

Breastfeeding Bits

Breastfeeding... Does a baby Good!

Events

All families are invited to the Breastfeeding Awareness Walk to honor breastfeeding moms and babies in the Ohio Valley area. This Walk will be held at the Ohio Valley Mall on August 6, 2011, with registration at 11:00 am and the Walk at 12 noon at the main concourse. There is no charge for this event. There will be door prizes (must be present to win) and refreshments after the Walk. Activities for the kids, giveaways and a 50/50 raffle will be drawn. We will give awards for the Most Supportive Breastfeeding Employer and Caregiver. There is still time to nominate someone. Various agencies will have educational material available. Please contact Claire Shorts at 740-671-9870 for more information.

World Breastfeeding Week is celebrated every August 1-7 around the world! The theme this year is *Talk to me! Breastfeeding, A 3-D Experience*. Communication is an essential part of protecting, promoting and supporting breastfeeding. We live in a world where individuals and global communities connect across small and great distances at an instant's notice. New lines of communication are being created every day, and we have the ability to use these information channels to broaden our horizons and spread breastfeeding information beyond our immediate time and place. Local agencies throughout the Ohio Valley will be setting up displays and holding various activities to celebrate the week.

The Ohio Valley Breastfeeding Coalition will sponsor their 13th Annual Fall Conference on November 5th, 2011 from 8:00 am – 1pm at the Ohio Valley Medical Center. This year's speaker will be Diana West, BA, IBCLC. Topics will include "Helping Millennial Moms Breastfeed & Breastfeeding After Cosmetic Surgery." Everyone is invited to attend. For more information, please visit the Ohio Valley Breastfeeding Coalition web site at OVBreastfeedingcoalition.com

Belmont County WIC will have a Family Fun Night "Bowling for Breastfeeding" activity on August 2nd at the St. Clair Bowling Lanes, St Clairsville, OH. This is a free event. There will be education, refreshments and prizes. It will be held from 5pm – 7:30pm. Families are encouraged to attend. Mothers who have successfully breastfed for over a year will be recognized.

Featured Employee

Carol "Cookie" Busack has been one of our biggest breastfeeding advocates in the WIC office. Small in stature, but big in heart, Cookie is always diligently taking care of our participants in her gentle manner. However, if someone mentions breastfeeding to her, that is all she needs to talk about her girls who breastfed their children and how good it is for babies. Her encouragement and breastfeeding stories have helped many girls decide to try breastfeeding or at least get more information. We will be losing our biggest advocate on June 30. Cookie has decided that it is time to "hang up her coupons" and retire after 26 years of dedicated service to WIC. We are going to miss her smile, her cookies, her experience, her kind and gentle nature—but mostly we are going to miss HER! We wish her the very best that life has in store. We hope that she will enjoy her husband and family without having to rush thru her day. Thank you Cookie for all you have done for breastfeeding families and don't forget us, we'd still like you to visit us for lunch! Sincerely, All Your Friends from WIC!!

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WIC
Breastfeeding
Assistants

Kristina Scott

Tara Smith

Janey Ruskowski



Breastfeeding and Employment: Making It Work

The number of working mothers in the workforce is growing, but few businesses provide lactation support in the workplace. Employment has a profound effect on breastfeeding. A woman entering employment is three times more likely to stop breastfeeding than her stay-at-home counterpart. Breastfeeding and Employment: Making it Work not only describes the problem in depth, but gives practical solutions to help employers accommodate breastfeeding women.

Excerpt:

Many, but not all, employers will now be required to provide reasonable break time and a private non-bathroom location to express breast milk. However, those that are not covered by any state or Federal law may need convincing evidence that providing breastfeeding accommodations is in their best interest and the best interest of their lactating employees. The goal of all business ventures is to engage in activities that are cost effective and enrich the bottom line. A healthy workforce is the foundation for reaching that goal, especially when

policies are in places that promote employee health as a means to improving productivity. It is in the best interests of businesses to surround employees with a workplace environment that promotes productivity while supporting personal and family obligations. A company that provides a work environment which encourages employees, who are parents to achieve success in their careers, without compromising their role as parents, understands that it cannot divorce the family half of an employee from the worker half without causing stress and the undesired outcome of lowered productivity. Work life initiatives are a fundamental strategy to improve employee satisfaction, commitment, performance, and retention. It is in the best interests of the employee, her workplace, and the potential health of her child that the workplace support lactation accommodation as part of efforts to help employees experience work-life balance and the maintenance of equilibrium between work and family that is necessary for optimized employee work performance. The needs of employed breastfeeding

mothers are very basic and few in number. Mothers need privacy for milk expression, flexible breaks and work options, education, and the support of supervisors and co-workers.

- A private location to express milk
- Flexible breaks and work options
- Education for employees
- Support from management supervisors, and co-workers

Clinicians, mothers, and breastfeeding advocates can help employers understand how and why breastfeeding accommodations are an important as an accepted aspect of doing business.

Taken from Medications & More Monthly Newsletter, June 2011 edition.

Belmont County WIC's Breast Pump Program

Many breastfeeding moms return to work or school after they have their baby. Some babies and moms must be separated at birth due to illness. Because breastfeeding is so important to an infant, WIC moms are able to participate in the WIC Breast Pump Program. This program allows a mom to be issued a hospital grade, double loaner pump and individual kit to harvest milk to use when mom is away, to build milk supply, for engorgement issues, for latch problems and other situations. They typically keep them for one month after which we evaluate her individual situation and determine if she should keep the pump, if one could be ordered thru their managed care program or if one can be issued from State funds. Specific criteria must be met for each situation.

Moms must attend a pump class so that she can learn how to assemble and use the pump, how to clean the pump, and how to safely store milk. At all times during the breastfeeding experience, moms can contact any breastfeeding Peer Assistant for help with her pump or any other breastfeeding issue. Phone calls are frequently made to breastfeeding and pumping moms to see how they are doing.

Word Search

See how many words you can unscramble

crib	latch	stroller	mother	diaper	weight check	father	rocking chair	pump	burp
nursing	bonding	engorge	nipple	massage	blanket	bib	smile	picture	vitamin
_____								egthwi kcehc	rupb
_____								nrcokgi icrha	gaemas
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_____			upmp					amvtini	

Ohio Valley *Breastfeeding* Coalition

Belmont County WIC

Bellaire:

740-671-8650

Main Number

740-676-2232

St Clairsville:

740-695-0222

The Ohio Valley Breastfeeding Coalition meets quarterly at various locations throughout the Ohio Valley. Anyone interested in promoting breastfeeding are invited to attend. Please call Kristina Scott, secretary, at (740) 676-2232 for further information or to just receive this newsletter

WIC Breastfeeding Clinical Skills Workshop

Several WIC personnel attended the Ohio Department of Health's Southeastern Regional Breastfeeding Clinical Skills Workshop on May 20th at Belmont Technical College. We had the honor of hearing Mary Kay Rybiski, IBCLC speak about engorgement issues and problems breastfeeding the late preterm infant. Four moms and babies attended the last part of her presentation to talk about their individual breastfeeding difficulties with their own late preterm infant. Many other breastfeeding professionals attended from various locations throughout the state of Ohio. Lots of good breastfeeding information was presented such as reverse pressure softening. Techniques such as finger feeding and supplemental nutritional systems (SNS) were practiced and reviewed.

Belmont County WIC

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WIC is an Equal Opportunity Employer

