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Breastfeeding *Kentucky*

NEWSLETTER OF THE KENTUCKY
STATE BREASTFEEDING COALITION

Kentucky Celebrates Breastfeeding Awareness Month Mothers' milk benefits babies' health and well-being

FRANKFORT, Ky. – August is Breastfeeding Awareness Month in Kentucky, and the World Alliance for Breastfeeding Action (WABA) has declared August 1-7 as World Breastfeeding Week.

This year's theme is "Breastfeeding: The First Hour – Welcome Baby Softly." Throughout the month, health agencies have organized many activities promoting and supporting breastfeeding in Kentucky, such as the Rock and Relax Room at the Kentucky State Fair, cosponsored by the Kentucky Cabinet for Health and Family Services (CHFS).

"Support for breastfeeding and breastfeeding mothers is growing in Kentucky," said Becky Derifield, CHFS breastfeeding promotion coordinator. "For women who are pregnant or plan to have children one day, it's worth the time to learn about breastfeeding and ask questions of their health care providers."

Breastfeeding the newborn provides the skin-to-skin contact and warmth that babies need most, especially premature and low birth weight babies. New scientific evidence reveals that if all women started breastfeeding within one hour after delivery, it could prevent 1 million of the 4 million deaths of babies worldwide who die during the first month of life.

"Mothers truly can help shape the future of their children's health by choosing to breastfeed," Derifield said.

Early initiation of breastfeeding reduces the high neonatal mortality worldwide, protects infants from early exposure to bacteria and viruses, increases maternal oxytocin important for milk production and attachment and helps prevent maternal blood loss.

Preterm infants benefit from breast milk because of the

greater amounts of protein, fat, sodium, iron, chloride and other nutrients than milk from mothers of term infants. Breast milk changes as babies grow to meet their ever changing needs.

Skin-to-skin contact is another important component of breastfeeding. When a mother is nursing her infant, the warmth of the mother's body helps regulate the baby's temperature and heart rate. Skin-to-skin contact also serves as a pain analgesic, reduces infant crying and lowers stress levels in mothers.

At the Kentucky State Fair, CHFS, Louisville Metro Public Health and Wellness and Baptist East Hospital are cosponsoring the Rock and Relax room in the Kentucky Fair and Exposition Center's South Wing. There, mothers can privately and comfortably nurse their babies. Health experts will be on hand to answer questions about breastfeeding and parenting. The State Fair is Aug. 16-26 at Louisville's Kentucky Fair and Exposition Center. For more information about breastfeeding, log on to <http://www.chfs.ky.gov/dph/ach/ns/breastfeeding.htm>.

**Breastfeeding:
The 1st Hour**
Early initiation and
exclusive breastfeeding
for six months can
Save
more than
ONE
million babies!



International Symbol for Breastfeeding

Breastfeeding does not require a special place and is appropriate "anytime, anywhere." The purpose of the symbol is not to segregate breastfeeding, but to help integrate it into society by better accommodating it in public.

The reason for an international symbol for breastfeeding is to increase public awareness of breastfeeding, to provide an alternative to the use of a baby bottle image to designate baby friendly areas in public, and to mark breastfeeding friendly facilities.

Public areas sometimes provide challenges for breastfeeding. Breastfeeding mothers welcome quiet, private places in public where they can collect themselves and their children. The symbol can designate these kinds of places.

In addition, businesses could use this symbol to designate a lactation room, required now by law in California. Restaurants could

use the image to let moms know, "Breastfeeding welcome here." We've already heard from a new airport and a university interested in using the symbol. When you see this new symbol in use, please let us know (mail to: webmaster@mothering.com), and if possible, send us a photo.

The winning image was designed by Matt Daigle of Sioux Falls, South Dakota. Matt is a stay-at-home dad, freelance graphic designer, and cartoonist. Matt and his wife Kay are the parents of one-year-old son Hayden.

The breastfeeding symbol is available copyright free. Matt has signed it over to the Public Domain. You can download a PDF of the International Breastfeeding Symbol here: www.mothering.com/sections/action_alerts/iconcontest/icon-downloads.html.

Adapted with permission from www.Mothering.com

Fun Breastfeeding Promotion Ideas

Are you looking for a fun way to "market" breastfeeding? Why not try attaching breastfeeding messages to food (and other items)! This is a great way to get people's attention during baby fairs, breastfeeding classes and any other time you want to promote breastfeeding.

Dana O'Meallie, RD, LD, CLC, Regional Breastfeeding Promotion Coordinator with the Allen County Health Department has compiled an extensive list of slogans that can be used with everything from candy to bottled water to band-aids! Just think of all the ways you can reach people with your message!

For a complete list of slogans, contact Dana O'Meallie at: Dana.O'Meallie@ky.gov.



Apples from Ashland's "Longest Day of Play". Courtesy of Cathy Anderson, Ashland-Boyd County Health Department.

CDC Conference Calls and State Coalition

If you want to go fast, go alone; If you want to go far, go together
- Kenyan Proverb

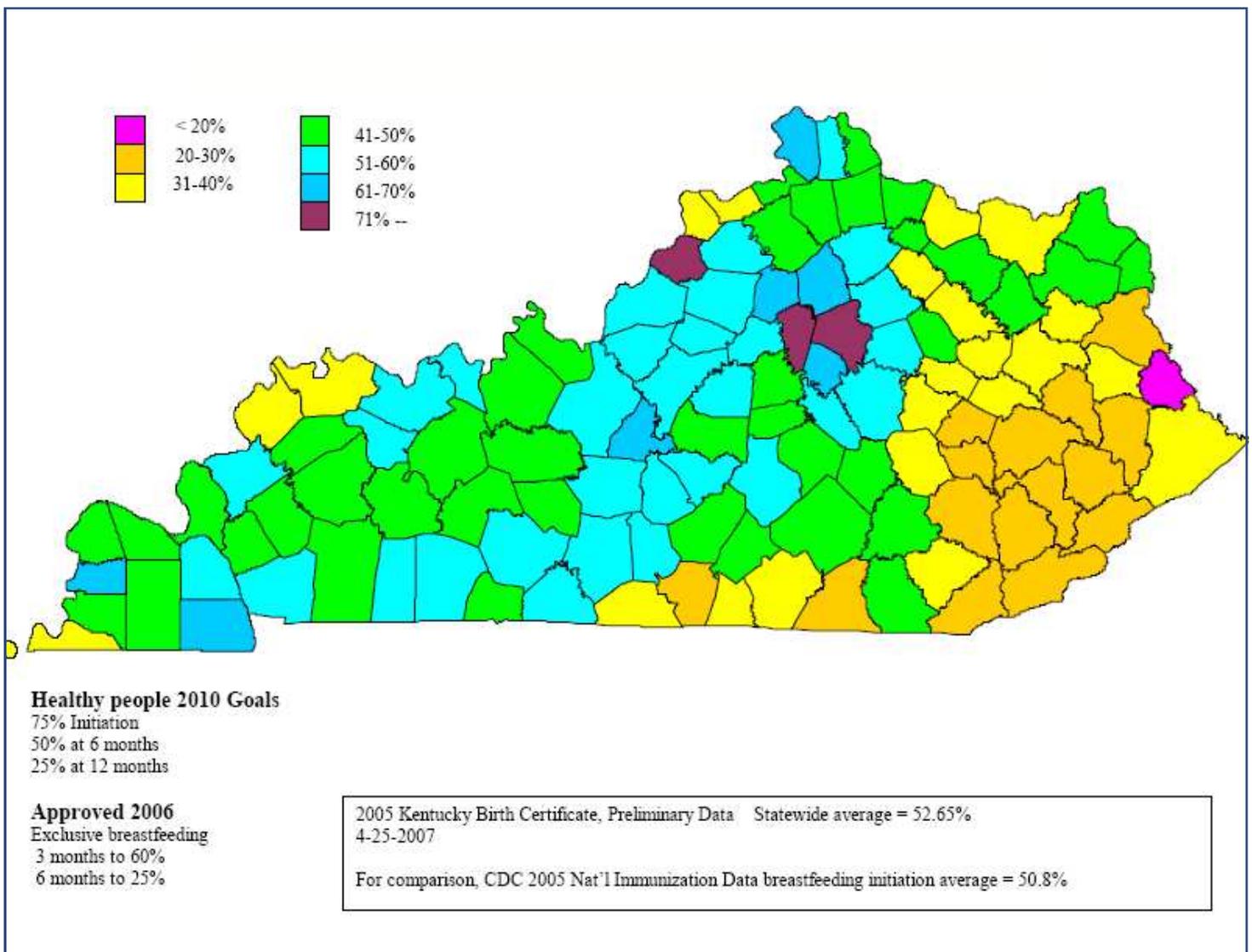
The CDC conference call June 12, 2007 entitled :
“Breastfeeding Report Card, 2007” revealed there is much
work to do in Kentucky to increase our rates of
breastfeeding initiation and duration. Please join us on the
second Tuesday of every **even** month at 2:00 pm Eastern
Standard Time to learn what other states in the country are
doing to increase these rates and to get ideas for
promoting breastfeeding in your area.

The next CDC conference call is scheduled for August 14,
2007 at the Lexington/Fayette County Health Department.

We also invite you to become a part of the Kentucky State
Breastfeeding Coalition and participate in the Coalition

meeting immediately following the conference call. The
graphic below demonstrates Breastfeeding Initiation Rates
based on recent Birth Certificate Data. The Kentucky State
Breastfeeding Coalition has been formed in an effort to
increase these initiation rates as well as breastfeeding
duration in our state. Please join us and become a part of
this exciting endeavor!

Please contact Becky Derifield for more information 502-
564-3827 ext. 3815 and to sign up for the conference calls.
Everyone is welcome!



WESTERN KENTUCKY BREASTFEEDING COALITION

7th Annual Conference

Featuring
Barbara Wilson-Clay
(co-author of
The Breastfeeding Atlas)

Friday August 24,
2007

The Carson
Performing Arts
Center
Paducah, KY

For information:
Michele.Burton@ky.gov
270-444-9631 ext. 158

Kentucky Breastfeeding Coalitions

Get involved in a coalition near you!

- Kentucky State Breastfeeding Coalition: State-wide.
- Kentuckiana Lactation Improvement Coalition (KLIC): Central Kentucky, Indiana
- Western Kentucky Breastfeeding Coalition: Western Kentucky, Tennessee
- Cumberland River Area Breastfeeding Coalition (CRAB): Cumberland River Area District.
- River Cities Breastfeeding Coalition: North Eastern KY, Southern OH.
- Bluegrass Breastfeeding Coalition: Montgomery, Clark, Powell, Estill, Fleming, Bourbon, Bath, Menifee, Morgan and Rowan Counties.
- Elizabethtown Breastfeeding Coalition: Lincoln Trail District
- Tri-State Breastfeeding Coalition: Western Kentucky, Tennessee, Illinois
- Baby Net: Bowling Green Area.
- Hazard Breastfeeding Coalition: KY River District
- Shape the Future Steering Team: Appalachian area of KY.

For more information regarding any of these coalitions, please visit:
<http://chfs.ky.gov/dph/ach/ns/>
and click on "breastfeeding".

KLIC 5TH ANNUAL CONFERENCE

Breastfeeding the
Preterm and "Near
Term" Infant

Featuring
**Dr. Susan
Ludington, PhD**
and
**Dr. Paula Meier,
DNSc**

September 15, 2007

Louisville
Presbyterian
Seminary

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