDP Newsletter, which reached all of the health care providers that see WIC Families.

Shasta County WIC



Shasta WIC celebrated WBW with a coordinated walk in downtown Redding. Several dozen participants and staff wore t-shirts they painted with their own breastfeeding messages. After the walk the breastfeeding moms and their families joined staff for a reception in the WIC office. In keeping with this year's theme, "Breastfeeding Support: Close to Mothers," the breastfeeding mothers spoke about how the continued support from their WIC Breastfeeding Peer Counselor has impacted their lives. The local aquatic center donated pool passes and Shasta First 5 donated books for the children who attended. The fun event was featured in the local newspaper and on the Shasta Mom's Circle Facebook page.

Solano County WIC

Solano County WIC celebrated WBW in style at the Solano County Fairgrounds! It was a collaborative effort between the First 5 Commissions from Fresno and Solano Counties and the Public Health Department in Solano County,



to bring the Breastfeeding Friendly Express (BFF) van to the fair. The BFF Express van is a customized, 27 foot airstream trailer that provides a comfortable, private space for breastfeeding moms (up to 4 at a time) to nurse their babies while attending outdoor community events. The van also accommodated families with a separate baby changing station located near the breastfeeding moms' section.



Lactation specialists staffed the van daily during the fair to answer any questions and provide assistance to breastfeeding families and curious fair-goers. Between 50-60 families a day used the van for their babies. One mom summed it up nicely, "I wish there could be a van like this at every event I go to with my baby. It really shows you care about breastfeeding moms."

Tulare County WIC

Tulare County WIC's theme for their August staff inservice was "Hats Off to Breastfeeding." They had staff wear hats and took pictures in a photo booth. Staff had a great time!



West Oakland Health Council WIC

On August 8th, West Oakland Health Council WIC hosted their first annual Encourage the Encourager Breastfeeding Supporters Tea. The WBW celebration shined the spotlight on the partners, family members, and friends who support and encourage moms to continue to breastfeed. Staff presented each breastfeeding supporter with an Encourager Certificate, a family portrait, and served them lunch to show their appreciation. As an added bonus TaNefer Lumukanda, IBCLC, debuted her YouTube hit video, "Teach Me How to Breastfeed." This educational breastfeeding music video had everyone excited and entertained. Encourage the Encourager was a great success and staff look forward to next year's celebration. ☺



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