



Breastfeeding Matters

Breastfeeding Coalition of Washington ~ a program of WithinReach

Vol. 11, No. 3
Winter 2009

Happenings

Feb. 1-3 & 5-7, Professional Education in Breastfeeding and Lactation.

www.seattlemidwifery.org

Feb. 22-23, The Business Case for Breastfeeding, "Implementing the Business Case for Breastfeeding in Your Community." Organized by the Breastfeeding Coalition of Washington, Lynnwood, WA.

www.breastfeedingwa.org

March 20-21, Academy of Breastfeeding Medicine Third European Regional Conference for Physicians. Torun, Poland. www.bfmed.org

May 18, WithinReach, "Making Connections for Health" Fundraising Luncheon. Seattle, WA.

www.withinreachwa.org

June 21-23 & 25-27, Professional Education in Breastfeeding and Lactation. www.seattlemidwifery.org

October 15, 16 & 17, La Leche League of Washington Area Conference, "Embrace, Enrich, Embolden." Redmond, WA. www.lllwaconf.org

Oct. 27-30, Academy of Breastfeeding Medicine Annual International Meeting. San Francisco, CA. www.bfmed.org

WithinReach will soon be on Facebook and Twitter! Follow us there for the latest in maternal, child, and family health in Washington and beyond! We'll keep you posted on our recent developments in innovative advocacy and outreach as well as national trends and local news in the field of family health. The BCW will have a Facebook page in the near future.

'The Business Case for Breastfeeding' Training Comes to Washington

Approximately 70% of U.S. mothers work full time, and exclusive breastfeeding during the first year of a baby's life is a major protective factor for both a mother and child. There are significant work-related barriers for most women who are breastfeeding when returning to work. Worksite support for breastfeeding mothers is a growing focus area of advocacy and policy development across the country.

Affecting Policy Change

Designed with the goal of improving worksite support for breastfeeding women, the U.S. Department of Health and Human Services, Health Resources and Services Administration's (HRSA) Maternal and Child Health Bureau (MCHB) has launched a major national initiative entitled, *The Business Case for Breastfeeding*. "The Business Case" includes a two-day training for community members, a worksite kit, and development of an action plan aimed at educating employers and effecting policy change. The Breastfeeding Coalition of

Washington will receive funding from MCHB to implement this work across the state. This training will give attendees the necessary tools to be able to train others from geographic areas not represented.



Significant Return on Investment

Participants will learn how to increase awareness among employers about the economic benefits of breastfeeding; increase the number of employers that utilize a worksite breastfeeding support program; and outline manageable, flexible models for implementing or enhancing a

worksite breastfeeding support program. A particularly useful part of the toolkit is the Return on Investment (ROI) calculator, which allows an advocate to sit down with the Human Resources or 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

cont. on page 8, see 'Training'

**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:
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2010 BCW Awards to be Presented Feb. 22nd

The Breastfeeding Coalition of Washington annual awards presentation will take place Monday, Feb. 22, 6-9 p.m. at the Lynnwood Convention Center. This is the evening of the first day of *The Business Case for Breastfeeding* training. (See related story, "Training" page 1).

Significant Contributions to Breastfeeding

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*.

Civil Rights Specialist to Speak

In addition to the awards presentation, Laura Lindstrand, JD, Civil Rights Specialist with the Washington State Human Rights Commission, (WSHRC) will speak at the event. Her work includes educating stakeholders and the public on discrimination

laws, conducting legal research for the agency, writing technical guidance and legal analysis for employers, legislative drafting and recommendations, and agency and statewide policy development and implementation. Laura was actively involved in providing the WSHRC's guidance during the development of the State's disability definition statute in 2006 and 2007. In 2009, she headed collaborative efforts with the BCW to create educational documents about the new Washington State law to protect a women's right to breastfeed in public. (See related story on page 7, "Materials"). Continuing Education Credits for lactation consultants have been applied for.

The event includes a no-host bar and appetizers. 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. To nominate a business for the Outstanding Employer Award or to learn more about the awards presentation, visit www.breastfeedingwa.org. Registration coming soon!

"Thank you for allowing others to use your wonderful breastfeeding promotion materials. For World Breastfeeding Week, Hawaii WIC agencies provided clients' children with the BCW's coloring page, 'Breastfeeding and a Bedtime Story' in English and Spanish and the 'Marvelous Mammals Quiz'."

Carolyn Donohoe Mather, MAS, RD, CLEC
Breastfeeding and Outreach Coordinator
WIC Services Branch, Honolulu, Hawaii

IOM Recommends Breastfeeding

The Institute of Medicine's Committee on Childhood Obesity Prevention Actions for Local Governments was convened to identify promising actions that local governments can take to curb obesity among children. The committee sought action steps that are within the jurisdiction of local governments, likely to directly affect children, based on the experience of local governments or sources that work with local governments, take place outside of the school day, and have the potential to promote healthy eating and adequate physical activity. The 2009 report *Local Government Actions to Prevent Childhood Obesity* presents the committee's menu of recommended action steps for local government officials to consider in their efforts to prevent childhood obesity in their community. Strategy Number Six is 'Breastfeeding,' and specifically recommends: "Develop incentive programs to encourage government agencies to ensure breastfeeding-friendly worksites, including providing lactation rooms."

Source: *The Institute of Medicine* www.iom.edu/CMS/3788/59845/72798.aspx.

CDC Breastfeeding Report Card

Improving the health of mothers and children is a primary goal of the Centers for Disease Control (CDC). One important strategy toward this goal is to promote and support breastfeeding. The CDC has developed a tool to assist in this effort. The Breastfeeding Report Card enables nationwide comparisons of important indicators. The Report Card uses five outcome and nine process indicators. The five outcome indicators are based on the breastfeeding goals in the *Healthy People 2010* report and demonstrate the extent to which infants in a particular state are breastfed. The nine process indicators measure various elements of breastfeeding-friendly communities by comparing five different types of breastfeeding support: birth facility support, professional support, mother-to-mother support, legislation, and infrastructure.

Go to www.breastfeedingwa.org/articles for more Report Card information.

UW Medical Center Becomes Baby-Friendly!

The University of Washington Medical Center (UWMC) was recently awarded the prestigious international designation of being a 'Baby-Friendly' hospital. It is the first medical center in Seattle to receive this recognition. The Baby-Friendly Hospital Initiative is a global program sponsored by the World Health Organization and the United Nations Children's Fund (UNICEF) created to encourage and recognize health care facilities that offer an optimal level of care for breastfeeding mothers and their babies.

"Breastfeeding matters to nearly every aspect of health and well-being for infants and families," said Isabella Knox, UW Associate Professor of Pediatrics, Division of Neonatology, "and exclusive breastfeeding is the ideal."

The 'Baby-Friendly' designation, based on the "Ten Steps to Successful Breastfeeding," is significant to patient care because it helps mothers and babies become more successful at breastfeeding. Research has shown that mothers who deliver at hospitals that practice even some of the Ten Steps are more likely to achieve their intention to exclusively breastfeed compared to mothers who gave birth in a hospital that didn't practice these steps.

To be awarded the Baby-Friendly designation, the birth facility must implement and adhere to 10 criteria, including:

- Educating staff and informing all mothers of the benefits of breastfeeding.
- Ensuring that mothers have skin-to-skin contact with their babies within 30 minutes of birth.
- Walking mothers through breastfeeding techniques within an hour of delivery and again offering support at subsequent feedings.
- Discouraging the use of formula for breastfeeding babies.
- Not allowing formula companies to supply free formula to the hospital or in discharge packs.
- Ensuring that babies are not given bottles or pacifiers while in the hospital.

Once the facility has implemented these criteria, an outside agency performs an on-site evaluation. More than 19,000 health care facilities around the globe have received the Baby-Friendly designation, including 84 hospitals and birth centers in the United States. UWMC is the fifth hospital to receive this designation in Washington State. Evergreen Medical Center in Kirkland was the first in the nation to receive the Baby-Friendly designation. Tacoma General Hospital and Okanogan Douglas District Hospital, in Brewster, are also certified as Baby-Friendly. St. Mary's Hospital in Walla Walla was formerly certified.

For more information about the BFHI visit, www.babyfriendlyusa.org.

Breastfeeding Welcome Here!

Wild Root Salon and Spa in the Roosevelt neighborhood of Seattle and in the Northgate Mall in Seattle displays the International Breastfeeding Symbol and proudly welcomes breastfeeding mothers.

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.



WALWICA Becomes Nutrition First

The Washington Association of Local WIC Agencies (WALWICA) has formally adopted a new name, “Nutrition First.” Through an 18 month strategic planning process, the organization gathered information and feedback from stakeholders and partners, drafted five year goals and objectives, updated the mission statement, and developed a vision statement. As part of this process, the organization adopted its new name, based on the new mission statement: *Ensuring that young children of families with limited resources have opportunities for better nutrition to improve overall health. We achieve our mission through advocacy, education and training for those who work on behalf of children in Washington State.*

The new name aims to highlight the importance of nutrition in the organization’s work. The word “first” refers to the beginning of life (conception, pregnancy, infancy, and early childhood) as well as a priority, the first thing to think about in terms of healthy outcomes and disease prevention (making nutrition a priority).

Nutrition First has made these changes in order to better connect and partner with other individuals and

organizations that share their passion and their vision in order to truly *imagine communities in which Washington families have access to health and nutrition resources, eat well, breastfeed exclusively and get regular physical activity.*

To learn more about these changes and the organization, visit their new website at www.nutritionfirstwa.org.

Source: *Nutrition First.*

“We are planning for Breastfeeding Week here in Canada which is the first week of October. While doing some research, we came across your website with some wonderful resources, particularly the ‘Marvelous Mammals Quiz’. Thanks for allowing other to use it. You have a great website!!”

Donna Milbrandt, RN, BN, Director of Primary Health Care, Sunrise Health Region, Yorkton, Saskatchewan, Canada

Healthy People 2020 Holds Public Meeting in Seattle

On Nov. 20, breastfeeding advocates, including several BCW members, attended the Healthy People 2020 Public Comment Meeting in Seattle and presented testimony to the U.S. Department of Health and Human Services (HHS). Healthy People provides science-based, 10-year national objectives for promoting health and preventing disease. Since 1979, Healthy People has set and monitored national health objectives to meet a broad range of health needs, encourage collaborations across sectors, guide individuals toward making informed health decisions, measure the impact of prevention activities and eliminate health disparities.

The Healthy People process is inclusive; its strength is directly tied to collaboration. The development process strives to maximize transparency, public input and stakeholder dialogue to ensure that Healthy People 2020 is relevant to diverse public health needs and seizes opportunities to achieve its goals. BCW members providing testimony included: Melissa Bonghi, IBCLC, La Leche League Leader, representing La Leche League of Wash., Emily Healy, IBCLC, LLL Leader, representing the King County Breastfeeding Coalition and Molly Pessl, BSN, IBCLC, representing the United States Lactation Consultants Association.

Guidance and talking points were provided by the United States Breastfeeding Committee for the Public Comment Meetings. The three local breastfeeding advocates addressed the importance of breastfeeding, specifically, the inclusion of the following three new draft objectives:

- Increase the percentage of employers who have worksite lactation programs.
- Decrease the percentage of breast-fed newborns who receive formula supplementation within the first two days of life.
- Increase the percentage of live births that occur in facilities that provide recommended care for lactating mothers and their babies.

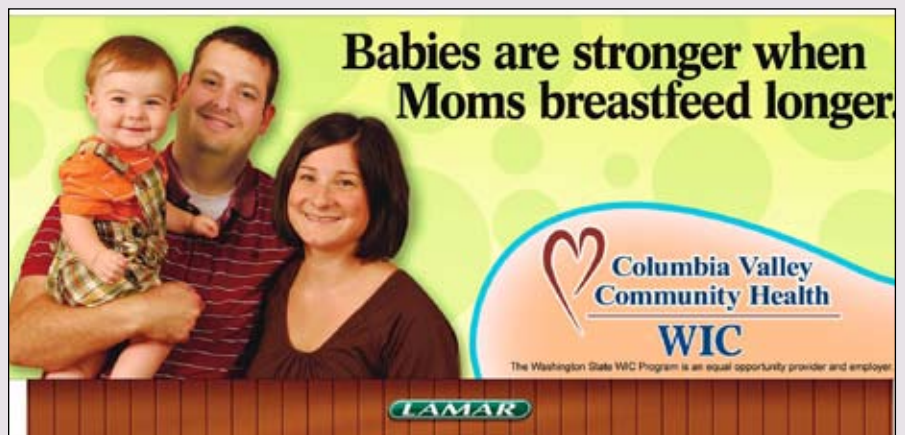
Additionally, three other speakers addressed breastfeeding including a representative from the American College of Nurse Midwives. Seattle had the largest number of testimonials of the last seven meetings from the time period 2008-2009, and had the greatest variety of organizations and topics addressed. Individuals are encouraged to visit the Healthy People 2020 website at www.healthypeople.gov/HP2020/ and share comments.



Some Washington breastfeeding advocates at the Healthy People 2020 meeting in Seattle, Nov. 20. Front row left to right: Mirine Dye (FL), Marie Witherall, Aliya Haq. Back row left to right: Melissa Bonghi, Emily Healy, Molly Pessl.

Promoting Breastfeeding!

This billboard and one like it in Spanish are displayed in Eastern Wenatchee. Created by the Wenatchee Area Breastfeeding Coalition and Columbia Valley Community Health.



World Breastfeeding Week Highlights

The theme for WBW, August 1-7, 2009 was “Breastfeeding: A Vital Emergency Response, Are You Ready?” Numerous local breastfeeding coalitions tabled at local events such as Farmer’s Markets and fairs during the month of August. The Kittitas County Breastfeeding Coalition and the Snohomish County Breastfeeding Coalition received grants of approximately \$500 from the BCW to address the 2009 theme. Projects targeted low-income families and populations with low breastfeeding rates.

Local Coalitions Receive Grants

The Snohomish County Breastfeeding Coalition provided breastfeeding training to Red Cross staff and disseminated “Infant Nutrition During a Disaster: Breastfeeding & Other Options” flyers to families and local health care workers at various events during the week. The Kittitas County Breastfeeding Coalition distributed informational materials about breastfeeding during emergencies and provided Red Cross emergency kits for a drawing to WIC clients. Additionally, a lecture about breastfeeding during emergencies was given by coalition members to the Kittitas County Emergency

Management Council during their September meeting.

Members of the South Sound Breastfeeding Network and the BCW Program Manager worked with Jackie Fisher of Fisher Marketing and Media to create a radio Public Service Announcement about the 2009 legislation protecting a woman’s right to breastfeed in public. Jeff Bach, Production Director at *KCMS, 105.3 FM*, donated his time to produce the spot. Keith Fisher wrote the spot and Jackie Fisher voiced it. Jackie is a former La Leche Leader and very supportive of breastfeeding. The PSA aired during August and September on local stations; *AM 1090, WARM 106.9, KISS FM*, and *Movin’ 92.5*. It can also be heard on the BCW website: www.breastfeedingwa.org/node/126.

Swedish Medical Center organized a celebration at their First Hill and Swedish campuses. Patty Hayes, Executive Director of WithinReach, spoke about the new breastfeeding legislation at the kickoff celebration. Other activities included displaying “Breastfeed – right from the start” signs through-out the Ballard and First Hill campuses, and creating bulletin boards with breastfeeding promotion messages.

Increasing *Breastfeeding Success*

Since the October, 2008, launch of *Increasing Breastfeeding Success: What the Research Shows and Why it Matters*, nearly 900 copies of the two CD sets have been distributed across Washington and to almost every state in the country. An additional 1,000 copies of the CD’s were recently printed. 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, physicians and their staff have greater access to evidence-based lactation education.

The BCW has received significant positive feedback about this educational tool. “*Increasing Breastfeeding Success will be very useful to faculty who are responsible for integrating Wellstart International’s Third Edition of the Level I Lactation Management Education Self-Study Modules into their undergraduate/pre-service medical and/or nursing school programs and do not feel confident about their own knowledge base. Wellstart recommends using this resource in place of our Level II materials,*” shared Audrey Naylor, MD, DrPH, FAAP, FABM, President and CEO of Wellstart International.

The CDs are \$35 for in and out-of-state orders. A new promotional flyer (PDF) and an online order form is

available on the BCW website at www.breastfeedingwa.org. The BCW would like to inform more health care providers, medical schools and others about this valuable resource. Please email the BCW with ideas for marketing and promotion, breastfeedingcoalition@withinreachwa.org.



Free Materials Educate about New Breastfeeding Law

Washington State legislation regarding 'breastfeeding in places of public accommodation' went into effect the end of July (*See Summer, 2009 issue of Breastfeeding Matters.*). The Washington State Human Rights Commission (WSHRC), the organization responsible for enforcing and educating about the legislation, collaborated with the BCW to create materials to inform the public about the law. These materials include English and Spanish wallet cards that explain the law, and can be used by mothers and others to inform the public. A flyer, also in English and Spanish, was designed to help inform businesses and employees about the rights of mothers and children to breastfeed in places of public accommodation. A more in-depth document entitled, *A Guide to Breastfeeding and Washington Non-Discrimination Laws; Guidance and Questions and Answers for Businesses and Parents* is also available. All of these documents can be found on the BCW website at www.breastfeedingwa.org/wa_leg and the WSHRC website at www.hum.wa.gov. Hard copies can be ordered from the WSHRC at 360-359-4923. The wallet cards can be printed individually or multiple copies on one page.

Laura Lindstand, JD, Civil Rights Specialist at the WSHRC, co-authored these documents with the BCW. Laura will speak at the 2010 BCW Awards presentation on Feb. 22. (*See related article on Page 2, "Awards"*).

Washington State Laws Protect a Woman's Right to Breastfeed



2001: Breastfeeding in public is not considered indecent exposure. (RCW 43.70, 9A.88.010).

2009: Breastfeeding mothers are protected under state anti-discrimination law, and can breastfeed their children in public places such as restaurants, pools, theaters, government buildings, museums, libraries, busses, or parks. No one, including business owners or employees can tell a mother to leave, go to the restroom, or cover the child. (RCW 49.60.030 and 49.60.215).

If you are breastfeeding and someone complains to you, politely explain that the law protects the right of the mother to stay where she is to breastfeed. This law does not apply to employees.

To learn more about this law or to file a discrimination complaint within six months of the incident, contact the WA Human Rights Commission by calling 800.233.3247 or visiting www.hum.wa.gov.

For information about breastfeeding promotion, legislation, and support for working mothers and employers visit the Breastfeeding Coalition of Washington, www.breastfeedingwa.org



WA State Human Rights Commission

Breastfeeding Coalition of Washington a program of WithinReach

Joint Commission Endorses Exclusive Breastfeeding

The Joint Commission, the major accrediting body for hospitals in the United States, has endorsed the measurement of in-hospital exclusive breastfeeding rates as one of its Perinatal Core Measures. In late 2007, The Joint Commission's Board of Commissioners recommended retiring and replacing the Pregnancy and Related Conditions (PR) measure set with an expanded set of evidenced-based measures. A technical advisory panel comprised of experts in the perinatal care field was convened in February 2009 to select the replacement set of measures from among those endorsed for national use by the National Quality Forum.

Definition Expanded

This expanded measure set, now referred to as Perinatal Care (PC) is composed of the following measures: exclusive breastmilk feeding; elective deliveries; cesarean sections; antenatal steroids; and health care-associated bloodstream infections in newborns. The following, based on language from the CDC, will be used to define exclusive breastfeeding:

"Exclusive breastmilk feeding is defined as a newborn receiving only breastmilk and no other liquids or solids except for drops or syrups consisting of vitamins, minerals, or medicines. Exclusive breastmilk feeding includes the newborn receiving breastmilk via a bottle or other means beside the breast."

The response to the question of exclusive breastmilk feeding will be based on documentation in the medical record as it is with all of the other core measure questions.

The U.S. Breastfeeding Committee has established a task force to work with the Joint Commission to establish standard procedures for collecting data for this measure. All hospitals will be expected to track statistics on exclusive breastfeeding. The PC measure set is available for selection for hospitals beginning with April 1, 2010 discharges. Supplementation of breastfed infants is a significant risk factor for early breastfeeding cessation and this will be a major policy shift for most hospitals.

Source: www.jointcommission.org

Jean O'Leary Recognized by Wash. Dept. of Health

The Washington State Department of Health, (DOH) Community and Family Health Division (CFH) provides opportunity to honor outstanding individuals and teams who have worked to further the mission of CFH and improve public health in Washington. Recently, Jean O'Leary, RD, MPH, Breastfeeding Promotion Coordinator for the Washington Women Infants and Children (WIC) Supplemental Nutrition Program and BCW Executive Committee member was presented with the CFH Outstanding Contribution to Public Health Award.

Jean was acknowledged for her significant contributions to the health of Washingtonians and in particular her support of breastfeeding families. In her seventeen years at the DOH, Jean's dedication and vision has led the Washington State WIC Nutrition Program to have one of the highest breastfeeding rates in the nation. Over 85% of mothers enrolled in Washington WIC initiate breastfeeding.

Among Jean's numerous accomplishments is her key role in the establishment of the BCW in the mid 90's by providing funding and garnering the support and

involvement of local WIC breastfeeding coordinators across the state. The BCW has become a successful state coalition and has created some particularly significant projects thanks to the WIC program and Jean's support and guidance. A few of these projects include publishing the *Working & Breastfeeding: It's Worth it!* packet in 1999, 2003 and 2005, in English and Spanish. This became a model for *The Business Case for Breastfeeding*. Additionally helping to establish the Physician Lactation Education Collaborative in 2003 and the Hospital Initiative Project in 2009, which aim to improve medical professional's knowledge and hospital breastfeeding support by encouraging evidence-based maternity care policies.

"Jean has been a stalwart proponent of maternal and child health the past two decades in this state and nationally. She was at countless meetings, often coming to Seattle from Olympia to lend support in the early days of the establishment of the BCW," shared Nancy Danoff, MD, former Western Chair of the BCW. "I can't think of a better recipient for this award."

Source: Washington State Department of Health.

Training...cont. from page 1

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. By the end of the two-day training, participants will have started to develop a plan for approaching businesses in their communities.

Support from Washington Department of Health

Maxine Hayes, MD, MPH, State Health Officer for the Washington State Department of Health will give the opening remarks. Dr. Hayes is Washington's top public health doctor. As such, she advises the Governor and Secretary of Health on numerous health issues and works closely with the medical community, local health departments and community groups. The event trainers include Tiffany Pertillar, MSW, MPH, from HCD International and Cathy Carothers, BLA, IBCLC, RLC, FILCA, from Every Mother, Inc.

A Leadership Team was formed to provide guidance and planning for the event. Members include the BCW Program Manager, representatives from the DOH WIC program, the Office on Women's Health Region X,

Nutrition First (formerly WALWICA) La Leche League of Washington and The Seattle-King County Breastfeeding Coalition.

Twenty state breastfeeding coalitions participated in the training during the first two years. The Breastfeeding Coalition of Washington is one of ten additional state coalitions receiving the training in the third and final year. The BCW is striving to bring together a diverse group of representatives for this special event which is limited to 50 people and will take place at the Lynnwood Convention Center on Feb. 22 and 23rd. For more details including a list of invited organizations, go to www.breastfeedingwa.org.

"It's been great to hear about all that is happening in Washington State around breastfeeding. I always really appreciate getting your newsletter and pass it on to others. Thanks!"

**Amanda Perez, Senior Training Specialist
Early Head Start National Resource Center
Zero to Three Program, Washington, DC.**