

OLCA NEWS

OLCA's Permanent Address : 6077 Far Hills Ave., PMP#288, Centerville, Ohio 45459-1923
 Web Site: www.Ohio-OLCA.org



OHIO LACTATION
CONSULTANT ASSOCIATION

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Save the Date

OLCA Breastfest 2012

Annual Professional Conference of
Ohio Lactation Consultant Association

The Surgeon General's Call to Action #7:
Accelerating Implementation of the Baby Friendly Hospital
Initiative in Ohio

March 16th & 17th at the
Dublin Marriott in Columbus.
Friday 5 am - 9 pm, Saturday 8 am - 5 pm

Special Guests :

Dr. Ted Wymslo
Director, Ohio Department of Health

Helen Ball, PhD
Researcher from United Kingdom

Other exciting guests to be announced!!

Last Chance to apply for OLCA Grants and/or Scholarships. Forms available on OLCA Website. Deadline to Apply is December 31st.

WATCH for elections of new officers which will be sent through the Yahoo group list serve for January 11,2012

OLCA Member Minutes—November 12th, 2011 Unapproved

Called to order at 10:14am

Attendance: Excused Jenny Philabaum. Attending: Noreen Edwards, Jennifer Foster, Ann Twiggs, Laura Knisely, Pat Bucknell, Cathy Dickinson, Terri Hazen, Susan C. Bash, Laura Atkinson, Cynthia Deering, Nancy Howe, Judy McCurdy, Debra Zwolinsky, Lisa Davidson.

Review of Minutes from September meeting: J. Foster moved to accept, A. Twiggs 2nd, passed

Reports:

Treasurer (Deb Zwolinski): see attached report. Audit completed.

Librarian (Laura Atkinson): received new DVD "The Magical Hour."

Membership (Pat Bucknell): 341 members, 12 new IBCLC memberships (6 were already members, so extended).

Newsletter Committee (Judy McCurdy): Transitioning from a pre-meeting newsletter to a post-meeting newsletter. Submit everything to Judy within 2 weeks after meeting. Judy will forward a copy to Mary Sauder for proofreading.

Representatives:

1. North West (Mary Sauder):
 - Perinatal Consortium met in September & October with presentations on breast-feeding
 - 2 new BF Support Groups
 - several new IBCLCs
2. South West (Susan Bash): See Representative reports. "Happy Fall!"
3. Central (Esther Gillett)
 - coalition is considering application for a Met Life Grant for a conference
 - Ann Twiggs is retiring, not being replaced, job duties will be divided between 3 people
4. North East (Cathy Dickinson):
 - Several new IBCLCs in region
 - Maya has mentored 13 new IBCLCs in Russia!
5. South East (Jenny Philabaum): No report provided

Special Interest

- a. WIC: Lisa Davidson reported that she just completed Loving Support training, and that WIC has a BF Anytime Anywhere flyer in development
- b. ILCA Sister
 - Discussion ensued regarding options
 - J. Foster moved that OLCA support a Croatian IBCLC whom L. Smith suggests and a Russian IBCLC whom Maya suggests and that each "sister" update OLCA in each newsletter. OLCA to review this partnership every year. N. Howe second the motion. Motion passed.

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c. Elections: Noreen Edwards is the nominating chairperson. Officers needed this year:

President Elect

Vice President

SW rep

SE rep

Anyone with a recommendation should submit for consideration. Elections will be posted through survey monkey, sent to the membership by January 11, 2012.

d. Historian: C. Dickinson will ask Carolyn Zara to compose a list of past presidents and award recipients and to develop a poster for display at Breastfest.

e. Best Practices Award: this group decided to offer this award again at Breastfest this year if the data is again available as to which hospital in Ohio are “bag free.”

Vice President Report on Scholarships and Grants (Jennifer Foster):

- **Deadline for 2012 applications is December 31, 2011. Representatives, please notify your regions.**
- Discussed a draft of a procedure for scholarships & grants. Jennifer will make changes and email to group prior to February meeting.

Ohio BFHI Collaborative: (Jennifer Foster)

OLCA met with Dr. Wymyslo at ODH in August and September to offer support to increase the number of BFHI recognized hospitals in Ohio in an effort to meet the Surgeon General’s Call to Action and improve breastfeeding in Ohio. Dr. Wymyslo called upon the Ohio Hospital Association (OHA) specifically the Ohio Organization of Nurse Executives (OONE) to meet to discuss this further. Sylvia Ellison met with a subgroup of the OONE on October 7, 2011 to discuss BFHI in Ohio. The OLCA group has been invited back to discuss this further.

Breastfest Report (Jennifer Foster):

- See attached.
- March 16-17, 2012 Surgeon General’s Call to Action #7: Accelerating Implementation of the Baby-Friendly Hospital Initiative in Ohio.
- Helen Ball, Dr Wymyslo confirmed speakers, Surgeon General is pending

Adjourned at 12:00

OLCA Board Minutes—November 11th, 2011 Unapproved

Attendance: : Noreen Edwards, Jennifer Foster, Terri Hazen Pat Bucknell, Linda Smith Debra Zwolinski, Judy McCurdy, Nancy Howe, Esther Gillett, Cathy Dickinson, Laura Atkinson, Susan Bach, Mary Sauder (by phone) and guest Sylvia Ellison.

Called to Order at 5:31pm

Review of Minutes from last board meeting (was completed at September meeting).

Reports:

Treasurer (Deb Zwolinski): see attached report. Audit completed.

Librarian (Laura Atkinson): received new DVD "The Magical Hour."

Membership (Pat Bucknell): 341 members, 12 new IBCLC memberships (6 were already members, so extended).

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F. ILCA Sister: it was discussed and approved for OLCA to sponsor two sisters for 2012 with membership to ILCA. One will be from Russia and chosen by Maya Bolman, member of OLCA and the one sister will be from Croatia and chosen through Linda Smith. Contact for the newsletter is recommended for each recipient and sent to OLCA through Maya and Linda. The Sister program will continue as long as finances are available.

Ohio BFHI Collaborative: (Jennifer Foster)

(Continued from page 4)

OLCA met with Dr. Wymyslo at ODH in August and September to offer support to increase the number of BFHI recognized hospitals in Ohio in an effort to meet the Surgeon General's Call to Action and improve breastfeeding in Ohio. Dr. Wymyslo called upon the Ohio Hospital Association (OHA) specifically the Ohio Organization of Nurse Executives (OONE) to meet to discuss this further. Sylvia Ellison met with a subgroup of the OONE on October 7, 2011 to discuss BFHI in Ohio. The OLCA group has been invited back to discuss this further.

Breastfest Report (Linda Smith):

- ◆ March 16-17, 2012 Surgeon General's Call to Action #7: Accelerating Implementation of the Baby-Friendly Hospital Initiative in Ohio.
- ◆ Helen Ball, Dr Wymyslo confirmed speakers, Surgeon General is pending

Vice President Report on Scholarships and Grants (Jennifer Foster):

- ◆ Deadline for 2012 applications is December 31, 2011. Representatives, please notify your regions
- ◆ Discussed a draft of a procedure for scholarships & grants. Jennifer will make changes and email to group prior to February meeting.

Adjourned at 9:10

OLCA's partnership with ILCA



OLCA is sponsoring Irina Ryukhova from Russia. Our commitment for Irina will include a 2 year (2012 and 2013) membership in ILCA. We are thrilled for this outreach and will invite Irina to send us information about her work for breast feeding moms and babies in Russia. Irina is a friend of Maya Bolman, so we are more connected in Ohio to Irina. She will periodically be sending OLCA notes which we will put in the newsletters. Her first note is as follows:

It is a great pleasure to become your new partner! I am surprised at the number of consultants in Ohio. Our organization (the Natural Feeding consultant Association of Russia) has about 250 members (L.C.'s and mothers), and we are the greatest consultant community in Russia. We are only 8 years old, many of us help breastfeeding mothers as volunteers. By basic trade I am the journalist. I was one of NFCA founders. Last Year I published the book "Breastfeeding: how to Give Health for Your Baby". This year I became one of the first IBCLCs in Russia, thanks to help from ILCA and Maya Bolman. Now there are only 8 IBCLCs in all Russia, but we hope that grows fast. Thanks to all the Ohio Lactation Consultant Association for my ILCA membership, it is very important for me. Read more about NFCA <http://www.akev.ru/content/blogcategory/20/48> and this is ILCA's page at our site-<http://www.akev.ru/content/view/440/94/>.

Best regards
Irina Ryukhova

DVD/ Book and Article Reviews



Video review: University of Louisville Hospital's "Kangaroo Care: Patient Education Video"

9 minutes

The University of Louisville Hospital's Kangaroo Care Team developed this short Patient Education piece that would be ideal to show in classes or in one-on-one education sessions.

The narrator speaks primarily about Kangaroo Care (KC) for immediately after birth. She states that KC is "something special" mom can do for her baby to help him make a nice transition to a new world from the warm, wonderful home she's provided during her pregnancy. Many times throughout the video, KC is described as natural and simple. There are interviews of moms speaking about KC in their own words and I found it very warm and fuzzy. The moms who speak are of different ages, including a teen mom, but all Caucasian. There is also encouragement to provide KC from an Obstetrician. She discusses the benefits of KC for both mom and baby and also, how it helps with the success and duration of breastfeeding. Also, she says that NOT breastfeeding increases a child's risk of numerous illnesses. I personally liked that statement verses the often popular "benefits of breastfeeding". A demonstration of after birth KC is shown and described which includes baby searching for the breast and self-latching. Mom and baby are African American.

A Labor & Delivery nurse speaks about the decision to breastfeed as being one of the most important decisions you can make for your child. She says, "The antibodies and immunities passed from mom cannot be replaced in any form...", she goes on to say, "...however, we still have moms who choose to formula feed even though we know breastfeeding is best and we want those moms to take advantage of KC, as well." She states that babies are born knowing how to breastfeed and will be looking for the breast while in KC. I liked that she says, "...so moms who are formula feeding, don't be surprised if your baby latches on. If baby nurses once or twice, it does not mean you have to continue breastfeeding if you choose not to, know that baby will be looking for the breast." This statement is important because, we know that once a mom starts, there's a possibility she may continue.

KC is encouraged for C-sections as well. If there is a delay in mom being able to KC, they suggest Dad or a support person provide KC until mom is able. One of the things I really liked about this video was the statement on the importance of NOT handing your baby over to family members or friends during the Golden Hour after birth. Also, they suggest having KC quiet times during the hospital stay in which mom, dad and baby have time without visitors. Of course, KC is encouraged to continue after going home; as well, and they give examples of other times that KC can be beneficial, i.e. after baths, for calming, to ease pain, before breastfeeding, or if breastfeeding problems arise.

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I had the pleasure of speaking with Denise Barbier, OTR/L, MOT, Kangaroo Care Coordinator, University Hospital in Louisville, KY. She said they developed this video as the Patient Education piece to their KC Workshop and Tool Kit which is actually targeted to Nurse Managers, Doctors, and Hospital Administration to help implement KC in their hospitals. They received a grant to share the Tool Kit with their area hospitals; however, Denise said she would welcome phone calls or emails regarding the status of being able to share the Tool Kit with others at a future date. Currently, she is encouraging us to view the video via their website as DVDs are not available for purchase right now. She was very happy to share their success with having a KC Policy. Their breastfeeding initiation rates rose approx. 22% in 7 months with the implementation of KC immediately after birth! She noted that Kentucky has some of the worst initiation rates in the country so they were very happy with these results!

You may access the patient education video at: <http://www.university-hospital.org/programs-services/center-for-women-infants/kangaroo-care/>

Denise Barbier's email: deniseba@ulh.org

Phone: 502-562-3381

Submitted by:

Lisa Davidson, IBCLC

Breastfeeding Peer Helper

Muskingum County WIC

South East Are Report

Coshocton County has a new IBCLC! Jenny Philabaum (OLCA's Southeast Representative) has passed her exam and is now the official Lactation Consultant (LC) at Coshocton County Memorial Hospital (CCMH). Sally Gartner, previous IBCLC, is now retired and we wish her the best in her retirement. Jenny sees all breastfeeding moms who deliver at Coshocton Hospital and holds a Breastfeeding Support Group each week to allow discharged moms to return to the hospital; have her baby weighed and talk with Jenny about any concerns she may be having. CCMH has made great strides in having an LC in the hospital with a main focus on lactation. There are two other nurses at CCMH that are looking into receiving their CLC's in the near future. Also, Jenny is now certified as a Childbirth Educator and has taken over that role for the hospital, as well. The hospital and Coshocton County WIC make up the Coshocton County Breastfeeding Coalition which continues to meet quarterly. The coalition is currently making new plans for next year's World

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Breastfeeding Week and Breastfeeding Awareness Month.

Muskingum County reports... We have a new CLC, Amber Sheeks, and a new IBCLC, Lisa Davidson. Lisa was selected to be part of the five person team from the State to represent Ohio WIC in Chicago for training of the new Loving Support Training module. It's VERY exciting! Much hasn't changed with the curriculum (except the social media & texting); however, the presentation has changed. It includes Robert Lang's "program" using a "windows-type" Power Point presentation (this is the same program that ILCA will have in a webinar on Mon 11/14). The program includes much more video and activity interaction for training Peers vs the traditional "power point bullets". The "launch" for this new program has not been decided and is expected early next year.

Also, we attended Ohio Valley Breastfeeding Coalition's conference with speaker Diana West. She presented a fascinating talk on Helping the Millennial Mom Breastfed. Because of this talk and the info shared at the Loving Support training, we will be focusing on the use of texting and facebook pages to reach our moms. We still hold our BF Cafes monthly, with low turn out.

In August, one of Muskingum County's WIC employees was chosen as "employee of the month" by the Health Dept., who plans a "Have It Your Way" day. So, they provided all the Health Dept. employees with Breastfeeding ROCKS stickers and signs and challenged the employees to decorate themselves, their cubicles, etc. MANY employees participated, had fun, and it aroused a lot of breastfeeding awareness! No other counties reported any updates at this time.

Submitted by: Jenny Philabaum

Northwest Ohio Updates 11/11/11

Region III Perinatal Education Consortium

Member Meeting Tuesday, September 13, 2011, 9 - 11:00 am at ProMedica Bay Park Community Hospital

Lactation Consultant/Educators' Network Meeting (all nurses and breastfeeding supporters encouraged to attend and welcome) followed the member meeting

Presentation on "*Skin to Skin in the First Hour After Birth: Practical Advice for Staff after Vaginal and Cesarean Birth*" (DVD) by Healthy Children Center for Breastfeeding of East Sandwich, MA (Info at www.healthychildren.cc). Group discussion facilitated by Tricia Phillips, RN, BSN, IBCLC, Blanchard Valley Hospital.

Presentation on "*Making More Milk*" (DVD) by Diana West, (originally presented by USLCA webinar on October 28, 2010. Group discussion facilitated by Natalie Shenk, RN, BS, IBCLC, Blanchard Valley Hospital.

Conference: "*Increasing Breastfeeding Success: Why it Matters and What the Research Shows*" Tuesday, October 11, 2011 Offered by: Region III+ Perinatal Education Consortium

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Fulton County Health Dept WIC: Has started a breastfeeding moms support group called *Breastfeeding Moms Helping One Another* which meets the 1st Thursday of Each Month from 10 - 11:30 am in the Nursery at Crossroads Church, Wauseon, Ohio.

Seneca County Health Dept WIC: Has started a weekly breastfeeding support group in Tiffin, Ohio and will be starting a smaller similar group in Fostoria soon.

Williams County Health Dept WIC: Reported to me that Angela Williams, peer helper, passed her IBCLC exam and the WCHD WIC now has three lactation consultants on staff.

Community Hospitals & Wellness Center (CHWC), Bryan, Ohio: The hospital had five nurses in the LDRP sit for the exam this summer and all five passed and are practicing IBCLCs. So CHWC now has a total of six IBCLCs, including Michelle Price, RD, LD.

OLCA Southwest Report

November, 2011

Happy Fall! There are many of exciting things going on in our neck of the woods. Sharon Smart RN, IBCLC now at Wilson Memorial Hospital in Sidney, OH (Shelby County); reports that in August, Copeland-Emerson Family Birth Center had a successful Open House which included their new Lactation Office and Boutique called *Sweet Beginnings*. Wilson Memorial Hospital was also awarded ODH's Healthy Ohio Breastfeeding Friendly Employer Award. Sharon has been key in expanding the Lactation Program at Wilson. Great work!

The Southwest OLCA region has some new IBCLC's. Congratulations to Kim Weber RN, IBCLC working at both Miami Valley Hospital and Southview Hospital in Dayton; Maria Greene RN, IBCLC at Miami Valley Hospital; Joellen Noble IBCLC (an OLCA Scholarship Recipient); and Rachel Goff IBCLC (a WIC peer helper).

Recognition also to IBCLC's Donna Walls and Anne Brower for winning 1st prize in the OONE Administrative Category for their poster, *Journey to Green*. The poster tells of their successful, culture changing journey to remove harmful skin products in the obstetrical department with new pure, safe and less expensive products for mothers and babies to use during their hospital stay. The products now used are a castile based soap and grape seed oil for a moisturizer. Olive oil is being recommended for any nipple skin damage. This change will save the hospital \$12,000 annually. WOW! Lisa Trefz RNC, MS, IBCLC also was on this committee from Miami Valley Hospital.

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Lynn Schwabero RN IBCLC reports Southview Hospital First Steps has opened a small boutique with some breastfeeding supplies. Also, a breastfeeding support group has been successfully initiated, *Mother Baby Get Together*, which meets every Tuesday morning and is facilitated by a Lactation Consultant. I am the lucky IBCLC to do this. Just an FYI about me. I retired from MVH and now doing lactation consulting part-time at Good Samaritan and support at Southview in Dayton. I missed not having my “fix” of working with breastfeeding families.

Linda Smith IBCLC and Michelle Brandeberry attended the Food Security Summit 11/04/2011 held in Dayton OH and had a display table (representing Greater Miami Valley Breastfeeding Coalition) highlighting the role of breastfeeding in food security. This event 's theme , *Child Health and Nutrition*, was sponsored by the Food Access and Security Group through the Food Bank of Montgomery County, Montgomery County Commissioners, Department of Job and Family Services, CareSource, Molina, and Premier Health Partners. Senator Sherrod Brown also presented is perspective. Great event.

Susan Bash, SW OLCA Rep.

OLCA Meeting Dates 2012

February 11 – Members Meeting

March 16-17 – “Breast fest”

June 8 – Board Meeting

June 9 - Member Meeting

September 8 Member Meeting

November 9 – Board Meeting

November 10 – Member Meeting

Breastfest will be at the **Dublin Marriott in Columbus.**

Member meetings will be held in Columbus at Mt. Carmel unless otherwise notified.

Mount Carmel West Directions



Address:
793 West State Street
Columbus, Ohio 43222

Free Parking Available

Directions:

Mount Carmel West is located west of downtown Columbus, just north of 1-70 and west of 315

From 1-70, Traveling West

- * Exit at Rich/Town Street (exit 99C)
- * Turn left on Town Street
- * Turn right on Green Street

From 1-70, Traveling East

- * Exit at 315 North (exit 99B)
- * Travel north on Route 315 to Rich/Town street exit
- * Turn left on Town Street
- * Turn right on Green Street

From Route 315, Traveling South

- * Exit at Town Street
- * Turn right on Town Street
- * Turn right on Green Street

From 1-71 Or Route 315, Traveling North

- * Take 315 north to Rich/Town Street exit
- * Turn left on Town Street
- * Turn right on Green Street