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

Shape the Future Breastfeed © 2003 KY WIC Program

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Kentucky Breastfeeding Newsletter

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Fifth Annual Breastfeeding Summit

We would like to invite you to the fifth annual "Shape the Future" Breastfeeding Summit to be held at the Clarion Hotel on Wednesday, April 9, 2014, in Lexington, Kentucky. The Summit is being offered in cooperation with the Kentucky Academy of Nutrition and Dietetics (KAND) as part of its annual conference. CEUs are being sought for RDs and RNs as well as CERPs for IBCLCs. The registration fee includes lunch. The following is a preview of the agenda:

10:00—10:15	Welcome Marlene Goodlett, MS, RD, LD, CLC
10:15—11:15	What to Say to a Breastfeeding Mother When . . . Mary Kay Smith, RN, IBCLC, FILCA
11:15—12:15	Overcoming Breastfeeding Barriers: Focus on Teen Mothers Mary Kay Smith, RN, IBCLC, FILCA
12:15—12:30	Celebrating 40 Years in WIC Fran Hawkins, MS, RD, LD
12:30–1:30	Lunch
1:30–1:45	Lactation Improvement Network (LINK) Breastfeeding Awards
1:45–2:45	Kentucky Infants Safe and Strong (KISS) Project Kentucky Infant Safe and Strong (KISS) Project Team
2:45-3:00	Breastfeeding Strategic Plan Update Marlene Goodlett, MS, RD, LD, CLC
3:00-3:15	Closing Marlene Goodlett, MS, RD, LD, CLC
3:15-5:00	Lactation Improvement Network of Kentucky (LINK) Meeting

Go to www.kyeatright.org for more information and to register for the Summit. Online registration ends on April 4.

We look forward to seeing you at the fifth annual Breastfeeding Summit in Lexington.

Nutrition Education
Healthy Food

WIC 1974 2014

Breastfeeding Support
Healthcare Referrals

Strengthening Families for 40 Years

Study Proves Importance of IBCLC Care

A study published in the February 2014 edition of the *American Journal of Public Health* found that patients connected with International Board Certified Lactation Consultants (IBCLC) were three times more likely to be exclusively breastfeeding at three months, more likely to be exclusively breastfeeding at one month, and less likely to wean in the first six months.

Two separate studies were conducted using large samples of women from prenatal clinics in the Bronx, NY. Researchers started following the women during their pregnancy and continued up to six months after they had their babies. Breastfeeding practices were studied, and the results of those who had the interventions were compared to those who had routine medical care.

When the intervention included IBCLC care, women were more likely to initiate breastfeeding and there was a higher rate of any breastfeeding at one, three, and six months as well as exclusive breastfeeding at six months.

For more detailed information on the study, please visit http://ajph.aphapublications.org.

Adapted from United States Lactation Consultant Association (2014). Meet Your Breastfeeding Gaols: Make Sure an IBCLC is Part of Your Health Care Team! [Press Release]. Retrieved from http://uslca.org/wp-content/uploads/2014/02/2.4.14-APHA-re-IBCLC-Impact.pdf

World Breastfeeding Week 2014 Sneak Peek

The World Alliance for Breastfeeding Action (WABA) has announced the theme for World Breastfeeding Week (WBW) 2014. According to WABA, **Breastfeeding: A Winning Goal-for Life** emphasizes "the importance of increasing and sustaining the protection, promotion, and support of breastfeeding in the Millennium Development Goals (MDGs) countdown and beyond." The MDGs are eight international development goals that were established by the United Nations in 2000. All UN member states at the time committed to help achieve the MDGs by 2015.

WABA's stated objectives for WBW 2014 are:

1. to inform people about the MDGs and how they relate to breastfeeding;
2. to showcase the progress made so far and the key gaps in breastfeeding;
3. to call attention to the importance of stepping up actions to protect, promote, and support breastfeeding as a key intervention in the MDGs countdown; and

4. to stimulate interest among young people of both genders to see the relevance of breastfeeding in today's changing world.

The 2014 World Breastfeeding Week Calendar and Action Folder will be available soon. Please visit www.waba.org for more information.

Celebrate 40 Years of WIC!

The WIC Program along with the National WIC Association (NWA) is excited to celebrate four decades of WIC. The theme for WIC's 40th Anniversary is **WIC: Strengthening Families for 40 Years**.

Throughout 2014, the NWA will be promoting this theme with various activities including hosting several special educational webinars. The NWA has created a special website for the 40th Anniversary: www.WICturns40.org. There you will find anniversary materials, resources, and a calendar of events.

WIC promotional video clips and printed materials are available for local clinics to use and share to highlight WIC services. Included in these resources are materials specific to WIC Breastfeeding Support.

Look for more information on WIC's 40th Anniversary celebrations throughout 2014.

WIC: Strengthening Families for 40 Years

In 1972, the U.S. Congress passed legislation that established the Special Supplemental Food Program for Women, Infants, and Children (WIC) as a two-year pilot project under the Department of Agriculture. This program linked health care and food assistance for pregnant women, nursing mothers, infants, and children considered at-risk for poor health because of malnutrition and low income.

In 1974, following the two-year trial run, the WIC program (later renamed the Special Supplemental Nutrition Program for Women, Infants, and Children) officially began in Pineville, Kentucky. Nationally, in 1975, the program served approximately 344,000 at-risk women, infants, and children up to the age of five with $83 million in funding. It was estimated in 1972 that the proportion of income-eligible women participating in WIC was 3%. That percentage rose to 40% by 1980 and to more than 50% in the 1990s.

Today, 40 years later, WIC's monthly food prescription, tailored to meet the specific needs of WIC clients, is provided nationally to more than 8.9 million participants each month through 10,000 clinics nationwide.

WIC is recognized as the nation's premier public health nutrition program. It has gained this reputation and garnered strong, continued bipartisan support because of its cost-effective, scientifically documented health successes.

Gateway to Good Health

WIC is a short-term intervention program designed to strengthen families by influencing lifetime nutrition and health behaviors in a targeted, high-risk population. To participate, WIC requires that clients have one or more documented nutritional risks and income less than or equal to 185% of the poverty level or are on Medicaid. Roughly 64% of WIC participants reside in families with income below the poverty level.

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Birth Outcomes Successes

Today, approximately 52% of pregnant women enroll in WIC during their first trimester, and 25% of pregnant women enrolled have three or more nutrition risk factors. Studies have shown that pregnant women who participate in WIC have longer pregnancies that lead to fewer premature births, give birth to fewer low and very low birth-weight babies, experience fewer fetal and infant deaths, seek prenatal care earlier in pregnancy, and consume more of such key nutrients as iron, protein, calcium, vitamin C, and vitamin A.

It costs approximately $759 a year for a WIC participant. Preterm births cost the United States over $26 billion a year, and the average first-year medical costs for a premature/low birth-weight baby are $49,033 compared to $4,551 for a baby without complications. Medicaid participants on WIC have, on average, 29% lower Medicaid costs for infant hospitalizations.

Breastfeeding Successes

WIC promotes breastfeeding as the preferred method of infant feeding. Breastfeeding helps mothers feel close to their babies, and breast milk contains all the nutrients babies need to grow and develop. Breast-fed infants tend to be healthier because they receive antibodies from the breast milk that protects them against infection. In 2010, survey data indicated that 63% of WIC infants aged 6–13 months were breastfed. Participation in the WIC breastfeeding peer counseling program is associated with an increased rate of breastfeeding initiation.

Children's Health Successes

WIC enables parents to properly feed their children during critical early years of growth and development, assuring normal growth, reducing levels of anemia, increasing immunization rates, improving access to regular health care, and improving diets. Today, 50% of all infants born in the United States are on WIC. WIC interventions can help improve health behaviors that are linked to reducing early childhood obesity. Food package changes in 2009 were followed by improved dietary intake and obesity reduction among WIC children. Participation in WIC significantly increases the Healthy Eating Index Scores for households.

History of WIC in Kentucky

Kentucky has long been a leader in providing nutrition services to its population. In the early 1930s, Kentucky employed one of the nation's first full-time public-health nutritionists as part of its Maternal and Child Health Program. In 1958 Kentucky recognized the impact that persons with a bachelor's degree in nutrition could make on patients in local health clinics and employed them to provide patient counseling and nutrition education. This practice continues 40 years later.

The Kentucky Nutrition Program, with its history of including nutrition education as an integral part of health care, welcomed the opportunity to implement the WIC program. Peggy Kidd, RD, MPH, was the Chief of Nutrition for the Office of Health Services, Kentucky Bureau for Health Services, and she led the way in Kentucky to start the first WIC Program in the nation.

By January 1974, the Maternity and Infant Care Project was operating and serving Bell, Harlan, Floyd, and Letcher counties. By March 1, 1974, 13 project areas were providing WIC services. Today, the WIC program is in all 120 counties with 143 sites serving over 132,000 participants per month.

Certified Lactation Specialist Course

The Nutrition Services Branch is sponsoring a Certified Lactation Specialist (CLS) Course for local health department health professionals that perform WIC services and other public and private partners. The training will be held June 2–6, 2014, at the Knicely Conference Center in Bowling Green, Kentucky.

This training will be limited to Registered Dietitians (RD), Certified Nutritionists (CN), Registered Nurses (RN), Licensed Practical Nurses (LPN), Physicians (MD), Advance Nurse Practitioners (ARNP), and Physician Assistants (PA).

Brochures describing the training objectives and registration specifics were sent to WIC Coordinators and Breastfeeding Coordinators. The registration fee for the course is $200. Space is limited, so please send your registration as soon as possible. The registration deadline is May 1, 2014.

Local health departments may use 804 funds to cover the cost of health department staff attending this training.

If you have any questions, please contact Marlene Goodlett at marlene.goodlett@ky.gov or 502-564-3827 ext. 4348.

Dates to Remember

March 31, 2014
Application Deadline for IBLCE's exam in July 2014
http://iblce.org/

April 8, 2014
CDC/USBC Bi-Monthly Coalitions Webinars
2:00—3:00 pm Eastern
www.usbreastfeeding.org

April 9, 2014
5th Annual Breastfeeding Summit
Lexington, KY
Register online at www.kyeatright.org.

April 14-May 31, 2014
GOLD Lactation Online Conference
www.goldlactation.com

June 2-6, 2014
Certified Lactation Specialist (CLS) Course
Bowling Green, KY

June 10, 2014
CDC/USBC Bi-Monthly Coalitions Webinars
2:00—3:00 pm Eastern
www.usbreastfeeding.org

July 23-26, 2014
ILCA Conference
Phoenix, AZ
Early Bird Registration until May 15. For more information visit www.ilca.org.

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

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Kentucky UNBRIDLED SPIRIT

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WIC GROWING HEALTHY FAMILIES