

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



Winter ■ 2012

Kentucky Breastfeeding Newsletter



Breastfeeding Peer Support in Kentucky

When we embarked on our state plan journey in April 2010, it was very apparent that peer support was one of the key pieces of the puzzle and should be central to Kentucky's efforts. As the strategic plan states, there is a positive association between breastfeeding initiation and duration rates and peer counseling.

In Kentucky there is a lack of peer and lactation support specialists, especially in the more rural areas. Lexington, Louisville and Bowling Green have the bulk of Kentucky's International Board Certified Lactation Consultants (IBCLC), Certified Lactation Counselors (CLC), and Certified Lactation Specialists (CLS). Johnna Black, the WIC Regional Breastfeeding Coordinator for the Paducah and surrounding area, has been surveying all 120 counties in the state as an action step mentioned in Peer Support Strategy #2. She has found a lack of support away from the bigger cities. La Leche League is almost non-existent in most of the state. Most hospitals do have lactation support, but not necessarily an IBCLC, and certainly not 24 hours a day. Sporadically, she found that some areas have mother-to-mother groups that provide support, but not specific to breastfeeding.

Strategy #1 of the state plan is to expand the WIC Breastfeeding Peer Counselor Program. The WIC Peer Counselor Program fills a void where there might not be any support groups or lactation counselors available. Currently the WIC Breastfeeding Peer Counselor program is in 58 counties (see map on page 2). This past year 12 new programs were added across the state. In response to Johnna's survey, 37 additional health departments expressed interest in having a Peer Counselor Program.

Two more action steps that are mentioned in the Strategic Plan are, identifying referral systems for peer support across the state and developing educational materials on the effectiveness of peer support in increasing breastfeeding rates.

If any LINK members are interested in peer support, please join our committee. We welcome fresh ideas and energy in our attempts to provide much-needed support to Kentucky moms. If you are interested, please contact Johnna Black at johnnaf.black@ky.gov or Jennifer Burchett at jenniferm.Burchett@ky.gov.

Jennifer Burchett, BSN, RN
Johnna Black, RN

Kentucky Kangaroo Care Initiative Update

The University Hospital and the Kentucky WIC Program recently partnered to provide training to implement birth Kangaroo Care (KC) as the standard of care in all birthing hospitals across the state. Yes, one hundred percent of all birthing hospitals in Kentucky are trained to KC in the delivery room! At the training, all hospitals set a “go live” date for implementing KC. This exceeds the goal set in the “Strategic Plan for Improving Breastfeeding rates in Kentucky” written by the KY WIC Program and LINK, which states to “increase the number of hospitals that implement skin to skin policies in KY from 19% to 25%.”



With the statewide KC workshops completed, all birthing hospitals in Kentucky were trained and provided the Kangaroo Care Toolkit developed by the University of Louisville Hospital Center for Women and Infants. The Toolkit includes a 35 minute DVD to train obstetrical staff, a 9 minute patient education DVD and a CD-ROM with instructor/participant manuals, hospital policies, important references, staff competency check-lists, and much more.

All participating hospitals are currently educating their staff and planning to “go live” with birth KC before June 1, 2012. As true partners in this practice change, all hospitals will be collecting data on birth KC and breastfeeding initiation. This data will be sent to the state in order to track the progress in breastfeeding initiation before discharge from the hospital. The simple act of placing a Kentucky newborn “skin-to-skin” with its mother in the first few minutes of life will have a dramatic impact on that infant, its mother, and the health of our state.

Facts about the KY KC Workshops:

- 9 workshops were conducted from October 18 thru November 29, 2011 with a make-up workshop on January 10, 2012;
- The workshops were conducted in all areas of the state: Paintsville, Whitesburg, Bowling Green, Paducah, Lexington (2), London, Louisville and Mt. Vernon;

- 44 birthing hospitals participated;
- 158 hospital staff attended;
- 28 out of 44 hospitals have Lactation Consultants on staff with a total of 73 Lactation Consultants; and
- 30 midwives practice at 16 hospitals.

KC practices prior to training:

- 27 hospitals did KC in the delivery room but zero practiced “birth KC” or immediate skin-to-skin in the delivery room;
- 12 units practiced KC in the Post-Anesthesia Care Unit (PACU) or Recovery Room;
- 27 promoted KC in postpartum; and
- Only 6 hospitals reported having a policy for KC.

On behalf of all of the KC Champs at University Hospital, I want to thank the Kentucky WIC Program and their entire staff for allowing us to travel across the state, share our knowledge, establish new professional connections, support standard of care obstetrical nursing practices, expand the breastfeeding culture, and make new friends and lasting memories.

Denise Barbier, OTR/L, MOT
Kangaroo Care Coordinator
Center for Women and Infants, University Hospital,
Louisville, KY
deniseba@ulh.org

Kangaroo Care Implementation

The following hospitals 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; and
- University of Kentucky.

Congratulations to all of these hospitals!



A lucky visitor meets a real Joey during the Kangaroo Care Kick Off celebration at TJ Samson.

Kentucky's 3rd Annual Breastfeeding Summit

Wednesday March 28, 2012

Lexington, KY

10:00-10:15	Welcome and Opening Remarks Fran Hawkins, MS, RD, LD Manager, Nutrition Services Branch, Department of Public Health
10:15-10:45	Kangaroo Care Success Stories
10:45-11:45	United States Health and Human Services Breastfeeding Stimulus Grant Barbara Ruedel, RD, LD, IBCLC Nutritionist and Lactation Consultant, Louisville Metro Health Department Wendy Carlin, MS, RD Putting Prevention to Work, Louisville Metro Health Department
11:45-12:00	Lactation Improvement Network of Kentucky (LINK) Update Cerise Bouchard, CLC LINK President
12:00-1:00	Lunch
1:00-2:00	Championing Breastfeeding: One Physician's Perspective Rebecca Collins, MD Director Newborn Nursery, University of Kentucky Hospital
2:00-3:00	State Breastfeeding Strategic Plan Update: One Year Later
3:00-5:00	Lactation Improvement Network of Kentucky (LINK) Annual Meeting

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

Maternity Care and Hospital Practices

Co-chairs: Susan Brown and Kim Coffey

The Maternity Care and Hospital Practices group has six strategies, and we have seen much progress in implementing the action steps.

The committee's main focus the last few months has been on the Kangaroo Care Training (editor's note: see article on page 3 for update on KC training).

Progress has also been made on the Outpatient Clinical Lactation Services strategy with various entities providing services throughout the state. Many hospitals and health departments are providing outpatient programs, as well as private businesses throughout the state (Babyology in Louisville, Mother Nurture in Lexington, Bluegrass Lactation Consulting in Midway, etc).

The number of IBCLCs continues to increase in KY! We now have at least 136 IBCLCs. Doraine Bailey has started a database of IBCLCs in Kentucky and will continue to update. We have identified employers in the state who are supporting the efforts of staff wishing to become an IBCLC. For example, UK Hospital offers a clinical internship program and Barren River District Health Department is currently mentoring 2 CLCs on the pathway to certification.

If you are interested in being a part of this group please contact Susan Brown at SusanH.Brown@ky.gov or Kim Coffey at KimberlyA.Coffey@ky.gov.

Support for Breastfeeding in the Workplace

Co-chairs: Amanda Neiheisel and Barbara Ruedel

Breastfeeding in the workplace has two strategies. One is to increase the number of employers with lactation support programs. The other is to

increase the number of health insurance plans that cover lactation support.

To increase lactation support in the workplace, the committee will contact the KY Chamber of Commerce to assist in sending out an emailed survey to all members about worksite lactation support. Using this information the committee plans to develop a recognition program according to the level of services provided, and offer a certificate and a window cling stating, "Breastfeeding Welcome Here".

The committee has also been working with the universities in the state to see what services they offer. Currently we are aware the University of KY, University of Louisville, and Northern Kentucky University have lactation support programs.

The committee has been in contact with health care insurance providers in Kentucky to determine what lactation benefits are covered. The committee has also researched other states' lactation insurance benefits to help develop a plan for Kentucky.

If you are interested in being a part of this group please contact Amanda Neiheisel at Amanda.neiheisel@nkyhealth.org or Barbara Ruedel at Barbara.Ruedel@louisvilleky.gov.

Peer Support

Co-chairs: Johnna Black and Jennifer Burchett

Editor's Note: This edition of the Newsletter features the Peer Support strategy of the State Plan. Please see article on page 1 for an update from this committee.

If you are interested in being a part of this group please contact Johnna Black at johnnaf.black@ky.gov or Jennifer Burchett at jenniferm.Burchett@ky.gov.



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Educating Mothers and Families

Co-chairs: Dana O’Meallie Bennett and Karen Pelfrey

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, the magazine “Your Guide to Breastfeeding” is being considered as a key resource. This magazine is published by the U.S. Department of Health and Human Services’ Office on Women’s Health and can be viewed at: www.womenshealth.gov/publications/our-publications/breastfeeding-guide/

The second strategy is to establish a breastfeeding education and marketing campaign to target a mother’s primary support network. We are currently working toward designing our own pamphlets to use for this purpose.

If you are interested in being a part of this group please contact Dana O’Meallie Bennett at Dana.Bennett@ky.gov or Karen Pelfrey at KarenS.Pelfrey@ky.gov.

Healthcare Professional Support

Co-chairs: Doraine Bailey and Merritt Bates Thomas

Two strategies were identified for this group. The first strategy is to offer evidence based content on breastfeeding and human lactation in health professional courses of study. Action steps for this area include developing a comprehensive database of all institutions offering training, identifying minimal requirements, assisting in curriculum development, developing a speaker’s bureau, and identifying teaching resources. Doraine Bailey is working to develop a health professional survey in this area to assist us as we move forward.

The second strategy is to increase opportunities for the evidence based content on breastfeeding and human lactation in continuing education. Even before the development of the strategic plan, this area had already received attention from the regional coalitions. The coalitions have offered

annual conferences, featuring noted experts, on a variety of topics related to breastfeeding and human lactation. Action steps in this area include collaborating with stakeholders to identify and develop continuing education, collaborating with key partners to ensure that continuing education is provided, developing online courses through TRAIN, and developing a speaker’s bureau.

If you are interested in being a part of this group please contact Doraine Bailey at DoraineF.Bailey@ky.gov or Merritt Bates-Thomas at Merritt.Thomas@ky.gov.

Media and Social Marketing Update

Co-Chairs: Jan Johnson and Ann Stevens

The Media and Social Marketing Workgroup has completed the development of policies and procedures for the use of LINK related internet and social media accounts. This fulfilled action step #1 for the media and social marketing strategy. Action steps #2, #3, and #4 have been initiated and will be expanded.

The collaborative website between LINK and WIC, www.breastfeedinglink.org has been operating since April 2011, and has had almost 3,000 page views. The worksite breastfeeding section of the site is currently under development. One idea for this section is to feature a Kentucky business that has successfully supported employee lactation either monthly or quarterly. If you have an idea for the worksite portion of the website or know of a business that could be featured please contact Jan Johnson, RD, LD, IBCLC at JanE.Johnson@ky.gov.

LINK is now on Facebook. LINK members and other breastfeeding advocates can receive more frequent updates about strategic plan action step completions and success stories. To find us on Facebook, search for “Lactation Improvement Network of Kentucky”. Be watching for LINK to be on Twitter soon.

If you are interested in being a part of this group please contact Jan Johnson at JanE.Johnson@ky.gov or Ann Stevens at ReginaA.Stevens@ky.gov.

Regional Roundup

Kentuckiana Lactation Improvement Coalition (KLIC)

The membership grew to 80 members during 2011! We held four quarterly meetings during the year and heard some great speakers through the United States Lactation Consultant Association (USLCA) webinars such as: Liz Brooks, Molly Pessl and Ellen Lechtenberg. In November, we learned about Chiropractic care and how it relates to breastfeeding. Also, we experienced another successful Annual Conference with Kathleen Kendall-Tackett.

The coalition meetings for 2012 are scheduled for:

- February 7;
- May 1;
- August 7; and
- November 6.

Most presentations are expected to be USLCA Webinars, and meetings will be held at Babyology, 3934 Dutchman's Lane, Louisville. For more information, please visit www.klicbreastfeeding.org or contact Glenda Adams at president@klicbreastfeeding.org.

Eastern Kentucky Breastfeeding Coalition (EKBC)

2011 has been a busy year for the eastern end of the state. We have some very passionate members of our coalition that keep fighting the good fight.

The Eastern Kentucky Breastfeeding Coalition was involved in various educational opportunities last year. The 2011 conference welcomed Diane Wiessinger. Everyone that attended enjoyed Diane and her very practical approach to breastfeeding. Additionally, in conjunction with WIC and U of L's wonderful team, the first of the statewide Kangaroo Care skin-to-skin trainings were held in Paintsville on October 18th.

Some other accomplishments were:

- Jan Johnson developing a hand-out on nipple shields;

- Members being LINK members and being involved on the continuing statewide strategic plan for the improvement of breastfeeding rates throughout the state;
- Providing a successful CLS training in London in September; and
- Adding the Breastfeeding Peer Counselors to Lawrence and Boyd County Health Departments.

What an exciting time to be involved in breastfeeding promotion in Kentucky. For more information about our coalition, please contact Jan Johnson at JanE.Johnson@ky.gov.

Northern Kentucky Breastfeeding Coalition (NKBC)

It has been a time of transition within the NKBC. Mandy Neiheisel took over as facilitator of the coalition as Nancy Merk, the previous facilitator, moved into a job with the state WIC office. Since the transition, the coalition has been planning for future endeavors. NKBC is planning to have breastfeeding promotion posters printed and distributed to area OB, MD and Pediatrician offices in the coming months.

The coalition is working to distribute the last of the "breastfeeding bags" to breastfeeding moms. The bags include breastfeeding promotion items, a DVD and breastfeeding resources. Once all of the bags have been distributed, of those moms who filled out an online survey, a winner will be drawn for a gift card. The bags have been well received from the recipients. We are looking forward to future endeavors in our community. The coalition meetings for 2012 are as follows:

- January 26th from 3:30-5pm (St. Elizabeth Medical Center, Edgewood KY);
- April 26th from 3:30-5pm (Location TBA); and
- July 26th, 2012 from 3:30-5pm (Location TBA).

For more information, please contact Mandy Neiheisel at amanda.neiheisel@nkyhealth.org.

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Western Kentucky Breastfeeding Coalition (WKBC)

The Western Kentucky Breastfeeding Coalition is in the process of updating our member contact list. If you would like to be a member and receive information about Western Kentucky Breastfeeding Coalition events and meetings, please send the following information to Kelli Johnson at Kelli.Johnson@barrenriverhealth.org:

- Name and Credentials;
- Place of Employment;
- Address;
- Phone number;
- Fax number; and
- Email address.

One of our main events every year is the annual conference. Diane Wiessinger was the featured speaker this year. We are gearing up again this year for another successful conference. Molly Pessl is the featured speaker. Mark your calendars for August 24, 2012 and join us!

The coalition provided lunch for seven hospitals at the Kangaroo Care training held in Bowling Green and four hospitals at the Paducah training.

Our scheduled meetings for 2012 are:

- March 8 in Bowling Green;
- May 10 in Owensboro;
- Sept 13 in Madisonville; and
- Nov 8 in Paducah.

For more information, please contact Dana O'Meallie Bennett at Dana.Bennett@ky.gov.

BabyNet

BabyNet has grown to approximately 40 members during 2011 and held four quarterly meetings this year. We also provided monthly community meetings focusing on topics such as breastfeeding, foster parenting, baby wearing, cloth diapering, etc.

The coalition delivered 170 breastfeeding hospital discharge bags to the Medical Center of Bowling Green which have been well received.

BabyNet's members have been involved in community outreach and education by contributing articles about breastfeeding and other maternal/child health topics to the *Bowling Green Parent* magazine.

For more information about BabyNet, please visit www.babynetky.com.

*Congratulations to all new
and newly recertified
IBCLCs!*

Important Dates to Remember

February 7, 2012

ILCA Webinar

"Breastfeeding and Lactation in Diabetic Women"

3 pm Eastern/2 pm Central

1 L-CERP

www.ilca.org

11:00 am Eastern/10:00 am Central

1 L-CERP

www.ilca.org

February 9, 2012

USLCA Webinar

"Treating Breastfeeding Problems with Craniosacral Therapy"

1pm Eastern/12pm Central

2 L-CERPs

www.uslca.org

April 10, 2012

LINK State Plan Conference Call/CDC-USBC

Teleconference

12:30—3:00 Eastern

Please visit www.breastfeedinglink.org/meetings to find a location near you.

February 14, 2012

LINK State Plan Conference Call/CDC-USBC

Teleconference

12:30—3:00 Eastern

Please visit www.breastfeedinglink.org/meetings to find a location near you.

Save The Date

March 28, 2012

3rd Annual Kentucky Breastfeeding Summit

Lexington, KY

Save The Date

May 21-25, 2012

CLC Course

Lexington, KY

March 1, 2012

USLCA Webinar

"Introduction to Corporate Lactation Programs"

1pm Eastern/12pm Central

1.5 L-CERPs

www.uslca.org

Save The Date

August 24, 2012

Western Kentucky Breastfeeding Coalition Annual Conference

Bowling Green, KY

Speaker: Molly Pessl, BSN, IBCLC

March 22, 2012

ILCA Webinar

"Supporting Infant Feeding in a Children's Hospital: Developing a Team Approach"

Save The Date

September 14, 2012

Kentuckiana Lactation Improvement Coalition

Annual Conference

Louisville, KY

Stay Connected

<http://chfs.ky.gov/dph/mch/ns/breastfeeding>
www.breastfeedinglink.org
www.facebook.com/pages/Lactation-Improvement-Network-of-Kentucky

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