

# Breastfeeding Updates

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# Breastfeeding Updates



- Baby Steps
- World Breastfeeding Week Festivities
- Chapter 19
  - Breastfeeding Promotion
  - Breastfeeding Education
  - Breast Pumps
  - Peer Counselor Program
- Recognition Comments

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# Arizona Baby Steps to Breastfeeding Success

So Far...

- 21 hospitals trained
  - 111 training sessions
- 2,402 people trained

Next Steps...

- Keep up the momentum!!



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# World Breastfeeding Week Festivities

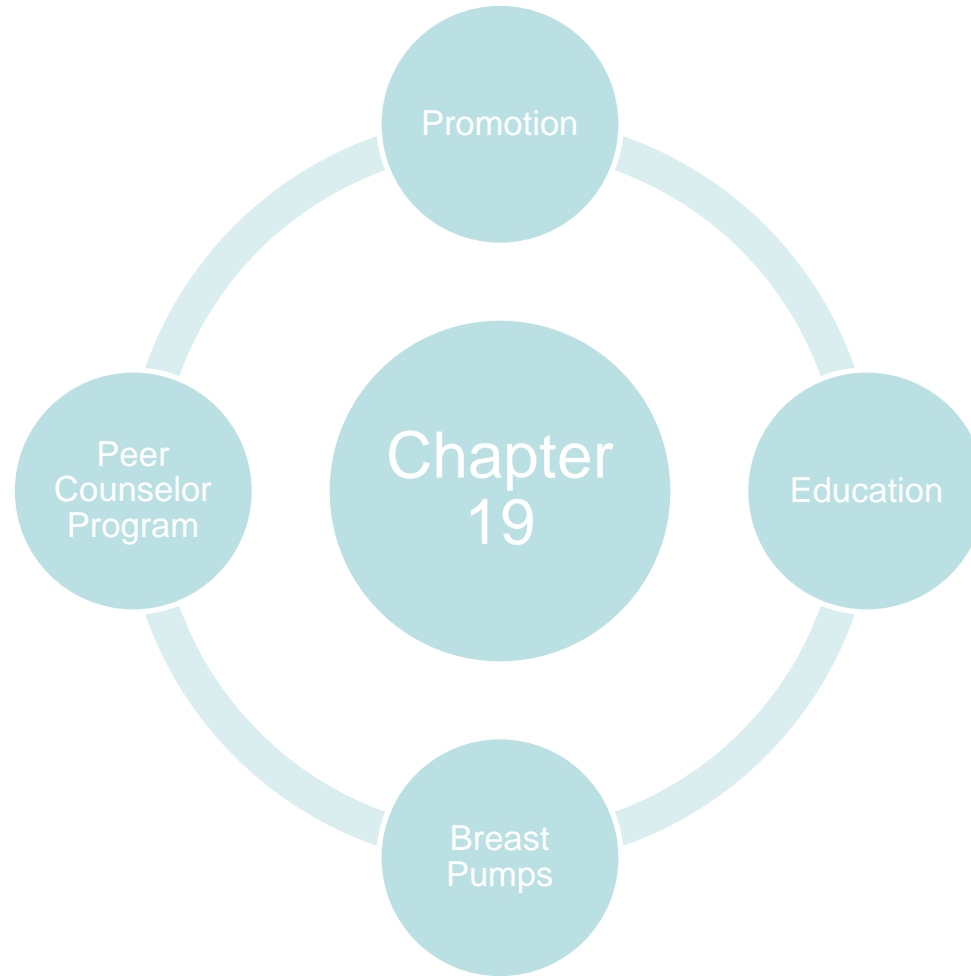


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# Chapter 19



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# Breastfeeding Promotion



- Changes:
  - Memberships
  - Partially Nursing Infant Food Package Benefits
    - Under 1 month
    - Local Agency Breastfeeding Authority
  - Other

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# Breastfeeding Education

- LMS
- 35 Hour Course (CBA)
  - March 5-9, 2012
- LATCH-AZ
  - February
    - TBD
  - August 2-3, 2012
    - Thomas Hale



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# Breast Pumps

- Discussion
  - Warehouse
  - Forms
  - Procedures



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# Breast Pumps, continued

Changes:

**Return to Sender...**

**Not anymore!**

- If you receive a pump that was issued by another LA--keep it!
- Notify the issuing agency, so they can mark it as transferred to your agency.
- If needed, replace that pump with another from the warehouse.



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# Breast Pumps



- Changes, continued
  - Release Form
    - English/Spanish
- Friendly Reminders
  - Bugs
  - Broken

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# WIC Peer Counselor Program



- Budget
- Communication
- Education
- Site Visits
- I-LINC
  - Management
  - Staff

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# Recognition Comments



- Healthy, Hunger-Free Kids Act of 2010
- Model/Motivate
- Monetary/Non-monetary rewards
- First Award: FY12

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# Recognition Comments, continued



- Key Issues
  - Performance Measures;
  - Effectiveness of Peer Counseling,
  - Partnerships;
  - Other Areas; and
  - Data Sources.

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# Recognition Comments, continued



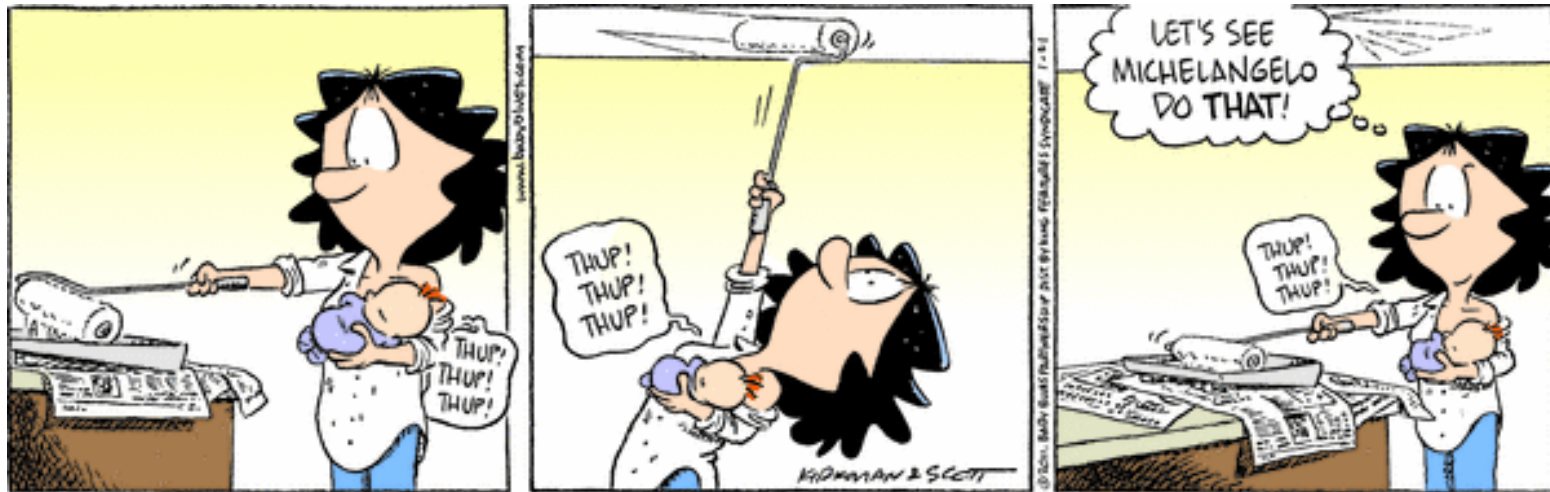
- Group
  - Due: 8/12
  - Anne/Christia
- Individual
  - Due: 8/29
  - Mail/E-mail
- Public Viewing

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# Questions?



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# Case Studies

## Tales from the trenches!

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# Case study #1-- Cassie and Jacob

Cassie is 4 days postpartum. She brings baby Jacob to the WIC clinic to get help with breastfeeding. He was born at 37 weeks, weighing 7 lb 3 oz. His current weight is 6 lb 9 oz. Mom wants to get a pump, since she finds breastfeeding extremely painful.

Her CNW tells her that pumps are only available after the baby is one month old. She gives Cassie the phone number to the breastfeeding hotline and the peer counselor.

Cassie goes home empty handed. She returns to the clinic a few days later asking for formula.

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# Case Study #2 –Marisol and Luis

Marisol gave birth 8 days ago to baby Luis. They came into the clinic for certification and he has lost 12% of his birth weight. The CNW told mom to consider supplementation and gave her the peer counselor's contact information.

The next day, they went to a breastfeeding support group at the hospital. The nurse leading the support group was alarmed by Luis's weight loss and appearance. She called Marisol's regular WIC clinic, which was across town, to tell them about her observations, while Marisol waited. The CNW told the nurse to have Marisol come in as soon as she could. There was a WIC clinic from another agency across the parking lot from the hospital.

Marisol went to her regular clinic on the baby's 10<sup>th</sup> day of life to get a pump and a weight check. Baby Luis was still significantly below birth weight. The CNW was worried and told Marisol she needed to take the baby into the doctor's office right away. Marisol told the CNW that she was going to the doctor the next day, which was when she had her regular appointment. Marisol went home with a pump and instructions to breastfeed on the hour, pump and supplement.

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# Case Study #3—Nancy the NICU mom

Nancy has been enrolled in the WIC program since early in her pregnancy. She went into preterm labor and delivered her daughter Angelica at 32 weeks via c-section.

She is about to be discharged from the hospital and needs a breast pump. She calls the clinic across the street from the hospital to find out what she needs to do.

Nancy is told that she needs to come to the clinic to pick up the pump. Her ride home will not be there for another hour. The CNW tells her since she is at the hospital, she can just walk across the street and get a pump. If she's not there in the next hour, she'll have to wait until tomorrow because it is closing time.

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