



Breastfeeding Matters

Breastfeeding Coalition of Washington ~ a program of WithinReach

Vol. 10, No. 1
Spring 2007

Happenings

April 26-28, Advanced Practice in Breastfeeding, Seattle. Latest updates in lactation research. Helpful for those studying for the IBCLC exam.
www.seattlemidwifery.org.

May 2, Breastfeeding Coalition of Washington Awards (11-11:30 a.m.) Presentation and the WithinReach Making Connections for Health Fundraising Luncheon (noon-1:30 p.m.), Seattle.
www.withinreachwa.org.

May 3, Mark Cregan, PhD, Portland, OR. (See details below),
www.nursingmotherscounsel.org.

May 4, Mark Cregan, PhD & Molly Pessl, BSN, IBCLC; Bellevue, WA. Dr. Cregan is a researcher in Dr. Peter Hartman's laboratory at the University of Western Australia and will speak about new research in breast anatomy, physiology, and endocrinology of human lactation, among other things. Molly Pessl, BSN, IBCLC will speak about ethics and communication in the healthcare environment. www.overlakehospital.org/healthwellness/classes/ or 425-688-5259.

June 18-20 & 22-24, Professional Education in Breastfeeding & Lactation, Seattle. For course description and registration;
www.seattlemidwifery.org.

June 25-July 2, GOLD07-Global Online Lactation Discussion 2007 (online conference). International Speakers will present live sessions and there will be narrated Poster

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CDC Representative to Speak at BCW Awards Presentation

The Breastfeeding Coalition of Washington awards will be presented May 2, 11:00-11:30, at the Seattle Sheraton, immediately before the WithinReach *Making Connections for Health* fundraising luncheon. The BCW awards highlight a Washington business and two individuals who have shown leadership in and significantly contributed to promoting and supporting breastfeeding as a vital part of the health and development of children and their families. The awards include: *The Outstanding Employer Award, The Nancy Danoff, MD Spirit of Service Award and The MaryAnn O'Hara, MD Commitment to Health Award.*

To learn more about the awards, including past recipients: www.withinreachwa.org/forprof/BCW/awards.htm.

CDC Representative to Speak

Katherine Shealy, MPH, IBCLC, will speak at the BCW awards presentation. Katherine is the Breastfeeding Specialist at the Division of Nutrition and Physical Activity, Maternal Child Nutrition branch, at the Centers for Disease Control and Preven-

tion (CDC) in Atlanta, Georgia. Her work includes extensive research in infant feeding practices and breastfeeding behavior. She will share some of the work the CDC is doing to improve maternal and child health, including improving hospital maternity care practices and breastfeeding as a major public health strategy for chronic disease prevention. It is inspiring to see the CDC's demonstrated focus and attention to breastfeeding and we appreciate their support and interest in the Breastfeeding Coalition of Washington.



Photo credit: Roni M. Chastain, RN, FACCE.

WithinReach Luncheon to Honor Others

The WithinReach *Making Connections for Health* fundraising luncheon will be held 12:00-1:30, immediately after the BCW Awards, at the Seattle Sheraton. WithinReach connects over 45,000 families each year with affordable health insurance, prenatal care, family planning services, breastfeeding information, nutrition programs, health clinics, early childhood development screening services, and many other social and health programs. This year,

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MaryAnn O'Hara, MD, MPH

Western Region Chair of BCW

Joan Pfeiffer, RD, IBCLC

Eastern Region Chair of BCW

Jean O'Leary, MPH, RD

WIC Breastfeeding Coordinator,
Department of Health

Ginny English, M.Ed

Executive Director, WithinReach

Kimberly Radtke, RC

Program Coordinator of the BCW

The Breastfeeding Coalition of Washington (BCW) is a program of WithinReach and works to promote, protect and support breastfeeding as a vital part of the health and development of children and their families. The BCW includes over 20 local breastfeeding coalitions across the state.

Breastfeeding Matters is published electronically three times a year by WithinReach, 11000 Lake City Way NE, Suite 301, Seattle, WA 98125. The goal of this publication is to provide information and networking specific to the needs of those promoting breastfeeding. BCW and WithinReach do not accept responsibility for the application of any information to individual medical conditions where consultation with a health care provider is needed.

Funds for this newsletter are provided by the Washington State WIC Program. The Washington State WIC Program is an equal opportunity provider and employer.

To receive this electronic newsletter email breastfeedingcoalition@withinreachwa.org. To view back issues go to:

http://www.withinreachwa.org/for-prof/BCW/education_materials.htm#Newsletter

If you have questions about the BCW or this newsletter, please contact:

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11000 Lake City Way NE, Suite 301
Seattle, WA 98125-6748
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breastfeedingcoalition@withinreachwa.org

Awards

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WithinReach celebrates nearly 20 years of service. The invaluable leaders who have made it possible will be honored and the BCW and other program award recipients will be acknowledged.

Over 500 people are expected to attend. Amy Clancy, KIRO 7 News Anchor/Reporter, and Mona Locke, KIRO 7 News Anchor/Reporter and WithinReach Honorary Chair, will host the event. Registration for the luncheon is required to ensure a seat and a meal. BCW award presentation attendees are also asked to register. For event details and registration: www.withinreachwa.org.

English to Retire in June

WithinReach Executive Director, Ginny English, has announced her retirement, effective June 30, 2007. As founding Executive Director for the past 17 years, Ginny has established a strong legacy of service and support to families throughout Washington. Since the inception of the BCW in 1995, Ginny has served on the Executive Committee and has ensured breastfeeding education and promotion remain a priority at WithinReach.

The WithinReach Board of Directors is currently conducting a national search for a new Executive Director. To learn more; www.withinreachwa.org.



WA Passes First-in-the-Nation Ban on Toxic Flame Retardants

The Washington State Legislature passed the nation's first ban on all forms of the toxic flame retardants known as PBDEs. "Washington State is leading the way for improving the health and safety of our children," said Ross Hunter (D-Medina), who has sponsored the legislation for three years. "We've come up with a common-sense strategy for preserving fire safety while getting rid of chemicals like PBDEs that build up in our environment, in our bodies, and even in mothers' breastmilk." Major manufacturers, including HP, Dell, Sony, Panasonic, and Phillips, have already stopped using PBDEs in their products.

Many Support the Ban

The Washington State Departments of Ecology and Health requested the legislation, which is supported by Gov. Gregoire, three state fire associations, the Washington State Nurses Association, the Washington Medical Association, and others. While other states have passed bans on the penta and octa forms of PBDEs, which have been phased out of manufacturing, Washington is the first to act on the deca form. Deca has the highest production volume of the PBDE forms and breaks down into penta and octa.

"Fire fighters are concerned about preventing fires and reducing exposure to toxic chemicals, because we're on the front lines in both cases," said Keven Rojecki of the Washington State Council of Fire Fighters.

Three hundred health care professionals signed a letter supporting the ban on PBDEs, citing harmful health

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Renewed Interest in Washington Breastfeeding Law

Thanks, in part, to the hard work and determination of Kim Rechner, RN, a member of the South Sound Breastfeeding Coalition, there was renewed interest this year in providing greater support for mothers returning to the workforce. Senate Bill 5153 sought to modify the ‘infant-friendly’ law originally passed in 2001. This law encourages employers to obtain the designation “infant friendly” from the Department of Health if requested by an employee. It also states that workplaces with breastfeeding policies should include said policies with other written personnel policies. Funding to implement

this was approved in 2001 but, after one month, was rescinded due to budget cuts and the program was never implemented. The bill allocated \$55,000 per biennium, half of what was approved for program implementation in 2001.

Bill has Support

The bill made it out of the Senate, through the Health and Wellness Committee in the House, and was referred to House Appropriations (a fiscal committee) where it died. The prime sponsor of the bill was Sen. Rosa Franklin (D-29). The bill had support from numerous legislators, the Washington Chapter of the AAP, United Food and Commercial

Workers and the National Federation of Independent Businesses. While Kim is disappointed that the bill died, she is undaunted and excited with the amount of attention it attracted this year. “I really appreciate Sen. Franklin’s efforts. Momentum is building, but we have to be patient. The research is there telling us this is the right thing to do—for children, mothers, and businesses. We’ll get it done eventually, we’re already planning for next session.”



Photo credit: Denise Pungler, MD, FAAP, IBCLC.
www.twofloridadocs.com.

Oregon: Stiff Fine for Unsupportive Employers

The Oregon House of Representatives approved a bill that would give nursing mothers the opportunity to express breastmilk in a private area while at work. House Bill 2372 passed the House on an overwhelming 49-7 vote. The bill as passed requires businesses of 25 or more employees to accommodate the expression of breastmilk in the workplace. They must provide a clean and private area and unpaid break time for their nursing employees. Under the bill, employers may negotiate different terms if those requirements would impose an undue hardship. The bill requires only that employees be allowed to express their breastmilk; it does not require that mothers be allowed to actually nurse their children in the workplace. The new bill has fines of \$1,000 for businesses that don’t comply but it also has flexibility, backers said, so that the burden on employers isn’t unreasonable.

Covers 70% of working mothers

Diane Garrett, a volunteer lobbyist for the Nursing Mothers Counsel of Oregon, estimates that the bill would cover about 70 percent of nursing mothers who work, but only about 10 percent of employers in Oregon. Twelve other states including Washington and California, have passed legislation related to expressing breastmilk in the workplace, but OR HB2372 would provide the stiffest fine for a violation.

“It’s a great day for mothers and babies in Oregon,” said Rep. Carolyn Tomei, chair of the Human Services and Women’s Wellness Committee. “Working moms now don’t have to choose between the health of their babies and keeping their jobs.” The bill is expected to clear the Oregon Senate before the end of the legislative session.

African American Breastfeeding Alliance

The African American Breastfeeding Alliance is starting in Washington. The purpose of the Alliance is to increase the number of African American women (and women of African descent) who breastfeed, educate African American women about the benefits of breastfeeding, provide resources and on-going support, and to collaborate with other organizations that have an interest in the health and well-being of African American women and infants. For information or to become involved, contact Delores Baccus at delores.baccus@doh.wa.gov or 360-236-3654.

Book Review: *Working without Weaning: A Working Mother's Guide to Breastfeeding*

Kirsten Berggren, PhD, CLC, © 2006, Hale Publishing, ISBN: 0-9772268-6-7

For most breastfeeding mothers, returning to work causes considerable anxiety. This book offers a complete look at this topic of concern, from talking to employers to troubleshooting problems with pumps. The author, Kirsten Berggren, has a PhD in neurobiology and is a lactation counselor. She states she is not a health care professional but does admit her book is full of the experiences and opinions of "compulsively well-informed moms." She has done her homework. The basics and breastfeeding advice is covered effectively with a balance of

humor and cut-to-the-chase hints and tips.

Her experience is enhanced by managing an online working and breastfeeding site: www.workandpump.com. The site is easy to navigate and comprehensive, and includes 'A to Z topics,' message boards and more.

The book is written as a mother-to-mother source of information and support but would probably not be the best for a first book on breastfeeding. Her chapter on beginning breastfeeding is accurate and helpful but possibly not basic enough. The conversational

tone might be too wordy for an exhausted, overwhelmed, new mother. She does offer valuable hints and suggestions for multi-tasking working moms.

Working without Weaning provides an easy reference for moms who need to know the nitty-gritty of going back to work in a humorous creative way. It would also be a fun addition to any lactation consultant's library. I found the book enjoyable to read.

Reviewed by: Linda Rosetti, RN, IBCLC, LCCE. Linda has been a nurse, lactation consultant and childbirth educator at St. Joseph Hospital in Lewiston, ID for 28 years. She has also been the coordinator of the IdaWa Breastfeeding Coalition for 10+ years. Members of the IdaWa Coalition live in and around Clarkston, WA and Lewiston, ID.

WithinReach Establishes New Program to Assist Families

WithinReach has launched a web-based resource, ParentHelp123.org, to enable Washington State families to screen themselves for eligibility for state benefit programs, and to complete and print state benefit program applications. The website also allows families to find local resources such as child care, food banks and immunization clinics.

By eliminating the barriers to access experienced by many working and non-working families, this website will create a more direct path to needed programs and services. The "Benefit Finder" feature of the website screens families and helps them apply for Children's Medicaid/CHIP, Children's Health Program (CHP), Pregnancy Medicaid, WIC, Basic Food (food stamps), and Basic Health. Starting in May, the "Resource Finder" will

allow families to search by zip code and keyword for local programs and services such as food banks, breastfeeding support, child care, and immunization clinics.

In the fall of 2007, ParentHelp123.org will be available in Spanish and will add other programs for families such as: Free and Reduced Price

Lunch, Head Start, Early Childhood Education & Assistance Program and Working Connections Childcare.

This program is made possible, in part, through the support of the Paul G. Allen Family Foundation, the Bill and Melinda Gates Foundation, the Washington State Department of Health, the Washington State Nutrition Program for Women, Infants and Children, and the Washington State Department of Social and Health Services - Basic Food Program.



Happenings

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to attend these activities live from their home, office or work computer and/or review them at anytime during the conference week. Details: www.goldcon07.com.

July 16, Moses Lake; July 18, Shoreline; July 19, Federal Way. Counseling with Both "I"s Open. www.walwica.org/bfeeding/index.html.

July 20-23, La Leche League International; 50 Years Celebrating the Power of Breastfeeding, Chicago, IL. www.lalecheleague.org.

Aug. 15-19, International Lactation Consultants Association Annual Conference; Controversies in Lactation, San Diego, CA. www.ilca.org.

Oct. 15-17 & 19-21. Professional Education in Breastfeeding & Lactation, Seattle. For course description and registration; www.seattlemidwifery.org.

First Recipient of Lactation Education Scholarship Announced

The Pierce County Breastfeeding Alliance (PCBA) has established a lactation education scholarship in honor of Johanna "Jo" Backus, RN, IBCLC. A charter member of the PCBA, Jo had been active since 1986. She worked as an International Board Certified Lactation Consultant for Tacoma General Hospital, and as a nurse for Mary Bridge Children's Hospital. On July 10, 2005, while leading a climb with the Mountaineers in the North Cascades National Park, rock falls killed Jo and two fellow climbers. In recognition of her passion for breastfeeding, her commitment to the community, and selflessness, the PCBA is offering financial assistance to Pierce County residents wanting to attend lactation education conferences.

The first recipient of the **Jo Backus Scholarship** is Nikki Julien. Nikki is a La Leche League (LLL) Leader in Pierce County. She is also the 'Area

Coordinator of Leaders,' supporting 150 Leaders across Washington. With the support of the **Jo Backus Scholarship**, this July she will attend the La Leche League International Conference; *50 Years Celebrating the Power of Breastfeeding* in Chicago.

While her LLL responsibilities entail a variety of duties, including supporting Leaders and networking with other breastfeeding organizations, she says her most important role, "has always been to directly help mothers and babies." She would like to use what she learns at the conference to further develop cooperation between LLL Leaders and other lactation care providers and support groups, accredit more Leaders who can help breastfeeding families, and support current Leaders.

For more information about the scholarship, contact MerrieLynn Rice, PCBA Coordinator at 253-798-3539 or mrice@tpchd.org.

World Breastfeeding Week, Aug 1-7

The World Alliance for Breastfeeding Action (WABA) designates August 1-7 each year as World Breastfeeding Week (WBW). The theme for 2007 is "**Breastfeeding: The 1st Hour--Save ONE Million Babies.**" This year's theme aims to draw the world's attention to save one million babies beginning with just one action, just one hour of support and with just one message: "To encourage establishing breastfeeding within the first hour as a key indicator of health progress by all communities, locally and globally." Initiation of breastfeeding within the first hour of birth is the first and most vital step towards reducing infant and under-five mortality, by reducing the overwhelming high neonatal mortality rate. A recent study of 10,947 breastfed infants in rural Ghana, has shown that if all women began breastfeeding within the first hour it would save one million of the four million newborns who die.

Resources and information to assist in your WBW celebration are available from the International Lactation Consultants Association, www.ilca.org; La Leche League International, www.lalecheleague.org and Noodle Soup; www.noodlesoup.com and other organizations.

Information for this article came from www.worldbreastfeedingweek.com.

Thanks!!

The BCW extends a heartfelt thank you to Bre Holt, MPH, and Kirsten Leng, MPH, RD who, through many hours, over many months, assisted with the Physician Lactation Education Collaborative and other projects. We appreciate your dedication, support and passion. The BCW welcomes Gwyn Jones, a University of Washington graduate student who is studying Public Health Nutrition and Dietetics.



The coinciding of a BCW Western Steering Committee meeting and International Board Certified Lactation Consultant Day gave the group reason to celebrate. Pictured from left to right are: (front row): Amy Murphy, Grays Harbor County; Judy Hulse, Snohomish County; Ginny English, ED of WithinReach, Jean O'Leary, Breastfeeding Coordinator, WA DOH; Lisa DiGiorgio, Breastfeeding Coordinator, Seattle-King County WIC; (back row): Michele Crockett, Snohomish County; Tracy Corey, Optimum Wellness & S. King County; Alicia Allard, Whatcom County; MerrieLynn Rice, Pierce County; Catriona Colerick, Lewis County; Tina Abshier, Skagit County; MaryAnn O'Hara, MD, BCW Western Chair.

PBDE Ban

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impacts from PBDEs including learning and behavioral disorders, memory impairments, disruption of thyroid function, reproductive effects, and cancer. The letter's authors note that substantial evidence shows the buildup of PBDEs in people, orca whales, and the environment.

"This action by the Washington State legislature marks a crucial step forward for the health, development and learning of Washington's children." said Barry Lawson, MD, Immediate Past President of the Washington Chapter of American Academy of Pediatrics said, "By phasing out PBDEs, we can safeguard our children from exposures to these persistent toxic chemicals and act on our responsibility to provide them with a healthier future."

"While this is a significant victory, there are many more chemicals of concern." said Margaret Shield, Coordinator of the Toxic-Free Legacy Coalition. "We need common-sense policy reform to ensure only the safest chemicals are used in consumer products and industrial processes."

What do you think about Breastfeeding Matters?

Tell us:

breastfeedingcoalition@withinreachwa.org.

What About Breastfeeding and PBDEs?

All babies are exposed to PBDEs. Scientists have found that levels of PBDEs in American mothers' breastmilk are 20-40 times higher than in Japan and Europe. PBDEs build up in the food chain. At the top of the food chain are babies in utero and breastfed infants. It is during these stages of development that children are the most sensitive to harmful chemicals.



Needs to be Protected

Studying breastmilk does not mean there is a greater risk to babies from breastfeeding. Breastmilk is easy to test and scientists study breastmilk as a way to measure chemicals like PBDEs in all people. Babies who breastfeed are healthier and breastfeeding may lessen the negative affects of some chemicals in the environment. "Breastmilk needs to be protected," states Kimberly Radtke, Coordinator of the Breastfeeding Coalition of Washington. "Women have the right to feed their babies breastmilk that is free of harmful chemicals." To explain this issue and to educate families and health

care providers, the Breastfeeding Coalition of Washington and WithinReach created the brochure, *Breastmilk; Protection for Your Baby*. The brochure explains the reasons why breastmilk is tested, the risks of not breastfeeding and ways to reduce ones risk from toxic chemicals. Funding for this brochure was provided by the Toxic Free Legacy Coalition.

More Information

To learn more about this issue, why breastmilk is tested, risks of not breastfeeding and ways to reduce ones risk from toxic chemicals visit http://www.withinreachwa.org/for-prof/BCW/education_materials.htm#Toxins.



Breast Feeding . . .
It's a Classic
Way to Improve Your Baby's Health
Whatcom County Breastfeeding Coalition

Designed by the Whatcom County Breastfeeding Coalition, two exterior bus signs like this one have been traveling through Whatcom County for nearly six months. Other than the initial cost to create the sign, there is no other cost as the signs are considered Public Service Announcements and rotate on an off the buses as space allows.