



Breastfeeding Matters

Breastfeeding Coalition of Washington ~ a program of WithinReach

Vol. 11, No. 1
Spring 2009

Happenings

April 24, Human Milk in the NICU; Translating Evidence into Practice with Paula Meier, RN, DNSc, FAAN & Diane Spatz, PhD, RNC, FAAN, Spokane. www.medelabreastfeedingus.com.

April 27-May 1, Professional Education in Breastfeeding and Lactation, Evergreen Perinatal Education, Spokane. For information: Sue Wirth at 510-524-6917 or email SWAGconferences@aol.com.

May 6, BCW Awards Presentation & What Influences a Mother's Decisions about Breastfeeding: The Reasons Behind the Reasons, featuring Julie Reeder, PhD, MPH, MS, CHES, Senior Research Analyst, Oregon Dept. of Human Services. 6:30-9 pm, Lynnwood. Details: www.breastfeedingwa.org.

May 8, Breastfeeding Beyond the Hospital Stay, Seattle. www.birthishandbeyond.com.

May 19, WithinReach Making Connections for Health Fundraising Luncheon and Awards, Seattle, www.withinreachwa.org.

June 15-17 & 19-21, Professional Education in Breastfeeding and Lactation, Seattle, www.seattlemidwifery.org.

Oct. 1, 2, 3, Children's Environmental Health Forum and Fair, organized by the Children's Environmental Health Working Group. Day 1: science; Day 2: policy & practice; Day 3: information fair for the public. Breastfeeding topics are incorporated into the forum and the fair. Tukwila. www.washington.chenw.org/CEHgroup.html.

Oct. 16, New Discoveries in Breastfeeding, Maternal Well-Being & Lactation. La Leche League of Washington, Health Care Professional Seminar, Kirkland. www.lllwaconf.org.

Oct. 19-21 and 23-25, Professional Education in Breastfeeding and Lactation, Seattle. www.seattlemidwifery.org.

Breastfeeding Bill Garners Support

Washington State breastfeeding mothers could gain civil rights protections against discrimination for nursing in public under a bill unanimously passed by the House Committee on State Government & Tribal Affairs and the Senate Committee on Health & Long-Term Care. The sponsor, Rep. Tami Green (D-Lakewood), says infants should get the best food possible, and women should feel comfortable feeding their baby wherever needed. "We

need to remember that breastfeeding is a natural thing and there really is nothing sexual about breastfeeding," Green stated during the hearing in the House.

Since 2001, Washington law has protected breastfeeding in public from being considered 'indecent exposure'. "The 2001 law was a solid first step in supporting nursing mothers, but it's not enough," shared Kim Rechner, a breastfeeding advocate who has been the force behind attempts to pass more in-depth breastfeeding legislation during the last several years.

"Children need to nurse anytime they're hungry and anywhere they happen to be. Just like bottle-fed babies do. Unfortunately, nursing mothers are often asked to stop nursing, to use a bathroom or to leave a public place. This is not acceptable."

Under new legislation, mothers would be protected when nursing in any public place they otherwise have the right to be. This includes coffee shops, museums, public pools, and grocery stores; examples of public places Washington mothers have

been asked to stop nursing or to leave. "When I was asked to leave a public pool in Seattle, I was mortified. I was sitting on the edge of the pool nursing my 7 month old son and watching my daughter play in the pool," shared Melissa Bonghi. "The lifeguard told me, 'You're going to contaminate the pool with your breastmilk.' I was shocked and confused. She was more worried about breastmilk than swim diapers. I asked to see where this regulation was written. Of course they couldn't find it, this was her bias. She was trying to humiliate



cont. on page 8, see 'Bill'

**Anne Montgomery, MD, FAAFP,
FABM, IBCLC**
Eastern Region Chair of the BCW

Silje Sodal, MPH
Western Region Chair of the BCW

Jean O'Leary, MPH, RD
WIC Breastfeeding Coordinator,
Department of Health

Patty Hayes, RN, MN
Executive Director, WithinReach

Kimberly Radtke, RC
Program Manager 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. 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:
The Breastfeeding Coalition
of Washington

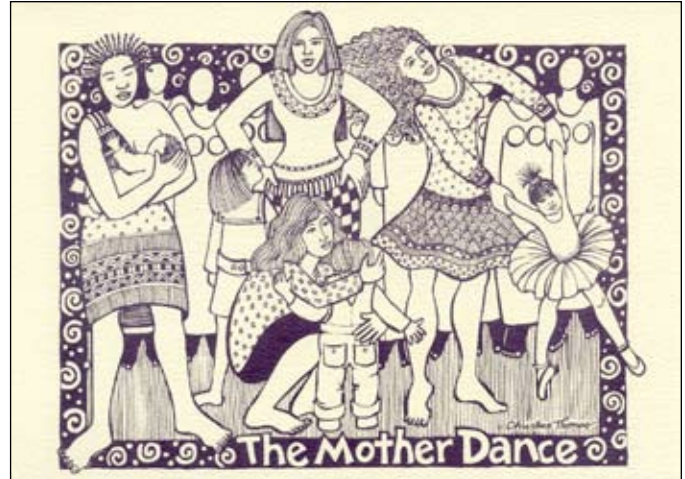
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Remember a Mother, Friend, or Colleague!

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.



Heartfelt Commitment

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: www.breastfeedingwa.org/cards.



Breastfeeding Software for Handhelds

The Massachusetts Breastfeeding Coalition has developed 'Breastfeeding Management' for the iPhone, iPod Touch and PalmOS.

This free reference information for supporting breastfeeding mothers includes an evidence-based algorithm for evaluation and triage of breastfeeding in the first two weeks of life and a database of safety information on commonly used medications, together with general guidelines on safe prescribing for lactating

women and references to review articles. Medication information includes rating information from the American Academy of Pediatrics and Thomas Hale's *Medications and Mothers' Milk*. Having easy to access, accurate information can assist care providers in answering frequently asked questions about breastfeeding no matter where they happen to be, even if there is no cell phone signal.

For more information:
www.massbfc.org/index.php/2009/breastfeeding-management.



BCW Awards and Lecture, 'What Influences a Mother's Decision about Breastfeeding?'

The Breastfeeding Coalition of Washington Awards will be presented May 6, 6:30-9 pm, at the Lynnwood Convention Center. In addition to the awards, Julie Reeder, PhD, MPH, MS, CHES, Senior Research Analyst at State of Oregon WIC Program, will present, "What Influences a Mother's Decisions about Breastfeeding: The Reasons Behind the Reasons." This is based on her five years of research of nearly 2,000 women enrolled in the Oregon WIC Program.

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 Physician Leadership Award*.

The event begins at 6:30 pm with a no-host bar and appetizers, followed by the BCW Awards presentation and Dr. Reeder's lecture. The event will end at 9 pm. The cost is \$30 and CERPS for Lactation Consultants has been applied for.

Located 15 minutes north of downtown Seattle, the Lynnwood Convention Center is immediately off of I-5, offers plenty of free parking and is next door to the Olympus Women's Spa. Registration is required for this event: www.breastfeedingwa.org.



"Thanks for letting us use your 'Marvelous Mammals Quiz.' It's great. We plan to use it in our WIC clinics. Thanks also for your lovely newsletter.

You guys do an awesome job and I really appreciate the ability to have access to it."

Dana Kent, WIC Clinic Operations, Breastfeeding Coordinator Alaska Dept. of Health and Social Services

WithinReach Fundraising Luncheon May 19

The WithinReach *Making Connections for Health* fundraising luncheon will be held Tuesday, May 19, 12:00-1:30 pm, at the Seattle Sheraton.

The program features an entertaining and informative presentation by keynote speaker, Deanna Davis, PhD., (www.deannadavis.net), as well as the chance to learn about the innovative work WithinReach is doing to help families throughout Washington. Deanna Davis is the author of three books: *The Law of Attraction in Action*, the bestselling *Living With Intention*, and the forthcoming *Manifest This!* She thinks the best route to success, satisfaction, and self-care is through a serious commitment to your sense of humor.

Known for her characteristic blend of humor and how-to, Deanna merges powerful research with practical strategies for transforming your life. Over 400 people are expected to attend. Amy Clancy, *KIRO 7 News Anchor/Reporter*, will emcee 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.

Breastfeeding Partnership in Yakima

In partnership with the Washington Department of Health, Nutrition and Physical Activity and Obesity Prevention Program and Yakima Valley Memorial Hospital (YVMH), the BCW started a pilot project to provide technical support to assist YVMH to evaluate hospital policies that influence breastfeeding.

Research has shown that a mother's success establishing breastfeeding and continued breastfeeding after leaving the hospital is influenced by what happens in the hospital or birth center," explains Kimberly Radtke, BCW Manager. "We hope to see an increase in breastfeeding exclusivity and duration rates as an outcome of this work," shared Amy Ellings, MPH, Nutrition Coordinator, Washington State Department of Health. "Because of the connection between breastfeeding and the health of both mother and child, increasing breastfeeding rates is a key objective in Washington's Nutrition and Physical Activity State Plan."

YVMH was chosen because of low rates of breastfeeding and high rates of obesity in Yakima County. To learn more about the Washington State Nutrition and Physical Activity State Plan; www.doh.wa.gov/cfh/NutritionPA/our_states_approach/npa_state_plan/default.htm.

Increasing Breastfeeding Success is a Success!

Since the October, 2008 launch of *Increasing Breastfeeding Success: What the Research Shows and Why it Matters*, nearly 800 copies of the two CD set have been distributed across Washington and requested by people in every state in the country. The CD's contain 10 PowerPoint presentations and accompanying documents. Some topics include; *Controversies in Parenting Advice, Multicultural Aspects of Breastfeeding, Immunology of Human Lactation, and Breastfeeding the Late Preterm and 'Supposedly Term' Infant.*

"Many requests for this material have come from medical schools," said Lisa DiGiorgio, RD, WIC Breastfeeding Coordinator, Public Health, Seattle and King County.

"We never anticipated this kind of response. We couldn't be happier that this information is being used to educate medical students and residents as well as physicians and their staff in clinics and hospitals."

This work is the culmination of a five year project by the Physician Lactation Education Collaborative of Washington, a project of the BCW. Collaborative members include; lactation consultants, physicians, nurses and public health professionals. Thanks to their dedication and expertise, physicians and their staff have greater access to evidence-based lactation education.

The CD's are free to Washington residents and are \$23 for out of state orders. "We are in the process of determining next steps when this

supply is depleted," said Kimberly Radtke, BCW Program Manager. "We want to continue to offer this information in a way that doesn't demand a lot of staff time and allows easy access for the greater good."

To learn more about *Increasing Breastfeeding Success* and to order a copy: www.breastfeedingwa.org/collaborative.



When Breastfeeding is Accepted, it Won't be Noticed

The Marin Breastfeeding Coalition in Marin County, California, feels that when breastfeeding is accepted in our society, it won't be noticed. What is being noticed by Marin County community members as well as the national media, is their new breastfeeding promotion campaign. Life-sized cardboard cutouts of women breastfeeding their children were placed throughout the community. Each cut-out figure has a sign that reads, "When breastfeeding is accepted, it won't be noticed."

"Our coalition started the campaign to encourage moms to breastfeed wherever they find themselves and to create greater community acceptance of nursing in public," shared Sandra Rosenblum MSN, MPH, Maternal, Child and Adolescent Health Director at the Marin County Department of Health and Human Services.

The Marin Breastfeeding Coalition would like for everyone to notice the campaign and to question why they were even paying so much attention to a breastfeeding mother in the first place. The group wants to promote public acceptance of breastfeeding including that nursing



Photo Credit: Curtis Meyers

New Western Chair of the BCW and WithinReach Board Member

Silje Sodal, MPH, has been named Western Chair of the BCW. Silje received her Master's in Public Health (with a concentration in Maternal and Child Health) from the University of Washington in 2001. Silje has a significant history with the BCW and with WithinReach, including while working on her Master's degree, completing a practicum at WithinReach.

In 2003, Silje worked as a contractor at WithinReach coordinating a "Breastfeeding-Friendly Grant" which included providing technical support in advocating for and developing breastfeeding-friendly policies in work sites, the local hospital and in area childcare facilities in the Moses Lake community. In addition, she developed a reference tool entitled, *Implementing Policies & Practices Supportive of Breastfeeding: Compilation of Best Practices*. Silje also organized a related conference of 40 key breastfeeding advocates and leaders from across Washington State to learn about implementing policies and practices supportive of breastfeeding in the workplace, hospitals, childcare centers, physicians' offices and in the general community. Silje worked as the first Project Coordinator for the Physician Lactation Education Collaborative of Washington in 2004.

Silje has shown her support of WithinReach by being a Table Captain at most of the WithinReach fundraising luncheons and hosting a 'Meet and Greet' in her home when Patty Hayes started as Executive Director.

In addition to serving as Western Chair of the BCW, Silje has joined the WithinReach Board of Directors. Not since 1999 has a BCW Chair also been a board member. "We are thrilled to have Silje as a WithinReach Board member," shared Patty Hayes, Executive Director. "She is



Silje Sodal, MPH, has been named Western Chair of the BCW.

a valuable addition and her dual role will strengthen the linkage between the Board and the BCW."

Silje replaces Dr. MaryAnn O'Hara, MD, MPH, who has held the Western Chair position for eight years (see *Breastfeeding Matters, Winter, 2008, page 5: www.breastfeedingwa.org/files/BreastfeedingWinter2008.pdf*). Dr. O'Hara is stepping down to focus more time on her practice, Seattle Breastfeeding Medicine. She will remain as the 'Out-going chair' through June and will continue to participate in Western Steering Committee meetings as time allows.

BCW Steering Committee members from across Washington have the opportunity to welcome Silje at the 2009 Joint Annual Steering Committee on May 6 -7 in Lynnwood. Other BCW supporters can welcome Silje on May 6, 6:30-9 pm at the BCW Awards Presentation. (See *related story, page 3*).

Breastfeeding Mothers Needed for Study

Dr. Kathleen Arcaro, Associate Professor of Environmental Toxicology at the University of Massachusetts, Amherst, is conducting two studies on breast cancer and is looking for nursing mothers who have had within the past year or are expecting to have, a breast biopsy or mothers who have had and breastfed a child on or before age 25, and who are now 35 or older and nursing (or pumping for) another child.

Dr. Arcaro explains, "Long before a woman might notice a lump in her breast, there are changes in the DNA of epithelial cells in the breast. Some of these cells are expressed in breast milk, and this study is examining these cells to try to identify molecular biomarkers for the development of breast cancer. One possible outcome of this research is the development of an early, non-invasive method of assessing breast cancer risk through breastmilk. The results may also lead to new treatment strategies."

Currently there is no good way to assess a woman's risk of getting breast cancer. Although family history is an important risk factor for developing breast cancer, most women who do develop breast cancer have no family history, and most women with a family history do not develop breast cancer.

Women who meet the requirements for participation will be asked to complete a consent form, a questionnaire, and to donate a breastmilk sample from each breast. Women will also be asked to provide a copy of their biopsy report. Approximately one year after receiving the breastmilk sample the researchers will contact participants about any breast problems they may have had during the year.

For more information: www.breastmilkresearch.org.

New Studies by Local Researchers

Cultural Influences on Infant Feeding Practices

Pediatr. Rev. 2009;30:e11-e21;

Suzinne Pak-Gorstein, MD, PhD, MPH, Aliya Haq, MS, RD, CD, and Elinor A. Graham, MD, MPH.

This research illustrates cultural influences on infant feeding practices through four cases and reviews the evidence for effective, culturally appropriate interventions to improve infant feeding. www.pedsinreview.aappublications.org/cgi/content/full/30/3/e11.

Dr. Suzinne Pak-Gorstein is an Acting Assistant Professor in the Department of Pediatrics at the University of Washington, an Attending Physician at Harborview Medical Center and the Assistant Director for the Global Health Pathway Program at Seattle Children's Hospital. Aliya Haq, is an Outpatient Dietitian and Supervisor/Program Coordinator for WIC at Harborview Medical Center. She is the author of the Multicultural Aspects of Breastfeeding presentation included in *Increasing Breastfeeding Success*. Dr. Elinor Graham is an Associate Professor Emeritus, Pediatrics, University of Washington and formally worked at Harborview Medical Center focusing on cross cultural health care and breastfeeding promotion in immigrant communities. Dr. Graham was the 2008 recipient of the BCW *Physician Leadership Award*.

Hospital Practices and Women's Likelihood of Fulfilling Their Intention to Exclusively Breastfeed

Am J of Public Health 2009;99:1-7.

Eugene Declercq, PhD, Miriam H. Labbock, MD, MPH, Carol Sakala, PhD, MPH, and MaryAnn O'Hara, MD, MPH.

The goal of this study was to assess whether breastfeeding-related hospital practices reported by mothers were associated with achievement of their intentions to exclusively breastfeed. <http://www.ajph.org/cgi/content/abstract/AJPH.2008.135236v1>

Dr. MaryAnn O'Hara is a Clinical Assistant Professor of Family Medicine and Director of Seattle Breastfeeding Medicine. She is the out-going chair of the BCW Western Steering Committee, has served as the Chair of the Washington Association of Family Physicians (WAFP) Committee on School and Child Health, represented the WAFP on the Washington State Perinatal Advisory Committee, and served on the Board of the Academy of Breastfeeding Medicine and the United States Breastfeeding Committee. In 2005, the *BCW Physician Leadership Award* was established in her honor.

World Breastfeeding Week, August 1-7, 2009

The World Alliance for Breastfeeding Action (WABA) has announced the 2009 World Breastfeeding Week (WBW) theme: ***Breastfeeding: A Vital Emergency Response. Are You Ready?*** This theme aims to draw attention to the vital role that breastfeeding plays in emergencies worldwide. WABA hopes global activities will help inform mothers, breastfeeding advocates, communities, health professionals, governments, aid agencies, donors, and the media on how they can actively support breastfeeding before and during an emergency.

Children are the most vulnerable in emergencies and child mortality can soar due to diarrhea, respiratory illness and malnutrition. Emergencies can happen anywhere in the world and mothers need active support to continue or re-establish breastfeeding. Emergency preparedness is vital. Supporting breastfeeding in non-emergency settings will strengthen mothers' capacity to cope in emergencies. For more information about WBW 2009, visit the WABA website, www.waba.org.my.

Source: www.waba.org.my.

"Huntington Hospital (Pasadena, CA) is involved with the California 'Birth and Beyond' program to increase exclusive breastfeeding rates for our mothers. We are reviewing information to better assist educating our physician's regarding the benefits of exclusive breastfeeding. The Breastfeeding Coalition of Washington's project, Increasing Breastfeeding Success is extensive and impressive! Thank you!"

Shelley Stauffer, RN, CLE



Breastfeeding Welcome Here!

The Skagit Valley food Co-op in Mount Vernon, WA, displays the International Breastfeeding Symbol on the Co-op's front door, right side.

Have you seen the International Breastfeeding Symbol in use at a place of business? Please send the BCW a picture for consideration in a future issue of *Breastfeeding Matters*. If possible, please be sure the picture depicts the business.



United States Breastfeeding Committee Applauds Obama

On March 11, President Obama created the White House Council on Women and Girls with the stated purpose “to ensure that American women and girls are treated fairly in all matters of public policy.” During its first year, the Council will focus on formulating comprehensive, coordinated policies in the areas of women’s economic security, work-family balance, violence prevention, and healthy families and improved health care. The United States Breastfeeding Committee (USBC) issued a press release applauding the President’s recognition that issues like equal pay, family leave, and child care “are not just women’s issues, but family issues and economic issues,” and looks forward to working with the Council on policies that support women, families and breastfeeding.

Genuine Liberation and Empowerment

The press release stated, “the future prosperity of our country greatly depends on the productivity of women, as workers and as mothers. Women’s economic security and the health--emotional and physical--of mothers and families translate directly into the potential of our future workforce and the vigor of our economy. But the

achievement of these goals requires genuine liberation and empowerment, which only come with a woman’s supported right to fulfill both her productive and reproductive roles. Just as importantly, the role of fathers and other family members in children’s lives includes supporting breastfeeding.”

USBC Chair Joan Younger Meek, MD, MS, RD, FAAP, FABM, IBCLC affirms, “The White House Council is a laudable step forward in America’s acceptance of common responsibility for the welfare of all mothers and children. The USBC calls upon all women and men to join in our efforts to develop an inclusive vision regarding family and work policies and to find ways to integrate breastfeeding with paid employment. Our work together can significantly improve women’s rights in the labor force, while also providing the support mothers and families desperately need.”

The USBC is an organization of organizations. Opinions expressed by USBC are not necessarily the position of all member organizations and opinions expressed by USBC member organization representatives are not necessarily the position of USBC.

Source: www.usbreastfeeding.org.

Bill...cont. from page 1

me.” Melissa shared her experience in testimony before both the Washington House Committee Senate Committee. “Melissa’s and other mothers’ testimonies were a turning point. The legislators paid close attention to the personal stories,” said Rechner.

The bill would elevate breastfeeding to the status of a civil right, protected by the state’s anti-discrimination law. Any woman who is “discriminated” against would be entitled to pursue a civil action to prevent future violations and recover damages. If the bill becomes law, the Washington Human Rights Commission predicts it will handle about five complaints of nursing-rights violations a year.

Despite expectation of a small number of complaints, lawmakers said past instances of discrimination make the proposed law necessary. The majority of other states have laws protecting a mother’s right to breastfeed in public. “We think this is a great idea. We want to protect the rights of



Supporters of HB 1596 gather at the Capitol after the House Committee on State Government & Tribal Affairs heard testimony.

mothers and we want to encourage them as you do to breastfeed,” said Rep. Mike Armstrong, R-Wenatchee, during the hearing in the House.

As this newsletter goes to print, the proposed legislation has passed into the Rules Committee. If voted out of Rules, it goes to the Senate floor for the final vote probably by mid-April.

National Women’s Health Week

National Women’s Health Week (May 10-16) is a week long health observance coordinated by the U.S. Department of Health and Human Services’ Office on Women’s Health (OWH). National Women’s Health Week empowers women to make their health a top priority. With the theme “It’s Your Time,” the nationwide initiative encourages women to take simple steps for a longer, healthier and happier life. During National Women’s Health Week, communities, businesses, government, health organizations, and other groups work together to educate women about steps they can take to improve their physical and mental health and lower their risks of certain diseases.



In Washington, the OWH Region X is partnering with the BCW for the Annual Joint Steering Committee Meeting and Awards presentation, as well as supporting other events around the region. According to Renée Bouvion, Regional Women’s Health Coordinator for OWH, “National Women’s Health Week is a great time to promote breastfeeding. It’s an opportunity to remind women that breastfeeding is not only good for their baby’s health, but for their own health as well.”

The OWH provides many ideas and materials for getting involved. For example, Health Care Providers can provide or appointments for preventive health services to women on May 11, 2009—National Women’s Checkup Day. Services could include blood pressure checks, pap tests, mammograms, diabetes tests, HIV/AIDS tests, and other health screenings. Another option would be to promote the WOMAN Challenge—an online physical activity program that kicks off on Mother’s Day, May 10, 2009. To learn more visit the National Women’s Health Week website: www.womenshealth.gov/whw.

Source: www.womenshealth.gov/whw.