

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



Summer ■ 2014

Kentucky Breastfeeding Newsletter



Fifth Annual Breastfeeding Summit

Kentucky's Annual Breastfeeding Summit was held April 9, 2014, in Lexington at the Clarion Hotel. The summit was again offered in cooperation with the Kentucky Academy of Nutrition and Dietetics (KAND) annual conference. We would like to thank KAND for allowing us to take part in its Food and Nutrition Conference and Exhibition.

This year's summit featured Mary Kay Smith, RN, IBCLC, FILCA. She provided information on how to overcome specific barriers that mothers often face. Smith also discussed breastfeeding issues specific to teen mothers.

Another highlight of the summit included Fran Hawkins' presentation, "Celebrating 40 Years in WIC," which focused on WIC's long history of supporting breastfeeding. The first WIC Program in the nation began in Kentucky on January 15, 1974.

From the beginning, WIC has supported breastfeeding mothers by providing supplemental foods to help improve their dietary intake. Through the decades, WIC has worked to improve breastfeeding support further with a variety of programs, improved food packages, and breastfeeding promotion projects. Today, Kentucky WIC remains a leader in lactation support and promotion and continues to reach new and exciting milestones.

As part of this year's summit, the Lactation Improvement Network of Kentucky (LINK) presented its 2014 Breastfeeding Champion Awards. This year's awards were presented to Christin Stanley-Potter, John Lynch, and Ana Maria Linares. Learn more about these Breastfeeding Champions at the LINK website, <http://breastfeedkentucky.com>.

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Also during this year's summit, the Kentucky Infants Safe and Strong (KISS) Project was introduced by Marlene Goodlett, State Breastfeeding Promotion Coordinator, and Shelley Adams, Manager of the Child and Family Improvement Branch. KISS is an award program that will recognize hospitals that are taking steps to implement evidence-based practices. These practices will reduce the risk of infant mortality and assist the hospital to move toward full implementation of the required Ten Steps for Baby Friendly Hospital Designation by Baby Friendly USA. To learn more about the KISS Project, please contact KISS at KISS.Program@ky.gov.

Marlene Goodlett, also delivered an update on the Breastfeeding Strategic Plan. The original "Strategic Plan for Improving Breastfeeding Rates in Kentucky" was introduced in April 2011. There were six committees, each covering a different aspect of breastfeeding support and promotion. Earlier this year, the committee co-chairs, the State WIC Office, and LINK met to begin to review the plan and revise where necessary. Revisions should be completed later this year. The state WIC office will distribute the revised plan once it is completed.

Thank you to all those who attended the Breastfeeding Summit this year.

World Breastfeeding Week 2014

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 to:

1. inform people about the MDGs and how they relate to breastfeeding;
2. showcase the progress made so far and the key gaps in breastfeeding;
3. 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. stimulate interest among young people of both genders to see the relevance of breastfeeding in today's changing world.

The 2014 WBW Calendar and Action Folder are now available. For more information, please visit <http://worldbreastfeedingweek.org>.



To celebrate WBW, the International Lactation Consultant Association (ILCA) has developed its annual action kit to support the WBW 2014 theme. ILCA's 2014 WBW Action Kit also focuses on goals, emphasizing the individual breastfeeding goals of mothers and the importance of support to help them succeed. Please visit the ILCA website for more information: www.ilca.org.

Supporting Nursing Moms at Work

The U.S. Centers for Disease Control and Prevention reports that, nationally, more than three of every four new mothers begin breastfeeding. Once they return to work, many women do not continue to breastfeed if they are not provided accommodations to express milk during the work period. In response to this need, the U.S. Department of Health and Human Services Office on Women's Health (OWH) recently announced the launch of *Supporting Nursing Moms at Work: Employer Solutions*. This resource includes photos and stories of 200 businesses representing 22 industry sectors in 29 states throughout the U.S.

The new resource is designed to assist businesses with implementing Section 4207 of the Affordable Care Act. This section amends Section 7 of the Fair Labor Standards Act (FLSA) and requires employers of hourly workers to provide private space that is not a bathroom and reasonable time for employees

who are breastfeeding to express their milk while they are at work. For more information, go to www.womenshealth.gov/breastfeeding/at-work.

The United States Breastfeeding Committee (USBC) is developing several resources to assist coalitions in promoting this new resource. A presentation platform will be made available by the end of July as a free download from the USBC website (www.usbreastfeeding.org). A training webinar will be conducted to provide guidance on how to use these powerful new presentation resources.

The USBC also will be providing coalitions with helpful tools to use during August promotion activities including YouTube videos featuring the stories of four working moms, social media posts, infographics and suggestions for how to use the new resources in your community.

The Affordable Care Act and Breast Pump Coverage

The Patient Protection and Affordable Care Act of 2010 (ACA) provides major provisions to encourage mothers to initiate and continue breastfeeding. The law requires health insurance to provide "comprehensive lactation support and counseling, by a trained provider during pregnancy and/or in the postpartum period, and costs for renting breastfeeding equipment."

It is important to note that each insurance provider writes its own policy, so benefits may vary slightly. Therefore, the first step is to determine coverage for each individual mother. Most insurance companies offer a toll-free customer service number. The representative should be able to explain what products and services are covered.

The American Academy of Pediatrics (AAP) section on breastfeeding has a free guide designed to help

providers navigate the breastfeeding provision of the ACA. This resource includes the "Breastfeeding Equipment and Insurance Flow Chart." This chart includes codes for proof of medical necessity as well as a link to a sample medical necessity prescription. This guide is available at the AAP website: www2.aap.org/breastfeeding/files/pdf/FederalSupportforBreastfeedingResource.pdf.

Other helpful resources for navigating insurance coverage of breast pumps include the following:

- Medela: www.medelabreastfeedingus.com/breastfeeding-insurance;
- Ameda: www.ameda.com/breastfeeding-products/breast-pump-coverage/affordable-care-act; and
- U.S. Department of Health and Human Services: <http://www.hrsa.gov/womensguidelines/>.

Upcoming Regional Conferences

Lactation on the Levee

Lactation on the Levee, sponsored by the Northern Kentucky Breastfeeding Coalition, is scheduled for Wednesday August 6, 2014 at the Newport Aquarium in Newport, KY. This year, Dr. Christine Smillie will be the featured speaker. Dr. Smillie is a physician, board certified both as a pediatrician and a lactation consultant.

This program is approved for 6.0 CPEUs by the Commission on Dietetic Registration (CDR) and for 6 L-CERPS by IBCLC. It is also approved for 7.2 Contact Hours by the Kentucky Board of Nursing. Visit www.lactationonthelevee.eventbrite.com to register for this conference.

Western Kentucky Breastfeeding Coalition Annual Conference

This is the 14th year for the Western Kentucky Breastfeeding Coalition Conference. The conference is scheduled for Friday, August 8, 2014 at the Western Baptist Hospital Heart Center in Paducah, KY and also features Dr. Christine Smillie.

This conference is approved for 6.0 CPEUs by the Commission on Dietetic Registration (CDR) and for 6 L-CERPS by IBCLC. It is also approved for 7.2 contact



hours by the Kentucky Board of Nursing. Visit www.kybreastfeeding.com for registration information.

KLIC Annual Conference

KLIC's 12 annual conference, Breastfeeding Protection and Promotion: Overcoming Clinical, Practice and Policy Barriers, will be held Friday, September 19, 2014. Featured speakers will be Julie Ware, MD, MPH, IBCLC; Laurie Nommsen-Rivers, PhD, IBCLC; and Denise Barbier, OTR/L, MOT, CRC, CLC, CIMI, NMTC.

This program is approved for 7.2 hours of continuing education for nurses, 6.0 hours for dietitians, and 2.5 L-CERPS and 3.5 R-CERPS for lactation consultants. Visit www.klicbreastfeeding.org for registration information.

Current members of KLIC are eligible to apply for a financial assistance scholarship to attend KLIC's Annual Conference. Deadline to apply is August 10, 2014. Visit www.klicbreastfeeding.org for more information.

Dates to Remember

August 1-7, 2014

World Breastfeeding Week

Visit www.worldbreastfeedingweek.org for more information

August 1-2, 2014

Big Latch On

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

August 2-4, 2014

Fifth National Breastfeeding Coalitions Conference

Arlington, Va

www.usbreastfeeding.org

August 6, 2014

Lactation on the Levee

Newport, KY

Featuring Dr. Christina Smillie

Visit www.kybreastfeeding.com for registration information.

August 8, 2014

Western Kentucky Breastfeeding Coalition Annual Conference

Paducah, KY

Featuring Dr. Christina Smillie

Visit www.kybreastfeeding.com for registration information.

August 12, 2014

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm Eastern

www.usbreastfeeding.org

August 13, 2014

USLCA Webinar

Breastfeeding Multiples: More Than Breastfeeding Mechanics x2, 3 or More

<http://uslca.org/education-resources/live-webinars>

August 14-24, 2014

Rock and Relax at the Kentucky State Fair

Louisville, KY

www.kystatefair.org

August 19, 2014

ILCA Webinar

Infant Torticollis: A New Threat to Lactation

www.ilca.org/i4a/ams/conference/conference.cfm?conferenceID=933

September 19, 2014

KLIC Annual Conference

Shepherdsville, KY

Visit www.klicbreastfeeding.org for registration information.



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



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

