

We Choose Health Baby-Friendly Hospitals Newsletter - March 2014

We Choose Health grantee communities, who are working with their local hospitals to promote breastfeeding and become Baby-Friendly, have access to education, technical assistance, and other support from the Illinois Chapter, American Academy of Pediatrics (ICAAP). ICAAP is available to provide technical assistance through quarterly webinars and e-newsletters, access to resources, and individual assistance to grantees. For more information and to access these resources, visit the Breastfeeding section of ICAAP's website.

Archived versions of the We Choose Health Baby-Friendly Hospitals Newsletter are also available via ICAAP's website and can be accessed here.

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UPCOMING WEBINARS

Invite Your Local Pediatricians: ICAAP's Pediatrician-Focused Baby-Friendly Webinar on March 25th

The support of every pediatrician in communities working towards Baby-Friendly is vital to the success of the hospital in obtaining Baby-Friendly designation. On Tuesday, March 25 at 5:30pm, Krystal Revai, MD, MPH, FAAP, Co-chair of ICAAP's Committee on Breastfeeding, will be presenting a live webinar, Baby-Friendly: Why and Why Now? The webinar will describe Baby-Friendly practices and strategies that will enable pediatricians to assist in the implementation of the Baby-Friendly initiative and help families meet their breastfeeding goals. To register for this webinar, please click [here](#).

Please forward this webinar and registration information along to any pediatricians within your hospital or community to help engage them in this process! If you have any additional questions about the webinar content, please contact Beth Seidel at bseidel@illinoisaaap.com. For questions about registration, please contact Billy Kalb at

bkalb@illinoisaaap.com or 312/733-1026, ext 232.

ICAAP to Present Webinar on Skin-to-Skin in Upcoming Quarter

ICAAP's upcoming quarterly webinar in the second quarter of 2014 will focus on strategies for implementation of skin-to-skin after both vaginal and cesarean deliveries. More detailed information regarding the date, time, and registration information will be forthcoming.

PROJECT UPDATES

We Choose Health Grantees Attend Illinois Breastfeeding Leadership Summit

Two staff members of ICAAP's Baby-Friendly Hospital Project, Mary Elsner and Beth Seidel, attended the Illinois Breastfeeding Leadership Summit on March 4, 2014, in Springfield. The We Choose Health Baby-Friendly Project was well represented at the

Summit. Breastfeeding advocates from Stephenson, McLean, Winnebago, Madison and Champaign counties also attended the summit along with representatives from Carle Foundation Hospital in Champaign and OSF St. Anthony's in Rockford. This summit brought together breastfeeding leaders from throughout the state of Illinois. The goal of the summit was to enhance the work of local breastfeeding coalitions and to work on specific strategies to help strengthen community support for breastfeeding.

Champaign-Urbana Public Health District (CUPHD) to Screen Breastfeeding Movie in March

The Champaign-Urbana Public Health District (CUPHD) and its partners are presenting a showing of *Breastmilk: The Movie* in the Champaign-Urbana area. The effort to bring this movie to Champaign-Urbana is another example of the strong collaboration CUPHD and local hospitals. Heather Ludwig from CUPHD and Cristy Wittig from Presence Covenant worked together to obtain funding for the event and to secure a venue for the showing. The movie will be shown for free on Sunday, March 23, 2014 at the Orpheum, a children's museum in town. Involved organizations are reaching out to expectant moms and young families, especially WIC participants, healthcare providers, and other community organizations, to attend this great event.

Support for the screening has been overwhelming. A variety of community groups, including La Leche League, Tree of Life Doula Services, CUPHD, LeHan Drugs, Medela, Ameda, and the regional breastfeeding taskforce, Loving Support, have provided financial support for this project. Donation opportunities will be available, and CUPHD will offer informational resources for local advocates. It will be a great opportunity to highlight the joys and challenges of breastfeeding and to provide education about Baby-Friendly.

Successful Baby-Friendly Training Hosted by OSF St. Joseph in Bloomington

OSF St. Joseph in Bloomington recently offered the online Baby-Friendly training to its physicians and office staff to great success. Upon completion of the three-hour course, Dr. B. Weaver spoke with one of the lactation consultants about his experience. He noted that the course was "very, very helpful" and that "all residents should take this course." Dr. Weaver also added that he personally feels better equipped to help mothers with breastfeeding and is hoping to shadow the lactation consultant on a few of her rounds. He will also be emailing his physician group about his wonderful experience and to encourage them to participate in the learning.

SPOTLIGHT ON RESOURCES

World Breastfeeding Week Announces 2014 Theme

The World Alliance for Breastfeeding Action has announced that the slogan and theme for World Breastfeeding Week (WBW), August 1-7 2014, will be "Breastfeeding: A Winning Goal - for Life!" The theme asserts the importance of increasing and sustaining the protection, promotion, and support of breastfeeding in the Millennium Development Goals (MDGs) countdown and beyond. The WBW 2014 Objectives are:

- To inform people about the MDGs and how they relate to Breastfeeding and Infant and Young Child Feeding.
- To showcase the progress made so far and the key gaps in Breastfeeding and Infant and Young Child Feeding.
- To call attention to the importance of STEPPING UP actions to protect, promote, and support breastfeeding as a key intervention in the MDG countdown and in the post 2015 era.
- To stimulate interest among young women and men alike to see the relevance of breastfeeding in today's changing world.

A detailed calendar and Action Folder are currently being developed and will be available for distribution soon. Check their website or “Like” them on Facebook for up-to-date information.

Core Competencies in Breastfeeding Care and Services Published for All Health Professionals

The United States Breastfeeding Committee has published a set of core competencies in breastfeeding care and services in order to provide all health professionals with a guideline and framework to integrate evidence-based breastfeeding knowledge, skills, and attitudes into their standard health care delivery practices.

The Committee recommends that all health professionals possess the core competencies identified in this document in order to integrate breastfeeding care effectively and responsibly into current practice and thus provide effective and comprehensive services to mothers, children, and families.

IN THE NEWS

Pope Supports Breastfeeding in Public

In a recent interview with an Italian newspaper, Pope Francis unofficially endorsed the idea of breastfeeding in public. In a response to a question about hunger, the Pope related a story about passing by a mother and crying young child during Mass. He remarked that the baby seemed hungry, and the mother admitted to feeling shy about nursing the baby in the presence of the Pope. He responded, “Please give it something to eat! [She] had milk to give her child; we have enough food in the world to feed everyone.”

Recent Breastfeeding Study Disputed by ICAAP Committee on Breastfeeding Member

Briana Jegier, PhD, a member of ICAAP’s Committee on Breastfeeding, has co-authored a response to the recent Colen and Ramey breastfeeding study, which analyzed the long-term health and well-being outcomes of siblings who were fed differently during infancy. The results of this study suggest that breastfeeding might not be any more beneficial than bottle-feeding. The response by Dr. Jegier, written with Melissa Bartick, MD, MSc, an internist and Assistant Professor in Medicine at Harvard

Medical School and Cambridge Health Alliance, and published in the Huffington Post, discusses some of the weaknesses of the study and identifies the broader issues affecting breastfeeding initiation and sustainability.

PUBLIC POLICY

New Brief Issued Detailing Breastfeeding Promotion and the Affordable Care Act

In December 2013, the Association of Maternal & Child Health Program's National Center for Health Reform Implementation published a brief titled State Opportunities and Strategies for Breastfeeding Promotion through the Affordable Care Act. This brief examines state partnerships, financing of breastfeeding support and counseling services, promoting worksite accommodations, utilizing the Maternal, Infant and Early Childhood Home Visiting Program (MIECHV) to improve referral and tracking, and leveraging other funding opportunities. It also highlights some of the best practices of state Title V MCH programs and their partners and offers strategies for states interested in developing similar efforts.

This project is part of the Illinois Department of Public Health's We Choose Health Initiative, which is made possible by funding from the Centers for Disease Control and Prevention.