



Breastfeeding Matters

Breastfeeding Coalition of Washington ~ a program of WithinReach

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Spring 2008

Happenings

April 30, *Looking Upstream: Chemical Contaminants, the Threat to Breastmilk and Connections to Breast Cancer Risk.* Featuring Sandra Steingraber, PhD and Ted Schettler, MD, MPH, Lynnwood, WA. www.breastcancerfund/lookingupstream.

May 14, *WithinReach Making Connections for Health Fundraising Luncheon and Awards,* Seattle, WA. www.withinreachwa.org.

June 23-25 & 27-29, *Professional Education in Breastfeeding and Lactation,* Seattle, WA. www.seattlemidwifery.org.

July 23-27, *One Voice, Uniting the Profession – Practice, Professionalism, Policy, International Lactation Consultant Association,* Las Vegas, NV. www.ilca.org.

Oct. 1-3, *A Worldwide View of Breastfeeding, European Lactation Consultants' Association (VELB),* Vienna, Austria. www.ilca.org.

Oct. 11-14, *12th Annual International Meeting of the Academy of Breastfeeding Medicine,* Dallas/Ft Worth, TX. www.bfmed.org.

Oct. 17 - 19, *The Caring Continuum, La Leche League of Washington,* Redmond, WA. www.lllwaconf.org.

Looking Upstream: Chemical Contaminants, the Threat to Breastmilk and Connections to Breast Cancer Risk

New scientific evidence is constantly emerging that highlights the role of chemical contaminants in later-life disease and disorders. Simultaneously, there is clear evidence that human milk is the optimal source of infant nutrition, and significantly contributes to disease prevention and overall health.

However, breastmilk also contains high levels of chemical contaminants. As health practitioners, how do we keep up with this new information and help patients make the best decisions for themselves and their children? In order to effectively advocate for breastfeeding in the clinical and public health settings, we need to be equipped with a more complete understanding of the benefits of breastmilk and challenges facing its purity. On April 30, 2008, at the Lynnwood Convention Center, the Breastfeeding Coalition of Washington and the Breast Cancer Fund will host a day-long conference entitled, "*Looking Upstream: Chemical Contaminants, the Threat to Breastmilk and Connections to Breast Cancer Risk.*" Featured speakers are Sandra Steingraber, PhD, and Ted Schettler, MD, MPH.

Dr. Steingraber is an ecologist, author, and cancer survivor and a recognized expert on the environmental links to cancer and reproductive health. She is the author of *Living Downstream: An Ecologist Looks at Cancer and the Environment*, and



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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. The Breastfeeding Coalition of Washington is a program of WithinReach and is supported by Washington State Department of Health 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 view back issues and to receive this electronic newsletter go to:
www.breastfeedingwa.org/newsletter

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

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BCW Awards to be Presented at April 30 Conference

The Breastfeeding Coalition of Washington awards will be presented April 30, 2008, 12:30-1:30 p.m., at the *Looking Upstream: Chemical Contaminants, the Threat to Breastmilk and Connections to Breast Cancer Risk* conference. This will be held at the Lynnwood Convention Center. The Breast Cancer Fund will also present information about their organization. Cost to attend the luncheon is \$30. Registration is necessary, www.breastcancerfund.org/lookingupstream.

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

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Having Faith: An Ecologist's Journey to Motherhood. Her latest monograph is *The Falling Age of Puberty in U.S. Girls: What We Know, What We Need to Know.* Dr. Steingraber serves as an advisor to the California Breast Cancer Research Program and is currently Distinguished Visiting Scholar at Ithaca College in New York. Dr. Schettler is Science Director of the Science and Environmental Health Network and practiced medicine in New England for over 30 years. Dr. Schettler is co-author of *Generations at Risk: Reproductive Health and the Environment* and *In Harm's Way: Toxic Threats to Child Development.* He has published a number of articles on related topics and has served on advisory committees of the U.S. Environmental Protection Agency and National Academy of Sciences.

The conference is designed for physicians, nurses, lactation consultants, registered dietitians,

WithinReach Fundraising Luncheon May 14

The WithinReach *Making Connections for Health* fundraising luncheon will be held Wednesday, May 14, 12:00-1:30, 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.

Award Recipients Acknowledged

Over 500 people are expected to attend. Amy Clancy, KIRO 7 News Anchor/Reporter, will host the event. Registration for the luncheon is required to ensure a seat and a meal. BCW award recipients will be acknowledged. Event details, including registration can be found at www.withinreachwa.org.

and other health professionals. Some objectives of the conference include:

- Review how breastmilk becomes contaminated and the complex relationship between breastfeeding and breast cancer risk.

- Explore the role of chemical contaminants in the etiology of disease and disorders using breast cancer and the phenomenon of early puberty as examples.

- Identify strategies for counseling patients to minimize their exposure to chemical contaminants.

- Review the evidence exploring fetal and early life chemical exposures during windows of developmental vulnerability and their possible impacts on future health.

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It is Time to Pre-Order *Lactation Education for Physicians*

The Physician Lactation Education Collaborative of Washington, a project of the Breastfeeding Coalition of Washington, will launch the much anticipated, *Lactation Education for Physicians* in July. There is no cost for Washington residents or groups. For interested parties outside of Washington, cost is estimated to be about \$15.

“We are in the final stages of the project,” shared Gwyn Jones, MPH, RD, Project Coordinator. “Groups are already planning how to implement this information in their communities. The Collaborative is very excited that this will help busy physicians stay up-to-date on lactation information and hopefully influence protocols and policies.”

Lactation Education for Physicians is a set of ten modules designed to educate physicians and their staff in the in-patient or out-patient setting. The modules were designed and tested with the intent that physicians with some lactation knowledge, understanding and experience would present the information to their peers. In locations where this is not a possibility, Lactation Consultants or others with lactation expertise are encouraged to present the modules.

Each individual module utilizes evidence-based research and is designed to be an hour-long presentation including time for discussion. Included is a PowerPoint with notes for the presenter, learning objectives, questions to stimulate discussion on how to change practice, and culturally appropriate photographs. Also included are educational handouts, bibliographies from peer-reviewed publications, guidelines and suggestions for planning and implementing presentations, pre and post tests, and a project evaluation. Presentations can be incorporated into existing staff or department continuing education

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AAFP Adopts New Breastfeeding Policy Statements

American Academy of Family Physicians (AAFP), like other medical professional organizations, creates policy statements on health issues as a way to guide and define medical practice. In October of 2007, the AAFP Breastfeeding Policy Statement was updated and reaffirmed:

Breastfeeding is the physiological norm for both mothers and their children. Breastmilk offers medical and psychological benefits not available from human milk substitutes. The AAFP recommends that all babies, with rare exceptions, be breastfed and/or receive expressed human milk exclusively for the first six months of life. Breastfeeding should continue with the addition of complementary foods throughout the second half of the first year. Breastfeeding beyond the first year offers considerable benefits to both mother and child, and should continue as long as mutually desired. Family physicians should have the knowledge to promote, protect, and support breastfeeding.

This information statement is aligned with other specialty societies and the World Health Organization. It supports exclusive breastfeeding for six months and continued breastfeeding throughout and beyond the first year. “The 2007 update emphasizes that breastmilk has unique health benefits and that human milk substitutes are inferior to human milk,” explained Anne Montgomery, MD,

IBCLC, and Eastern Chair of the BCW. “It encourages family physicians to acquire the knowledge they need to promote, protect, and support breastfeeding.”

In addition to updating the Breastfeeding Policy Statement, the AAFP created a new statement, Hospital Use of Infant Formula in Breastfeeding Infants:

The AAFP encourages hospital staff to respect the decision of the mother who chooses to breastfeed exclusively by not offering formula, water or pacifiers to an infant unless there is a specific

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Tacoma Pierce County Public Health Dept., lactation room.

Breastfeeding Welcome Here!

In 2006, an international breastfeeding symbol was created to identify breastfeeding-friendly facilities (see 'New International Breastfeeding Icon,' *Breastfeeding Matters*, Vol. 9 #3, Winter, 2006). The International Breastfeeding Symbol in this picture is on the lactation room door at the Tacoma-Pierce County Public Health Department. The room includes a glider rocker, a small TV with educational videos, a CD player, hanging lamp with dimmer switch, and bulletin board with children's pictures. This room has been in existence for a little over a year.

Have you seen the International Breastfeeding Symbol in use? Please send us a picture for consideration in future issues of *Breastfeeding Matters*. Tell us who took the picture, when it was taken, and where (name and location of business). If possible, please ensure the picture depicts the business. Email the BCW at breastfeedingcoalition@withinreachwa.org.

ILCA Drafts Position Paper on Breastfeeding and Work

The International Lactation Consultant Association (ILCA) position paper on breastfeeding and work incorporates recent research, a global viewpoint, and the need for a broad range of strategies to enable women to be able to successfully combine breastfeeding with work.

Among other things, the paper recommends that ways be found to share the costs of protecting breastfeeding among all the parties that benefit when children are healthy and well-nourished. This includes parents, family members, community members, health insurance providers, employers and co-workers, and the nation as a whole.

Enterprises that have successfully instituted breastfeeding accommodations are encouraged to report on their experience so that other employers and workers may benefit. ILCA urges governments and non-governmental organizations to explore ways to protect breastfeeding for lactating women in challenging work settings, such as mothers in the military, migrant working mothers, 'unorganized' working mothers, and mothers working illegally.

ILCA states that lactation consultants must acknowledge and address employers' concerns and urges recognition for employers who provide conditions that allow these women to breastfeed. <http://www.ilca.org/BreastfeedingandWorkPP.pdf>.

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physician order. The AAFP discourages distribution of formula or coupons for free or discounted formula in hospital discharge or physician office packets given to mothers who choose to breastfeed exclusively.

"This policy statement on use of formula and formula gift packs should encourage the 'Baby-Friendly' approach of giving human milk substitutes only if medically indicated and will allow counseling of mothers (and nurses) who might 'request' a bottle of formula when not medically necessary," noted Dr. Montgomery. "It will also discourage the distribution of formula gift packs to breastfeeding mothers, which have been shown to have a negative influence on the duration and exclusivity of breastfeeding.

The AAFP also has a longer position paper on breastfeeding, written in 2001, which discusses in more detail the clinical aspects of breastfeeding relevant to family physicians' practices. It is in the process of being updated. (See related story page 7, 'Formula Discharge Packs').

Blogging about Washington Breastfeeding Legislation

Kim Rechner works as a Registered Nurse in a small hospital in Western Washington. Kim has two sons and several years ago, when she returned to work after each was born, she had to pump in closets and she received no support from hospital administration. Other breastfeeding employees faced similar challenges at this hospital. The head of Kim's union, a woman in her fifties, asked her, "Why don't you just pump in the bathroom?" Kim isn't one to sit by passively. Her experience motivated her to help be part of a solution and, for a number of years, she has been working on breastfeeding legislation in Washington. Now she is blogging about it. "I'm hoping this is a way I can help keep Washingtonians

informed," said Kim. "It's been challenging to get the word out when a breastfeeding bill is being heard at the Capitol. I hope this becomes a resource for the people."

Breastfeeding Anytime, Anywhere

During this next year, Kim will be working to garner support for an "Anytime, Anywhere" bill. "Many states have passed similar legislation. It makes sense. Mothers should be able to nurse their babies, anytime and anywhere they otherwise have the right to be." To stay informed about legislation, visit Kim's blog: <http://breastfeedwa.blogspot.com>. The hospital where she is employed has improved their support of breastfeeding employees.

Mother Support: Going for the Gold!

The international summer Olympics for 2008 will begin on Aug. 8, immediately after **World Breastfeeding Week** (WBW), Aug. 1-7. To acknowledge this timing, the World Alliance for Breastfeeding Action (WABA) decided on "Mother Support: Going for the Gold" as the slogan for the 2008 celebration.

The WABA website states, "As every country sends its best athletes to compete at these global games, it is important to remind ourselves that, in a similar fashion, a healthy young athlete can only emerge from a healthy start on life. There is no question that optimal infant and young child feeding is essential for optimal growth and development."



Gold Standard

The WBW 2008 slogan focuses on increased support for mothers in achieving the 'gold standard' of infant feeding, breastfeeding exclusively for six months, and providing appropriate complementary foods with continued breastfeeding for up to two years or beyond.

The WABA WBW website, www.worldbreastfeedingweek.org provides ideas for action, activities, materials, reports and more.

Baby Bottles Leach Toxic Chemical According to New U.S. and Canadian Study

Dozens of state and national environmental health organizations in the US and Canada are calling for an immediate moratorium on the use of bisphenol A (BPA) in baby bottles and other food and beverage containers, based on the results of a new study that demonstrates the toxic chemical BPA leaches from plastic baby bottles when heated.

Results of the study, "*Baby's Toxic Bottle: Bisphenol A Leaching from Popular Baby Bottles*," commissioned by Environmental Defense of Canada and researched by the laboratory of Frederick vom Saal, PhD, at the University of Missouri, show that, when new bottles are heated, those manufactured by Avent, Evenflo, Dr. Brown's and Disney/First Years leached between 4.7 - 8.3 parts per billion of BPA.

Recent research on animals shows that, at doses below these levels, BPA can harm health by disrupting development. BPA is a synthetic sex hormone that mimics estrogen, and is used to make hard polycarbonate plastic. Ninety-five percent of all baby bottles on the market are made with BPA.

Studies conducted on laboratory animals and cell cultures have also linked low doses of BPA to obesity, diabetes, thyroid disease, breast cancer, prostate cancer, and other illnesses. BPA exposure is widespread and has been found in 95 percent of Americans tested. Scientists, physicians, and public health professionals suspect that existing scientific evidence on BPA indicates a real risk to human health.

There are no existing safety standards for BPA in the US. Nine states have introduced legislation

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Second National Conference of State Breastfeeding Coalitions

In January, nearly 300 people from all 50 states as well as four territories, and 48 state WIC agencies, eight Indian Tribal Organizations, and 28 AAP State Breastfeeding Coordinators attended the second National Conference of State Breastfeeding Coalitions in Arlington, Virginia entitled, *Strength Through Diversity: Advancing Breastfeeding Advocacy*. The United States Breastfeeding Committee (USBC) organized the conference and the Centers for Disease Control and Prevention (CDC) was the primary funder.

The conference supplemented coalition building and networking by providing advanced training for experienced leaders; disseminating information on best practices and projects; and developing strategies to enhance media use, funding acquisition, policy development and workplace changes to support breastfeeding.

Washington Well Represented

Four representatives from Washington State attended: Jean O'Leary, Washington Department of Health, WIC Breastfeeding Coordinator; MaryAnn O'Hara, MD, BCW Western Chair; Nancy Danoff, MD, the Washington Chapter of the AAP Breastfeeding Coordinator and Kimberly Radtke, BCW Program Coordinator. The AAP encouraged and paid for the AAP Breastfeeding Coordinator from each state to attend and WIC encouraged the attendance of and covered the cost for State WIC Breastfeeding Coordinators.

Numerous Presentations

Many state coalitions, including the BCW, gave presentations about their work and accomplishments. Dr.'s Danoff and O'Hara and Kimberly Radtke co-presented, *Physician Lactation Education Collaborative of Washington: A Model for providing physicians with evidence-based education and for affecting change*. Kimberly Radtke joined Amelia Psmythe from Oregon and Karen Peters from California in presenting an interactive session entitled, *Forming, Storming, Norming, Performing and Problem Solving*.



BCW members and others at the 2nd Conference of State Breastfeeding Coalitions. From left to right: Nancy Danoff, MD, WCAAP Breastfeeding Coordinator; Jean O'Leary, RD, DOH WIC Breastfeeding Coordinator; Larry Grummer-Strawn Phd, Centers for Disease Control and Prevention (CDC); MaryAnn O'Hara, MD, Western Chair of BCW; Deborah Dee, PhD, (CDC).

Supporting the growth of a coalition in good times and "stormy." Over 100 people attended each session.

Business Case for Breastfeeding

A highlight of the conference was learning about The Business Case for Breastfeeding.

Distributed by the Maternal and Child Health Bureau (MCHB), this employer-based resource kit and companion train-the-trainer curricula on the use of the kit will be distributed to state breastfeeding coalitions and others during 2008. The day before the conference started, ten state coalitions attended a training on the use of the kit.

The purpose of the kit is to: increase awareness among employers of the economic benefits of breastfeeding; increase the number of US employers that utilize a worksite breastfeeding support program; and, outline manageable, flexible models for implementing or enhancing a worksite breastfeeding support program. A very useful part of the toolkit is the Return on Investment (ROI) calculator, which allows an advocate to sit down with the financial person at a company, and from a brief interview, calculate a realistic ROI for that company. In general, when companies provide a basic level of accommodation (time and space) they will see a \$2 return for every \$1 invested. If they create a state-of-the-art level of accommodation (providing pumps and lactation consultations) for every \$1 invested, they will see a \$3 return.

Implementation in Oregon

The Breastfeeding Coalition of Oregon (BCO) attended January's train-the-trainer session and is preparing to launch their project with a training for Oregon breastfeeding advocates in May. Because Oregon has a new workplace accommodation law administered by the Bureau of Labor and Industry (BOLI), the BCO is partnering with BOLI to identify employers who would particularly benefit from these outreach efforts, either because they are eager to implement a state-of-the-art program, or because they are feeling challenged in meeting the requirements of the law.

Ten more states will participate in a train-the-trainer conference in 2009. The BCW will be meeting to discuss how to best utilize this information in Washington State.

Commercial Formula Discharge Packs Undermine Breastfeeding

Hospitals undermine efforts to encourage breastfeeding by including free formula in the care packages they give mothers and babies as they leave the hospital, according to a study in the February issue of the *American Journal of Public Health*, (<http://www.ajph.org/cgi/content/abstract/AJPH.2006.103218v1>).

Oregon Public Health researchers analyzed survey responses from 2,684 new mothers. Nearly 67 percent said they were breastfeeding when they left the hospital and were still given a free discharge pack containing infant formula. The data also showed the women who received the free formula were 39 percent more likely to stop exclusive breastfeeding at 10 weeks or sooner than those who did not receive free formula.

Most Hospitals Encourage Breastfeeding

“If hospitals stop giving out free formula to women who are breastfeeding, they will breastfeed for a longer period of time,” said Ken Rosenberg, MD, medical epidemiologist in the Oregon Department of Human Services Public Health Division and lead researcher of the study. “Most hospitals encourage breastfeeding and staff help new mothers learn how to breastfeed while they are there. Giving away free formula upon discharge presents a mixed message and undercuts the breastfeeding support that a new mother has just been given.”

Rosenberg said formula manufacturers have given free gift packs to hospitals for distribution to new mothers for more than 40 years. “The manufacturers have found this is an effective way to increase profits, because it encourages women to stop breastfeeding sooner than they had planned,” he said.

Last year Portland became the first city in the nation where no hospitals give out free infant formula at discharge. “Other cities have similar goals and there are a few states working on a state-wide ban of commercial formula packs,” shared Kimberly Radtke, BCW Coordinator. “Massachusetts started the Ban the Bags campaign in response to a thwarted attempt at a state-wide ban.” (*See Breastfeeding Matters, Vol. 9 #2, Summer 2006*).

High Rates in Washington

Washington State women are more likely to initiate breastfeeding than women in any other state (88 percent compared to 74 percent nationwide). However, only 22 percent of

mothers exclusively breastfeed their babies for the first six months of life, as recommended by the AAP and numerous other health organizations, (http://www.cdc.gov/breastfeeding/data/report_card2.htm).

In Washington, only 12 hospitals and birth centers out of more than 100, are listed as “bag-free” on the “Ban the Bags” website, www.banthebags.org. “Despite recent research, we are hopeful these numbers are not accurate for Washington,” declared Kimberly Radtke. “We encourage all birthing facilities in Washington to check the Ban the Bags website and submit their information if they are bag-free and marketing health, not formula.” [Banthebags.org](http://www.banthebags.org) also provides information for health professionals, hospital administrators and families including research, insight to formula marketing tactics, and an in-depth tool kit.

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• *Identify strategies for counseling patients to minimize their exposure to chemical contaminants.*

During lunch, the BCW will present three awards (*see related story page 2, 'Awards'*) and the Breast Cancer Fund will talk about their work.

CMEs for Physicians, CERPs for Lactation Consultants, and CEUs for Registered Dietitians have been applied for. Registration is \$100 for Physicians and \$85 for others. For more information and to register, www.breastcancerfund.org/lookingupstream.



Remember a Mother, Friend or Colleague!

The Breastfeeding Coalition of Washington has two different greeting cards to honor the women in our lives. One card is blank and appropriate for year round use, the other says “Happy Mother’s Day.” The money raised by the sale of these cards assists the BCW to continue work to promote, protect and support breastfeeding. The card illustrations were created and donated



by artist, Christine Thomas. Christine’s work is dedicated to the well being of children and families, and emphasizes health promotion. The cards are printed



on quality heavy weight paper and artistically express heartfelt commitment to the health of mothers and children. Individual cards are available for a suggested donation of \$5. To view the cards or to order: <http://www.breastfeedingwa.org/cards>.

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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, Physician Leadership Award*. To learn more about the awards, including past recipients: www.breastfeedingwa.org/awards.

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that would restrict the use of BPA in children’s products, including baby bottles: CA, CT, HI, ME, MD, MA, MN, NY, and PA.

BPA is also used to make hard plastic used in some toddler sippy cups, polycarbonate water bottles such as some Nalgene bottles, dental sealants, and the linings of many food and beverage cans, including all infant formulas.

The full study, “*Baby’s Toxic Bottle: Bisphenol A Leaching from Popular Baby Bottles*,” is available to download for free on the website www.chej.org.

Source: Oregon Environmental Council, www.oeconline.org.

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time, medical resident lectures, or they may be used by groups wishing to organize larger interdepartmental or community lectures.

“There is no right or wrong way to disseminate this information. We provide guidelines for organizing lectures and for working with presenters and we anticipate that there will be a lot of creative ideas depending on the needs of the community,” explained Gwyn.

Lactation Education for Physicians is free for Washington State residents and groups and will be available for cost to groups outside of Washington State (estimated cost is about \$15). To gauge how many CD’s to produce, the BCW is now taking pre-orders. To learn more about this project including who is involved, how it is funded, and to pre-order *Lactation Education for Physicians* go to: <http://www.breastfeedingwa.org/collaborative>.



Library Supports Breastfeeding

These books on display at the Mount Vernon City Library in Mount Vernon, WA, positively portray breastfeeding and were donated to the library by the Skagit Breastfeeding Coalition and Skagit La Leche League. This display is prominently located near the entrance. The sign states, “In Skagit County, over 90% of mothers breastfeed their babies at birth. The American Academy of Pediatrics recommends continuing to breastfeed until a baby is one year old and beyond.” Also included is a quote from a local Pediatrician, Rick Levine, MD, “Breastfeeding has significantly improved the health of infants and children in Skagit County. It is an important first step towards achieving a healthy community.” The books were on display for a couple weeks and *Michelle: The Nursing Toddler, A Story about Sharing Love* by Jane Pinczuk (author) and Barbara Murray (illustrator) was read for story time.