



SPRING ■ 2010

Breastfeeding Kentucky



“Shaping the Future” Breastfeeding Summit

Kentucky’s first ever “Shaping the Future” Breastfeeding Summit will be held April 21, 2010 in Bowling Green at the University Plaza Hotel and 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. By improving the conditions for breastfeeding in our state, we can not only provide short-term health benefits for our youngest citizens; we can also provide long-term health protections against obesity, infectious disease, hypertension, diabetes and cancer.

Objectives for the Summit are to:

- Describe the current state of breastfeeding incidence and duration in Kentucky;
- Identify best practices for supporting breastfeeding families;
- Determine barriers and opportunities for

- breastfeeding protection, promotion and support; and
- Formulate strategies and infrastructure to improve breastfeeding outcomes.



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KY WIC Program

“Since breastfeeding decisions are influenced by so many factors, we wish to invite a broad cross-section of stakeholders as participants in designing a new vision and plan for successful breastfeeding,” states Fran Hawkins, Manager of the Nutrition Services Branch of the Kentucky Department for Public Health.

Registration is through the Kentucky Dietetic Association. CEUs are pending for RDs, RNs, IBCLCs, and MDs.

For more information regarding the Summit, please visit the Kentucky Dietetic Association website: www.kyeatright.org. You may also contact Merritt Thomas at 270-852-5561, Merritt.Thomas@ky.gov or Connie Howell at 859-442-1195, Connie.Howell@kctcs.edu.

Coming soon...

Kentucky State Breastfeeding Coalition website!

Preventing Obesity Begins at Birth through Breastfeeding

Washington, DC--As First Lady Michelle Obama launches her [campaign to fight childhood obesity](#), the United States Breastfeeding Committee (USBC) reminds the public, health care professionals, and educators that obesity prevention begins at the earliest moments of life when parents make infant feeding decisions. Breastfeeding has been shown to have an impact on obesity throughout the life span, while also contributing to numerous other positive health outcomes.

USBC supports the "Let's Move" campaign as a vitally important initiative for our Nation's health, and shares the First Lady's commitment to the goal of combining efforts to overcome obesity within a generation. In addition to the important measures outlined to reduce and prevent obesity, USBC calls on the First Lady and policymakers to consider the importance of breastfeeding and recommends that breastfeeding experts be included on the Task Force on Childhood Obesity.

As with breastfeeding, the actions necessary to reduce and prevent childhood obesity require that parents are supported to make healthy choices in all aspects of their lives. According to the Centers for Disease Control and Prevention's [National Immunization Survey](#), nearly 75% of new mothers initiate breastfeeding, however, rates of exclusive breastfeeding at six months and continued breastfeeding at 12 months are well below the national [Healthy People 2010 goals](#). Another recent CDC study found that 60% of women do not even meet *their own* breastfeeding goals. Thus USBC applauds and echoes the "Let's Move" campaign's emphasis on empowering consumers and providing parents with the tools, support and information they need to make healthier choices for their families, beginning with breastfeeding.

According to USBC Chair, Joan Younger Meek, MD, MS, RD, IBCLC, "[Multiple studies have shown](#) that a history of *not* breastfeeding increases the risk of being overweight or obese in childhood and adolescence. Adolescent obesity often persists into adult life. Breastfeeding plays an important role in obesity prevention and improving overall health outcomes, and therefore is vitally important to public health."

Dr. Meek points out that the longer and the more exclusively babies breastfeed, the better their health outcomes. "Both duration and exclusivity should be considered when investigating the relationships between breastfeeding and obesity. The duration of breastfeeding has been shown to be inversely related to overweight--meaning that the longer the duration of breastfeeding, the lower the odds of overweight. And although further research is needed, exclusive breastfeeding appears to have a stronger protective effect than breastfeeding combined with formula feeding."

The evidence for the value of breastfeeding to children's

and women's health is scientific, solid, and continually being reaffirmed by new research. Medical experts agree with the U.S. Department of Health and Human Services in recommending exclusive breastfeeding for six months and continued breastfeeding for the first year of life and beyond. The [comprehensive review and analysis of breastfeeding research](#) released in 2007 by the DHHS Agency for Healthcare Research and Quality strongly supports the evidence demonstrated in the research:

- ✦ For the child: reduced risk of ear, skin, stomach, and respiratory infections, diarrhea, sudden infant death syndrome, and necrotizing enterocolitis; and in the longer term, reduced risk of obesity, type 1 and 2 diabetes, asthma, and childhood leukemia.
- ✦ For the mother: reduced risk of breast cancer, ovarian cancer, type 2 diabetes, and postpartum depression.

Obesity has serious implications for the health of Americans, increasing the risk of many diseases and conditions, including: coronary heart disease, type 2 diabetes, certain types of cancers, high blood pressure, stroke, liver and gallbladder disease, sleep apnea and respiratory problems, osteoarthritis, and gynecological problems. USBC urges all Americans to support the "Let's Move" campaign and to *begin* a healthy lifestyle at birth and prevent obesity through optimal breastfeeding of our Nation's children.

For more information about breastfeeding, visit [The National Women's Health Information Center](#). Physicians and other health care providers can offer assistance and answer questions about breastfeeding, and knowledgeable breastfeeding support personnel can be located through the [International Lactation Consultant Association](#), the [USDA Food and Nutrition Service Women, Infants and Children \(WIC\) Program](#), and [La Leche League International](#).

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USBC is an organization of organizations. Opinions expressed by USBC are not necessarily the position of all member organizations and opinions expressed by USBC member organization representatives are not necessarily the position of USBC.

United States Breastfeeding Committee (USBC)

The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of 41 nationally influential professional, educational, and governmental organizations. Representing over half a million concerned professionals and the families they serve, USBC and its member organizations share a common mission to improve the Nation's health by working collaboratively to protect, promote, and support breastfeeding. For more information about USBC, visit www.usbreastfeeding.org.

National WIC Association Breastfeeding Summit

The National WIC Association (NWA) held the National WIC Breastfeeding Summit on March 9, 2010 in Washington DC. Representatives from the USDA, along with Undersecretary, Honorable Kevin Concannon and the Acting Deputy Surgeon General, Rear Admiral David Rutstein, were among the panelists providing an overview for increasing exclusivity for breastfeeding in our nation. Discussions included information on peer counseling strategies, funding, partnerships, improvements to the WIC breastfeeding food packages and incentives to states to improve breastfeeding incidence and duration. Best practice models were demonstrated by State WIC Directors and State Breastfeeding Coordinators, along with first-hand testimony from breastfeeding mothers and peer counselors.

NWA recognizes that WIC agencies across the nation are working hard to promote and support breastfeeding as the first choice for infant feeding. NWA also recognizes the ongoing commitment of WIC Program staff to improving and sustaining breastfeeding rates. WIC is the only national public health nutrition program that comprehensively addresses the importance and advantages of breastfeeding for both mother and child.

The Breastfeeding Summit participants helped to identify and develop components for the national strategic plan for Breastfeeding in the WIC Program.



National WIC Association Powerfully Represented in DC

On March 2, 2010, Kiran Saluja testified on behalf of the National WIC Association (NWA) before the Committee on Education and Labor at the House of Representatives in Washington, DC.

Kiran Saluja is the Deputy Director of the Public Health Foundation Enterprises WIC Program in Irwindale, California, the largest local WIC agency in the nation. Ms. Saluja is also NWA Past Breastfeeding Committee Chair.

Ms. Saluja's testimony focused on NWA's strategies for breastfeeding promotion, support and advocacy. Ms. Saluja discussed the importance of peer counselor funding, the problems associated with direct marketing of infant formula and the need for funding of breast pumps to support working mothers.

Perhaps the most captivating portion of her testimony came when she discussed what she termed "breastfeeding-broken hospitals." Using examples from her own WIC clinic in Los Angeles County, Kiran described situations where WIC mothers who want to breastfeed and are confident they will be successful are "systematically undermined" at every step during their hospital stay.

This in turn leads to frustration of WIC staff when they see how hospital practices and policies of these "breastfeeding-broken hospitals" affect the mother's

confidence and desire to breastfeed. She went on to describe how many of these mothers arrive at the WIC clinic already formula feeding, thus further compromising their milk supply.

Ms. Saluja described NWA's proposal for addressing the "breastfeeding-broken hospitals." The recommendation suggests all hospitals that receive Medicaid funds must adhere, at a minimum, to policies that do not sabotage breastfeeding and, at best, initiate steps to become Baby Friendly.

Representative George Miller, D-CA, chairman of the House Education and Labor Committee, was moved by Ms. Saluja's testimony. The Chairman stated that he was "stunned by [Ms. Saluja's] description of breastfeeding-broken hospitals" and promised to take NWA's suggestions to the Chair of the House Energy and Commerce Committee as well as the Chair of the House Ways and Means Committee. Together, these committees can work towards helping hospitals become baby-friendly!

To read Kiran Saluja's testimony on behalf of NWA visit: <http://edlabor.house.gov/documents/111/pdf/testimony/20100302KiranSalujaTestimony.pdf>. For a listing of NWA's breastfeeding legislative priorities visit: <http://www.nwica.org/sites/default/files/2010%20Reauthorization%20Agenda.pdf>.

Breastfeeding and Childcare: Teaching Providers

Doraine Bailey, MA, IBCLC **Early Care and Education Specialty Trainer**

Childcare providers are an important link in the support chain for the breastfeeding, working mother. As more mothers start out breastfeeding and continue when they return to the workforce, childcare providers need access to clear information on the care of breastfeeding babies. One excellent way to provide this information is through the training hours required of all childcare providers in Kentucky.

Through the Kids NOW and STARS programs and Kentucky regulations, childcare providers are required to attend continuing education offerings. Such classes are sometimes provided through area "Resource and Referral" agencies or by local health department Healthy Start in Childcare Consultants. Classes, conferences, and workshops require credentialed trainers to make the presentations.

Kentucky Early Care and Education credentialed trainers can have 6 levels of expertise, from beginner to advanced and specialty. Individuals interested in training on a variety of topics can review the criteria for

credentialing at various levels by visiting the KECE trainer credential website at http://www.kentuckypartnership.org/Libraries/Trainer_Credential_Docs/The_Kentucky_Early_Care_and_Education_Trainers_Credential_Grid.sflb.ashx?download=true.

Individuals interested in teaching *only* on breastfeeding or another specific subject can apply for a 'specialty trainer' credential. Having a Kentucky Early Care and Education Trainer's Credential creates opportunities to share information on the appropriate storage and use of expressed breastmilk as well as supporting the working breastfeeding mother and baby.

For more information on the credential, visit <http://www.kentuckypartnership.org/Info/ecpro/trainers/tc/intro.aspx>. For a PowerPoint presentation on breastfeeding and child care that you could use for training providers, contact Doraine Bailey, IBCLC, at 859-288-2348 or dorainef.bailey@ky.gov.

Conferences/Continuing Education

April 13, 2010 **CDC-USBC Bi-Monthly** **Teleconference**

2pm Eastern/1pm Central
Two locations available:
Franklin County Cooperative
Extension Office
To RSVP, contact Connie Howell
Email: connie.howell@kctcs.edu
Phone: 859-442-1195

or
Louisville Metro Health Department
400 East Gray St
To RSVP, contact Barbara Ruedel
Email:
barbara.ruedel@louisvilleky.gov
Phone: 502-574-5279

April 17, 2010 **Nashville, TN**

La Leche League of KY/TN
Breastfeeding and Parenting
Conference

St. David's Episcopal Church
6501 Pennywell Drive
9:00 am—5:00 pm
For more information:
Phone: 859-426-0457
Email: Ingymama@insightbb.com
Website: www.lilleus.org

April 21, 2010 **Bowling Green, KY**

Shaping the Future:
Breastfeeding Summit
University Plaza Hotel and
Convention Center
1021 Wilkinson Trace
10:00 am to 3:00 pm
4 CEUs are being sought for RDs,
RNs, IBCLCs, and MDs
Website: www.kyeatright.org
Email: Merritt.Thomas@ky.gov

April 28, 2010 **Online**

USLCA Webinar
"Assessment and Treatment of
Tongue-tie"
Speaker: Alison K. Hazelbaker,
PhD, IBCLC, RLC
2 pm Eastern/1 pm Central
3 "L" CERPs
Cost:
USLCA Members \$40, Non-
members \$55, Groups of 2-10 \$70,
Groups of 10 or more \$95
www.uslcaonline.org/edures.html

May 11-12, Paintsville, KY

May 13-14, Frankfort, KY

May 17-18, Owensboro, KY

"Using Loving Support to GROW
and GLOW in WIC: Breastfeeding
Training for Local WIC Staff"
Register at the KY TRAIN website:
<https://ky.train.org>



This institution is an equal opportunity provider.
WIC is a registered service of the U.S. Department of Agriculture
for USDA's Special Supplemental Nutrition Program for
Women, Infants and Children.

