

This newsletter is a collaboration between the Kentucky WIC Program and Lactation Improvement Network of Kentucky (LINK)



Summer ■ 2013

Kentucky Breastfeeding Newsletter



©iStockphoto.com/toos

Kentucky's Fourth Annual Breastfeeding Summit

Kentucky's Fourth Annual Breastfeeding Summit was held April 17, 2013, at the Radisson Hotel in Covington. The Summit was again part of the annual Kentucky Academy of Nutrition and Dietetics (KAND) conference.

The summit's first session featured Dr. Sheela Geraghty, Associate Professor of Pediatrics at Cincinnati Children's Hospital Medical Center and Medical Director of the Cincinnati Children's Center for Breastfeeding Medicine. Dr. Geraghty discussed how lactation consultants and other health care providers can establish collaborative relationships to improve patient outcomes.

Another highlight of the summit included a presentation from Rebecca Collins, MD, Frances "Libby" Smith, RN and Gaye Whalen, IBCLC from the University of Louisville Hospital. During "Hospitals Moving Toward Baby Friendly," Collins, Smith and Whalen discussed each step of the baby friendly process, from birth skin-to-skin contact all the way through closing the newborn nursery and celebrating success.

Glenda Adams, RNC, MSN, IBCLC also presented the results of her study of 32 lactation services providers in Kentucky and Southern Indiana. This study

identified institutional support practices experienced by breastfeeding providers as well as the challenges and barriers they encounter.

Lactation Improvement Network of Kentucky (LINK) presented an update on the work they have been doing. Visit www.BreastfeedKentucky.com for more information. Also, be sure to follow LINK on Facebook at www.facebook.com/BreastfeedingKY or follow them on Twitter at www.twitter.com/BreastfeedingKY.

In conclusion, Marlene Goodlett, State Breastfeeding Coordinator, delivered an update on "The Strategic Plan for Improving Breastfeeding Rates in Kentucky." We are making a difference! The original goal of increasing the number of hospitals that implement skin-to-skin contact to 25 percent was greatly surpassed with 94 percent of Kentucky birthing facilities offering immediate skin-to-skin contact after delivery.

There are currently 136 IBCLCs in Kentucky. We also have three hospitals in Kentucky working toward becoming Baby Friendly.

As you can see, we have much to celebrate this year as we continue to "Shape the Future."

2013 Kentucky Breastfeeding Champion Awards

During the Fourth Annual Breastfeeding Summit, the Lactation Improvement Network of Kentucky (LINK) presented the inaugural Kentucky Breastfeeding Champion Awards to four very deserving recipients.

Denise Barbier OTR/L, MOT, CIMI, CLC University of Louisville Hospital

Due in large part to the vision and efforts of Denise Barbier, it is becoming standard practice to place Kentucky's newborn babies in skin-to-skin contact with their mothers immediately after birth and throughout the hospital stay. In 2007, Denise led the team that developed the Kangaroo Care Initiative at the University of Louisville Hospital. The Kangaroo Care Program increased breastfeeding rates at the University of Louisville Hospital from 45% to 66% in only 7 months!

Denise is the co-creator of the "Jumping into Kangaroo Care" DVDs, which are a part of the Kangaroo Care Toolkit. This toolkit was used in conjunction with the Kentucky WIC Program to train 100% of Kentucky birthing hospitals in Kangaroo Care practices. Thanks to her efforts, the Center for Women and Infants has a brand new outpatient lactation center and 7-day per week IBCLC coverage. The cost is also being covered for Baby Friendly staff training.

Rebecca Collins, MD UK HealthCare

Dr. Rebecca Collins is the Director of the Newborn Nursery for UK HealthCare. Under her leadership, the unit has established 24/7 rooming-in of all infants. She has included lactation rounds for all pediatric residents and increased hands-on education about breastfeeding for medical students.

Dr. Collins convened the UK Breastfeeding Initiation Taskforce in 2005, which is an internal group that works toward improving breastfeeding initiation as well as exclusive breastfeeding for in-patients. Their work resulted in breastfeeding metrics being included in their electronic health records, improved practices for infant supplementation, skin-to-skin care at birth and in the postpartum, examination of



2013 Breastfeeding Champion Award recipients, left to right: Barbara Ruedel, Denise Barbier, Dr. Rebecca Collins, Peggy Rinehart and Stephanie Hagerty

formula and pacifier use, and expansion in breastmilk expression facilities. In 2010, a breastfeeding clinic was started to ensure that patients had a place to get breastfeeding help in the first few challenging weeks. Because of her vision and leadership, UK was admitted to the "Best Fed Beginnings" project in 2012 and is on a "fast track" to becoming Baby Friendly.

Peggy Rinehart, DNP, APRN, NNP-BC Bluegrass Community and Technical College

Peggy Rinehart chaired the Lactation Quick Action Committee at Bluegrass Community and Technical College, which led the effort to develop lactation rooms. The lactation committee submitted a proposal that was approved by the college president. Within a year of chairing this committee, Peggy had created a college-wide survey and measured the lactation needs of the college community. Working in conjunction with management and operations, she secured lactation rooms for all campus sites. By the fall of 2012, each campus had a lactation room.

Peggy is currently developing a lactation course that will be offered through workforce development at the college for those interested in completing the

(Continued on page 3)

(Continued from page 2)

Baby-Friendly Hospital Initiative (BFHI) *Breastfeeding Promotion and Support in a Baby-Friendly Hospital* course. The course will be available to all and will not require enrollment in the college. Peggy serves as Vice-President of Kentuckiana Lactation Improvement Coalition (KLIC).

Barbara Ruedell, RD, LD, IBCLC
Recently retired from Louisville-Jefferson County Health Department

Barb Ruedell has promoted and supported breastfeeding for over 25 years. She recently retired from the Louisville-Jefferson County Health Department, where she served as a Breastfeeding Coordinator and was one of the original Regional Breastfeeding Promotion Coordinators. She supervised the WIC Breastfeeding Peer Counselor Program and helped develop and orchestrate the implementation of the breastfeeding initiatives that were part of Louisville's Growing Healthy Communities grant. With this grant, obstetricians and pediatricians received in-office lactation education, a worksite lactation program was started for Louisville government employees, pumping rooms were set up across the city and Louisville hospitals opened outpatient lactation clinics. Barb also worked part-time as a lactation consultant for a pediatric office, a job she continues in retirement.

Stephanie Hagerty, Assistant Principal
Newport High School

Imagine starting 9th grade in high school and bringing a breast pump along to your locker on the first day. Thanks to the support and encouragement of Stephanie Hagerty, one young mother was able to confidently do just that. Stephanie serves as the Assistant Principal of Newport High School, and she made a home visit with this new mother just prior to the beginning of school. She praised the mother's breastfeeding efforts and shared with her that she breastfed her own children. Stephanie assured the young woman that she would have a comfortable and private place to pump breastmilk for her baby. Stephanie truly embraced the concept that "everyone can help make breastfeeding easier" and we applaud her efforts to uphold a breastfeeding mother's rights in an often overlooked setting.

As you go through the year, be aware of those deserving a Breastfeeding Champion Award. Future awards will focus on lactation consultants, businesses and hospitals. LINK also plans to place a special emphasis on community members who support breastfeeding without a professional calling. These unsung heroes are the very people who exemplify the societal change we need to create support for breastfeeding.

- Cerise Bouchard, LINK President

KPHA Award Presented to Susan Brown

The 65th Annual Kentucky Public Health Association (KPHA) Conference was held March 26–28, 2013, at the Crowne Plaza Hotel in Louisville. During the KPHA awards ceremony, Susan Brown was presented with the Helen B. Fraser Maternal and Child Health Award. This award honors an individual who has made an exceptional contribution to the health and well-being of mothers and children in Kentucky.

Susan was nominated for this award because of her commitment to helping breastfeeding mothers. She makes herself available, even on nights and weekends, and has helped many families. She is a founding member of the BabyNet Coalition and is active in

the Western Kentucky Breastfeeding Coalition, the International Lactation Consultant Association, Lactation Improvement Network of Kentucky and Kentuckiana Lactation Improvement Coalition.

In addition to her work as a lactation consultant, Susan is also the childbirth educator and a grief counselor for the Barren River District Health Department, where she has worked for over 22 years. Susan serves as the Statewide Folic Acid Campaign Coordinator and is on the March of Dimes Program Services Committee. Congratulations to Susan for earning this award.

It's Only Natural Campaign

On April 15, 2013, Surgeon General Regina Benjamin, MD, MBA announced the launch of *It's Only Natural*, a new public education campaign that aims to raise awareness among African American women about the importance of and benefits associated with breastfeeding.

According to the Centers for Disease Control and Prevention, nearly 80 percent of all women in the United States—regardless of status, race, or income—start out breastfeeding. Among African American women, the breastfeeding rate is almost 55 percent, which is up from just 35 percent in the 1970s. While these rates are improving, breastfeeding rates among African American women remain lower than other ethnicities in the U.S., particularly among those living in the South.

This gap may indicate that African American mothers need additional support to start and continue breastfeeding. *It's Only Natural* was specifically designed to provide materials that reflect the experience of African American moms. The campaign's

intent is to equip new moms with practical information and emotional support from peers, as well as education about the benefits of breastfeeding. Materials include:

- Video testimonials from new moms talking about the challenges they have overcome, providing breastfeeding tips, sharing their stories and much more;
- Articles on a variety of topics ranging from laws supporting breastfeeding to how to fit breastfeeding into your daily life;
- Two fact sheets that describe proper holding and latching techniques, as well as information on managing discomfort and how much milk is enough; and
- Radio public service announcements.

To learn more about the campaign, visit www.womenshealth.gov/ItsOnlyNatural.

World Breastfeeding Week

The World Breastfeeding Week (WBW) theme for 2013 is "Breastfeeding Support: Close to Mothers," and highlights breastfeeding peer counseling.

Peer counselors provide a cost effective and highly productive way to reach a larger number of mothers more frequently. Some objectives of WBW 2013 are to inform people of the benefits of peer counselors, identify local community support contacts for breastfeeding mothers and encourage maternity facilities to implement the Ten Steps of the Baby Friendly Hospital Initiative. Visit the WBW website at www.worldbreastfeedingweek.org for more information.

To celebrate WBW, the International Lactation Consultant Association (ILCA) has developed its annual



Action Kit to support the WBW 2013 theme. Please visit the ILCA website for more information: www.ilca.org.

Important Dates

August 1-7, 2013

World Breastfeeding Week

Visit www.worldbreastfeedingweek.org for more information

August 2-3, 2013

Big Latch On

Visit www.biglatchon.org for a location near you.

August 9, 2013

Western Kentucky Breastfeeding Conference

Paducah, KY

Speaker: Catherine Watson Genna, IBCLC

Visit www.kybreastfeeding.com to download registration brochure.

August 13, 2013

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm EST

Visit www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx for more information.

August 15-25, 2013

Rock and Relax at the Kentucky State Fair

Louisville, KY

www.kystatefair.org

August 22, 2013

Eastern Kentucky Breastfeeding Conference

Ashland, KY

Speaker: Dr. Maya Bunik, MD, FAAP

Visit www.kybreastfeeding.com to download registration brochure.

August 23, 2013

Lactation on the Levee

Covington, KY

Speaker: Dr. Maya Bunik, MD, FAAP

Registration: TBA

September 13, 2013

KLIC 11th Annual Conference

Shepherdsville, KY

Speaker: Mary Kay Smith, RN, IBCLC

Registration: www.klicbreastfeeding.org

September 23-27, 2013

Lactation Counselor Training Course and CLC Certification Exam

Louisville, KY

www.healthychildren.cc

September 25, 2013

Midwest Lactation Conference

Indianapolis, IN

visit <http://www.eventglide.com/midwest-lactation-conference> for more information.

October 8, 2013

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm EST

Visit www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx for more information.

www.kybreastfeeding.com
www.breastfeedkentucky.com
<http://chfs.ky.gov/dph/mch/ns/breastfeeding>

Editor: Michele Burton, RD, LD
burton.michele@gmail.com



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.

