

SPRING ■ 2011

# Breastfeeding Kentucky



## US Surgeon General Releases “Call to Action”

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On January 20, U.S. Surgeon General Regina Benjamin released the Surgeon General’s Call to Action to Support Breastfeeding. This visionary and powerful statement in support of breastfeeding describes a comprehensive framework to remove obstacles to breastfeeding. It lists 20 Action Steps and their associated implementation strategies, laying out the roles and responsibilities of all who interact directly or indirectly with the breastfeeding family.

This fabulous document is a must-have for everyone working with breastfeeding. It will be an important tool as we advocate to build lactation services and to support mothers. To download the document or summary, visit <http://www.surgeongeneral.gov/topics/breastfeeding/index.html>.

The Actions are grouped by topic area and provide plenty of ideas from which to move forward. All are presented here:

**Mothers and Their Families:** (1) Give mothers the support they need to breastfeed their babies. (2) Develop

programs to educate fathers and grandmothers about breastfeeding.

**Communities:** (3) Strengthen programs that provide mother-to-mother support and peer counseling. (4) Use community-based organizations to promote and support breastfeeding. (5) Create a national campaign to promote breastfeeding. (6) Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding.

**Health Care:** (7) Ensure that maternity care practices throughout the United States are fully supportive of breastfeeding. (8) Develop systems to guarantee continuity of skilled support for lactation between hospitals and healthcare settings in the community. (9) Provide education and training in breastfeeding for all health professionals who care for women and children.

(10) Include basic support for breastfeeding as a standard of care for midwives, obstetricians, family physicians, nurse practitioners, and pediatricians. (11) Ensure access

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to services provided by International Board Certified Lactation Consultants. (12) Identify and address obstacles to greater availability of safe banked donor milk for fragile infants.

**Employment:** (13) Work toward establishing paid maternity leave for all employed mothers. (14) Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees. (15) Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies. (16) Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.

**Research and Surveillance:** (17) Increase funding of high-quality research on breastfeeding. (18) Strengthen existing capacity and develop future capacity for conducting research on breastfeeding. (19) Develop a national monitoring system to improve the tracking of



breastfeeding rates as well as the policies and environmental factors that affect breastfeeding.

**Public Health Infrastructure:** (20) Improve national leadership on the promotion and support of breastfeeding.

## Upcoming Conferences and Events

**April 12, 2011**

**CDC-USBC Bi-Monthly**

**Teleconference**

2:00-3:00 Eastern

Two locations available:

Franklin County Cooperative

Extension Office

To RSVP, contact Marlene Goodlett

Email: [Marlene.Goodlett@ky.gov](mailto:Marlene.Goodlett@ky.gov)

Phone: 502-564-3827 ext. 3612

or

Louisville Metro Health Department

400 East Gray St

To RSVP, contact Barbara Ruedel

Email:

[barbara.ruedel@louisvilleky.gov](mailto:barbara.ruedel@louisvilleky.gov)

Phone: 502-574-5279

**April 13, 2011**

**2nd Annual Breastfeeding Summit**

**Louisville, KY**

10:00 am—3:00 pm Eastern

Hosted by the WIC Program and the

Lactation Improvement Network of

Kentucky (LINK)

Lunch and CEUs will be provided

For more information, download the

KDA Conference Brochure:

<http://www.kyeatright.org/>

[images/2011\\_KDA\\_FNCE\\_Program\\_021411\\_For\\_Print.pdf](#)

If you have questions please contact Marlene Goodlett at (502) 564-3827 ext. 3612

**April 19, 2011**

**USLCA Webinar**

1 pm Eastern/12 pm Central

“Mother-Infant Sleep Location and Nighttime Feeding Behavior: Where Do Babies Sleep?”

with Kathleen Kendall-Tackett, PhD, IBCLC

For more information:

[uslcaonline.org/edures.html](http://uslcaonline.org/edures.html)

**May 1-4, 2011**

**National WIC Association 2011**

**Annual Education and Networking**

**Conference and Exhibits**

**Portland, Oregon**

For more information:

[www.nwica.org](http://www.nwica.org)

**May 12-13, 2011**

**ICEA Professional Childbirth Educator Workshop**

**Lexington, KY**

8:00 am—5:30 pm Eastern

To register or for more information, please contact Shari Stewart, RN, Central Baptist Hospital: 859-260-6357 or [sstewart1@bhsi.com](mailto:sstewart1@bhsi.com)

**July 13-17, 2011**

**ILCA Annual Conference**

**San Diego, CA**

[www.ilca.org](http://www.ilca.org)

**Save The Date**

**August 24, 2011**

**Eastern Kentucky Breastfeeding**

**Coalition Conference**

**Paintsville**

Featuring Diane Wiessinger

**August 26, 2011**

**Western KY Breastfeeding Coalition**

**Annual Conference**

**Bowling Green**

Featuring Diane Wiessinger

**September 9, 2011**

**KLIC Annual Conference**

**Louisville**

Featuring Kathy Kendall-Tackett and Glenda Adams

# IRS Reverses Position on Breastpumps as “Qualified Medical Expense”

**Doraine Bailey, MA, IBCLC, RLC**  
**Lexington-Fayette Co. Health Department**

On February 10, the U.S. Internal Revenue Service released a ruling allowing breastpumps and other breastfeeding supplies to be included as a “qualified medical expense” for federal tax purposes. This means that expenses can be claimed on tax returns (if one itemizes) or be paid through health Flexible Spending Arrangements (FSA) or Health Savings Accounts (HSA).

The IRS ruling came in response to a request from several congresspersons, led by Senators Jeff Merkley (D-OR) and Tom Harkin (D-IA), and Representatives Sander Levin (D-MI) and Carolyn B. Maloney (D-NY). In response to the decision, Senators Merkley and Harkin and Reps. Levin and Maloney released the following statement:

“Today’s decision is a huge victory for nursing mothers everywhere. Modern medicine has documented numerous health benefits linked to breastfeeding, including a reduced risk of illness in infants and a reduced risk of cancer in mothers. And because breastfeeding is so effective in preventing disease, it also happens to save billions in health care

costs. We thank the IRS for their careful consideration and quick response.”

The new information has been included in IRS publication 502, “Medical and Dental Expenses,” for the 2010 tax year. This revision is *only in the online version*: [www.irs.gov/pub/irs-pdf/p502.pdf](http://www.irs.gov/pub/irs-pdf/p502.pdf). The formal notice of the change was released February 28, 2011, as Announcement 2011-14, Lactation Expenses as Medical Expenses. It can be found on the IRS website, [www.irs.gov/pub/irs-drop/a-11-14.pdf](http://www.irs.gov/pub/irs-drop/a-11-14.pdf).

Encourage families you work with to carefully keep all receipts for breastfeeding supplies like breastpumps if they will be itemizing their taxes. They can also purchase them out of their health savings accounts or flexible spending arrangements. These accounts set aside pre-tax money for paying such qualified medical expenses; money is usually taken out of one’s paycheck and deposited by the employer. Clients should check with their employer for more details about their own work situation.

## Break Time for Nursing Mothers

As of March 2010, the Fair Labor Standards Act began requiring employers to provide “reasonable break time” for an employee to express breast milk for her nursing child for one year after the child’s birth. Employers are also required to provide “a place, other than a bathroom, that is shielded from view and free from intrusion from coworkers and the public, which may be used by an employee to express breast milk.” There have been numerous questions relating to these requirements and the Department of Labor has published a fact sheet to address some of these questions.

As it relates to the location that an employer must provide, it is acknowledged that each worksite and/or office building is situated differently, with unique space limitations, varying numbers of employees, and differing abilities to meet certain demands. Therefore, it is up to employers to ensure that the location is functional as a space for expressing breast milk. The location may be temporarily created or converted into a space for

expressing milk, or only made available when needed by a nursing mother, providing the space is shielded from view and free from any intrusion.

As indicated, employees are permitted reasonable break time in which to express milk. According to the U.S. Department of Labor, “Employers are not required under the FLSA to compensate nursing mothers for breaks taken for the purpose of expressing milk. However, where employers already provide compensated breaks, an employee who uses that break time to express milk must be compensated in the same way that other employees are compensated for break time.” The length and time of these breaks may vary upon employee, and most likely will depend upon the age of the nursing child.

For more information, you may refer to the Department of Labor Fact Sheet on “Break Time for Nursing Mothers under the FLSA”: [www.dol.gov/whd/regs/compliance/whdfs73.pdf](http://www.dol.gov/whd/regs/compliance/whdfs73.pdf).

# Second Annual Breastfeeding Summit

Kentucky's second annual "Shaping the Future" Breastfeeding Summit will be held April 13, 2011, in Louisville at the Louisville Convention Center. The Summit is being offered in cooperation with the Kentucky Dietetic Association (KDA) as part of their annual conference.

Kentucky has persistently lagged near the bottom of the nation in the numbers of babies being breastfed. Kentucky has a breastfeeding initiation rate of 58.7%. Kentucky also has one of the lowest duration rates, with only 29.6% of infants being breastfed at six months and 13.1% of infants being breastfed at one year. Kentucky's goal is to meet and exceed the Healthy People 2020 breastfeeding goals.

In April 2010, Kentucky held its first Breastfeeding Summit. This Summit brought together 125 breastfeeding supporters from across the Commonwealth to begin developing a breastfeeding plan. To further develop this plan, a "Call to Action" Breastfeeding Summit Follow-Up was held in August 2010. Kentucky is now ready to present the State Plan.

We would like to encourage you to attend this conference. Please feel free to forward this information to your friends

and colleagues. We hope to have attendees from many disciplines and backgrounds, including LLL members and leaders, hospital administrators, legislators, public health officials and early childhood advocates, as well as mothers, fathers and babies!

All participants who will be attending the Breastfeeding Summit must register twice, once through the standard form from the Kentucky Dietetic Association ([http://kyeatright.org/images/2011\\_KDA\\_FNCE\\_Program\\_021411\\_For\\_Print.pdf](http://kyeatright.org/images/2011_KDA_FNCE_Program_021411_For_Print.pdf)) and again on TRAIN, the public health continuing education gateway: <http://ky.train.org>. The course number is 1025804.

Four (4) CEUs are being sought for RDs, RNs, IBCLCs, and MDs.

For more information regarding the Summit, please visit the Kentucky Dietetic Association website: [www.kyeatright.org](http://www.kyeatright.org). You may also contact Marlene Goodlett, KY Breastfeeding Coordinator, at (502) 564-3827 ext. 3612 or [marlene.goodlett@ky.gov](mailto:marlene.goodlett@ky.gov).

## Preview of WBW Theme 2011

The World Alliance for Breastfeeding Action (WABA) has announced the World Breastfeeding Week theme for 2011. The theme focuses on communication at various levels and between various sectors. The slogan is "Talk to me! Breastfeeding—a 3D Experience".

According to WABA, breastfeeding support is three-dimensional. The dimensions of time (pre-pregnancy to weaning) and place (the home, community, healthcare system, etc.) are obvious, but these dimensions lack impact without the third dimension of communication!

For more information on World Breastfeeding Week (WBW), please visit [worldbreastfeedingweek.org](http://worldbreastfeedingweek.org). While you are there be sure to check out the "downloads" page, where you can access the calendars, doll cut-outs, and

WBW icons. The WBW Action Folder will be available on the "downloads" page soon. Also, be sure to follow World Breastfeeding Week 2011 on Facebook.

In addition to the WABA materials, you may also want to visit the ILCA website ([www.ilca.org](http://www.ilca.org)) for additional information. La Leche League also has resources for WBW at their website: [www.llusa.org/wbw/](http://www.llusa.org/wbw/).

WBW is entering its 20th year and is officially celebrated from August 1-7 by over 170 countries. Be part of the campaign and celebration!



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