

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



Summer ■ 2012

# Kentucky Breastfeeding Newsletter



## Kentucky's 3rd Annual Breastfeeding Summit

Kentucky's 3rd Annual Breastfeeding Summit was held March 28, 2012 in Lexington. The Summit was again provided in cooperation with the Kentucky Dietetic Association (KDA) as part of their annual conference. We would like to thank the KDA for allowing us to take part in their Food and Nutrition Conference and Exhibition.

We would also like to thank each of you who attended this important summit. We had approximately 150 total attendees representing a broad cross-section of breastfeeding supporters including breastfeeding mothers, peer counselors, registered nurses, registered dietitians, La Leche League members, lactation consultants, students, and other community members.

The first session of the summit highlighted Kangaroo Care Success Stories. Since the Kangaroo Care Initiative was implemented, 33 hospitals have gone "live" with Kangaroo Care. Three of these hospitals, TJ Samson, The University of Kentucky Hospital, and St. Claire Medical Center shared their experiences and success with implementing skin-to-skin

immediately following birth. These stories no doubt inspired those hospitals following in their footsteps as we work to make Kentucky hospitals more baby-friendly and increase breastfeeding initiation and duration rates for the Commonwealth.

Another highlight of the summit included information from the Louisville Metro Health Department, which received the Communities Putting Prevention to Work (CPPW) grant. Wendy Carlin, RD, LD and Barbara Ruedel, RD, LD, IBCLC, RLC shared the exciting results achieved using the CPPW funds. As part of the initiative, all four birthing hospitals in Louisville adopted a breastfeeding policy based on the Academy for Breastfeeding Medicine, and by December 2011 there was a 6% increase in breastfeeding rates within Jefferson County. Another exciting result of this initiative was a Louisville Metro Government Worksite Breastfeeding Policy was signed by Mayor Greg Fischer in February 2011. This policy provides for milk expression breaks, a place to express milk, breastfeeding equipment, and breastfeeding

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education. Louisville Metro Government now has fourteen private lactation rooms throughout the twelve divisions.

As part of this year's summit, the Lactation Improvement Network of Kentucky (LINK) presented an update of the great work they have been doing this year. To learn more about LINK and to become involved, please visit: [www.breastfeedinglink.org](http://www.breastfeedinglink.org). Also, be sure to follow LINK on Facebook at [www.Facebook.com/BreastfeedingKY](http://www.Facebook.com/BreastfeedingKY) or follow on Twitter at [www.Twitter.com/BreastfeedingKY](http://www.Twitter.com/BreastfeedingKY).

Another feature of the summit was "Championing Breastfeeding: One Physicians' Perspective" presented by Dr. Rebecca Collins. This informative presentation emphasized why the time is now for breastfeeding in Kentucky and discussed the University of Kentucky Hospital's progress toward the Baby-Friendly designation.

Lastly, committee chairs shared highlights and steps that have been made over the past year in implementing the state plan. Please see the article on page 5.

Thank you for your support as we continue to "Shape the Future!"



*Breastfeeding supporters of all ages enjoyed the third annual Breastfeeding Summit.*

## Regional Conferences

Every year, the dedicated regional coalitions work tirelessly to bring high quality conferences to their respective areas of the state.

This year, the conferences kick off with the Western Kentucky Breastfeeding Conference on August 24, 2012 in Bowling Green. The featured speaker will be Molly Pessl, BSN, IBCLC. Conference registration forms will be mailed soon.

Next, the Kentuckiana Lactation Improvement Coalition (KLIC) will bring Kittie Franz, RN to Shepherdsville, KY on September 14, 2012. Conference Scholarships will be available for KLIC members. The deadline for scholarship applications will be July 31, 2012. Registration and scholarship information can be found on the KLIC website at: [www.klicbreastfeeding.org/annual-conference](http://www.klicbreastfeeding.org/annual-conference).

On September 27, 2012, Jennifer Thomas, MD, MPH, IBCLC will be the featured speaker for the Eastern Kentucky Breastfeeding Conference in London, KY. Registration information will be announced.

Finally, the Northern Kentucky Breastfeeding Conference will also feature Jennifer Thomas, MD, MPH, IBCLC. Their conference will be held September 28, 2012. Location and registration information will be announced.

We encourage you to take advantage of these excellent educational opportunities.

# World Breastfeeding Week

The World Alliance for Breastfeeding Action (WABA) is pleased to announce the World Breastfeeding Week (WBW) theme for 2012: “Understanding the Past—Planning the Future.” This year we celebrate the 20th World Breastfeeding Week and 10 years of WHO/UNICEF’s Global Strategy for Infant and Young Child Feeding. Visit the WBW website regularly for updates to come.

To celebrate WBW, ILCA has launched their 2012 theme: “The Road to Lifelong Health Begins with Breastfeeding.” ILCA has again produced their WBW Action Kit along with a number of fun promotional items. You can also download a news release and proclamation, as well as certificates to use in your WBW activities. Visit the World Breastfeeding Week section of the ILCA Bookstore for more details: [www.ilca.org](http://www.ilca.org).



**Understanding the Past -  
Planning the Future:**  
Celebrating 10 years of  
WHO/UNICEF's Global Strategy  
for Infant and Young Child Feeding

In addition to WBW, August is also Breastfeeding Awareness Month in Kentucky. To kick off the celebrations, there are currently 3 locations in the state hosting Big Latch On events, August 3 and 4. Please visit [www.biglatchon.org](http://www.biglatchon.org) for more information. For a list of additional Breastfeeding Month activities in Kentucky, please see “Important Dates” on page 7.

## Rock and Relax at the Kentucky State Fair



Once again, Louisville Metro Health and Wellness and Baptist Hospital East have teamed up to co-sponsor the “Rock and Relax” Room at the Kentucky State Fair!

The Rock and Relax Room provides mothers with a private place to feed, change, and rock their babies while raising awareness of the health benefits of breastfeeding. The staffing is provided by personnel from local health departments, the state health department, and Baptist East, with approximately 50 volunteers putting in over 300 hours. Health experts are available to answer questions about breastfeeding and parenting.

“Rock and Relax” is open during the fair from 10 a.m. to 9 p.m. and is located in South Wing B as part of “Kids Biz”. The room features:

- Hand washing facility;
- Sanitary changing area;
- Disposable diapers and wipes;
- Rocking chairs;
- Maternal and child health information; and
- Door prizes.

If you would like to volunteer to work in the Rock and Relax Room, please contact Barbara Ruedel ([barbara.ruedel@louisvilleky.gov](mailto:barbara.ruedel@louisvilleky.gov)). Shifts are from 10 a.m.—3:30 p.m. and 3:30 p.m.—9 p.m. with two volunteers per shift.

The Kentucky State Fair begins August 16th and continues through August 26th, 2012 at Louisville’s Kentucky Fair and Exposition Center.

# Kangaroo Care Update

August 4-6, 2012, Marlene Goodlett, Cerise Bouchard, and Denise Barbier will represent Kentucky at the United States Breastfeeding Committee Conference (USBC) in Arlington, VA. There, they will share how the Kentucky WIC Program and LINK collaborated to develop the state strategic plan and succeeded in training 100% of birthing hospitals in Birth Kangaroo Care (KC). Furthermore, they will share the challenges faced and solutions implemented.

Congratulations to the following hospitals that have already implemented Birth Kangaroo Care in their facilities:

- University of Louisville Hospital;
- Baptist Hospital Northeast;
- Baptist Hospital East;
- Flaget Memorial Hospital;
- Hardin Memorial Hospital;
- Springview Hospital;
- Twin Lake Regional Medical Center;
- TJ Samson;
- Lake Cumberland Hospital;
- St. Claire Hospital;
- Methodist Hospital;
- Middlesboro ARH;
- Meadowview Regional Medical Center;
- Harrison Memorial Hospital;
- Harlan ARH;
- Whitesburg ARH;
- Lourdes;
- Fort Logan;
- University of Kentucky;
- Regional Medical Center;
- Baptist Regional;
- Murray Calloway;
- Epharaim McDowell;
- Williamson ARH;
- Frankfort Regional Medical Center;
- Clark Regional;
- Three Rivers;
- Manchester Memorial;
- Hazard ARH;
- Owensboro Medical Health Services;
- Jennie Stuart Medical Center;
- Pikeville Medical Center; and
- Central Baptist Hospital.

## LINK Video Project

LINK is putting together a video to show that despite having some of the lowest breastfeeding rates in the country, lots of Kentucky mothers do breastfeed! Once completed, the video will be available to share through social media networks and websites.

In order to produce this video, LINK is requesting pictures of mothers breastfeeding their children at notable locations all across the commonwealth. Some ideas include:

- My Old Kentucky Home;
- Churchill Downs;
- Rupp Arena;
- Louisville Slugger Museum;
- Kentucky Speedway;
- Any Kentucky State Park; or
- A Horse Farm.

In order to be included in this video, LINK must have a photo release form. Please visit the LINK website to download this form. Once completed, send your photo and release form to: Shannon Perez, 4534 South 1st St., Louisville, KY 40214. Or you may email to: [shannonperez100@gmail.com](mailto:shannonperez100@gmail.com).

So, if you have or can take a picture of you nursing your baby in a distinctly Kentucky location, please send it in. Your photo may even be featured on the LINK website. Please visit [breastfeedinglink.org](http://breastfeedinglink.org) for more information.

# The Strategic Plan for Improving Breastfeeding Rates in Kentucky (State Plan) Committee Updates

## **Maternity Care and Hospital Practices**

The committee's main focus the last few months has been on the Kangaroo Care Training. As a result of this training, forty-seven percent of birthing hospitals in Kentucky are performing Birth Kangaroo Care. The remaining hospitals plan to implement Birth Kangaroo Care by July 2012.

Progress has also been made on the Outpatient Clinical Lactation Services strategy. All birthing hospitals have been surveyed and protocols will be developed to help implement continuity of care for clients to receive the outpatient services.

## **Support for Breastfeeding in the Workplace**

Much progress has been made in the effort to increase worksite lactation support programs. The committee is collaborating with Teresa Lovely, the Business Coordinator for Worksite Wellness Development for the Department for Health. Ms. Lovely is in the process of writing a grant to assess worksite wellness programs across the state through a state-wide survey. An assessment of breastfeeding in the workplace will be a part of the survey. Also, the committee is developing a 3-tier recognition program for breastfeeding-friendly employers.

In an effort to increase health insurance coverage of lactation support services, the committee has explored benefit packages from other states and has selected a template for the benefit package for Kentucky.

## **Peer Support**

In an effort to establish the WIC Breastfeeding Peer Counselor Program statewide, all health departments were surveyed to determine the community's access to breastfeeding support groups. Educational materials regarding peer support are being developed for use in hospitals and physician offices.

In addition, the WIC Program sponsored a Certified Lactation Specialist (CLS) course in London in September 2011 and a Certified Lactation Counselor (CLC) course in Lexington in May 2012.

## **Educating Mothers and Families**

The Educating Mothers and Families objective has two strategies. The first strategy is to educate a network of social service programs and other public and private partners to provide a consistent breastfeeding message to prenatal women. For this strategy, a two-page handout is being developed to be provided to key partners

The second strategy is to establish a breastfeeding education and marketing campaign to target a mother's primary support network. The committee is developing father and grandmother handouts providing education on breastfeeding. Also, topics have been developed for future media campaigns.

## **Healthcare Professional Support**

The first strategy for this committee is to offer evidence-based content on breastfeeding and human lactation in health professional courses of study. The committee has completed an online survey of Registered Nursing Programs (Associate and Bachelor's degree) at colleges and universities within Kentucky. Members of the committee will contact those programs that expressed an interest in enriching their breastfeeding curriculum. See page 6 for more information.

The second strategy is to increase opportunities for evidence-based content on breastfeeding and human lactation in continuing education. A listserv was developed to provide information on United States Lactation Consultant Association (USLCA) webinars, etc. Breastfeeding Conferences have been planned by the State WIC Office and the Regional Breastfeeding Coalitions.

## **Media and Social Marketing Update**

The collaborative website between LINK and WIC, [www.breastfeedinglink.org](http://www.breastfeedinglink.org), has been operating since April 2011. Check the website often for the latest on upcoming conferences and events.

In February 2012, LINK launched its Facebook page. We now have a total of 185 following LINK at [facebook.com/BreastfeedingKY](https://facebook.com/BreastfeedingKY).

# Registered Nurse Program Survey

**Doraine Bailey, MA, IBCLC, RLC**

**Healthcare Professional Support Co-Chair**

In April, the Healthcare Professional Support committee conducted an online survey of Registered Nursing Programs (Associate and Bachelor's degree) at colleges and universities within Kentucky. We had a response rate of 31% (14 of 45 programs). Most respondents (64%) offered an Associate degree, followed by a Bachelor's degree (43%). Thirteen programs offered between one and five clock hours of breastfeeding/lactation content in their nursing curriculum (100% taught in the maternal/newborn course, 29% in the pediatrics course). Most content taught included breast anatomy and physiology, newborn behavior, positioning, latch, feeding frequency and duration, milk supply and composition, sore nipple and mastitis management, benefits, and consequences of not breastfeeding. The average number of clinical hours offered to students ranged from none to six. None of the respondent's colleges or universities offered a stand-alone breastfeeding course.

Respondents to the survey indicated the challenges of integrating breastfeeding content into the 2- or 4-year nursing curriculum include 'does not see the need,' 'lack of dedicated hours or time to teach the content,' 'the information is not relevant to preparing generic nurses,' and 'difficulty finding

clinical experiences.' The perceived benefits of including the content include 'content is applicable to a new graduate/novice nurse,' 'meets the Association of Women's Health, Obstetric, and Neonatal Nurses policy statement regarding breastfeeding and nursing education,' 'content may be tested on the NCLEX-RN' (the Kentucky RN Certifying Exam), 'meets the American Association of Colleges of Nursing essentials of nursing education,' 'creates consistency with other health professionals colleges,' 'improves the uniqueness of our program,' 'views content as essential component of maternal-child health,' 'important to students personally,' 'to increase KY's breastfeeding statistics,' and 'college community to teach the importance of breastfeeding.'

Members of the Nursing Subcommittee will next be in touch with several schools of nursing who expressed an interest in enriching or expanding their breastfeeding content. The Dietetics Subcommittee will be compiling similar data in the near future. For more information about the survey or integrating lactation into the nursing curriculum, please contact Doraine Bailey at [Dorainef.Bailey@ky.gov](mailto:Dorainef.Bailey@ky.gov) or Glenda Adams at [Glenda.Adams@louisville.edu](mailto:Glenda.Adams@louisville.edu).

## Retirement Announcement



Geneva Wallen, Breastfeeding Peer Counselor Supervisor for the Martin County and Lawrence County Health Departments, has announced her retirement. Geneva has served for over 34 years in public health. Geneva says, "We have made great strides in the health of the people in our respective communities. Good bye to all the people I have worked with over the years and keep WIC and Breastfeeding at the top of our priority list." Geneva's last day was May 31st.

# Important Dates

**August 3, 2012**

**Big Latch On**

10:00 am

Bowling Green, KY

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

**August 4, 2012**

**Big Latch On**

10:00 am

Lexington, KY

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

**August 4, 2012**

**Big Latch On**

10:00 am

Louisville, KY

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

**August 4, 2012**

**Breastfeeding Walk**

8:00—10:00 am

Danville, KY

[Elizabeth.Pope@ky.gov](mailto:Elizabeth.Pope@ky.gov)

**August 7, 2012**

**Breastfeeding Picnic**

4:30—7:00 pm

Frankfort, KY

[SallyJ.Brunner@ky.gov](mailto:SallyJ.Brunner@ky.gov)

**August 7, 2012**

**KLIC Meeting featuring Karen Gromada**

6:00 pm

Louisville, KY

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

**August 16-26, 2012**

**Rock and Relax at the Kentucky State Fair**

Louisville, KY

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

**August 4-6, 2012**

**USBC Conference**

*Answering the Call: Coalitions Moving Into Action*

Arlington, VA

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

**August 14, 2012**

**LINK State Plan Conference Call/CDC-USBC**

**Teleconference**

12:30—3:00 Eastern

Please visit [www.breastfeedinglink.org/meetings](http://www.breastfeedinglink.org/meetings) to find a location near you.

**August 24, 2012**

**Western Kentucky Breastfeeding Coalition Annual Conference**

Bowling Green, KY

Speaker: Molly Pessl, BSN, IBCLC

**September 14, 2012**

**Kentuckiana Lactation Improvement Coalition Annual Conference**

Shepherdsville, KY

Speaker: Kittie Franz, RN

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

**September 24-28, 2012**

**CLC Course**

Louisville, KY

[www.healthychildren.cc](http://www.healthychildren.cc)

**Save The Date**

**September 27, 2012**

**Eastern Kentucky Breastfeeding Conference**

London, KY

Speaker: Jennifer Thomas, MD, MPH, IBCLC

**Save The Date**

**September 28, 2012**

**Northern Kentucky Breastfeeding Conference**

Speaker: Jennifer Thomas, MD, MPH, IBCLC

Location: TBA



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