

# OLCA NEWS

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

Web Site: [www.Ohio-OLCA.org](http://www.Ohio-OLCA.org)



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## 2011 Annual OLCA Conference, Columbus, OH March 18-19

### Ten Steps to Successful Breastfeeding—The Team Approach

Online Registration is **NOW OPEN**

Go to [olca.ticketleap.com/breastfest/](http://olca.ticketleap.com/breastfest/) or Google “ticket leap OLCA” To register. You will need your IBCLC number as well as your credit card information. Please keep a print out of your email confirmation as this will serve as proof of registration

**Grants and Scholarship Applications are open,**

**but time is running out!**

**Deadline is February 28, 2011**

**Forms are available on the OLCA web site**

#### Your OLCA Board

*President-Noreen Edwards, Youngstown*

*Vice President-Jennifer Foster, North Canton*

*Treasurer– Deb Zwolinski, Columbus*

*Southeast Representative-Jenny Philabaum, Coshocton*

*Southwest Representative– Susan Bash, Dayton*

*Central Representative– Cindy Deering, Columbus*

*Northeast Representative– Cathy Dickinson*

*Northwest Representative-Mary Sauder*

## From the OLCA President

Welcome visitors and members to the OLCA Newsletter

I will keep this short because the newsletter committee has put together a loaded newsletter for you. The news is good but can only get better. It seems that people are listening. From the Surgeon General to the First Lady, breastfeeding is in the news. It is starting to be recognized as the first line of good nutrition for all infants. Many Neonatal units are gaining policy for the use of mother's own or donor human milk for premature and at risk human babies. WOW what a concept...Human milk for human babies.

We have recently discovered that there are near 450 Lactation Consultants in Ohio. We would like all Lactation Specialists to know their state organization, the Ohio Lactation Consultants Association, would like them to belong to our group. There is always strength in numbers. We are in touch with the state health officials and want to be a welcome voice in legislation and change in policy for Ohio as well as your community.

With all of this energy, we would like to charge your compassion for mothers and babies a little more at our conference this year. It is on March 18 (evening) and 19 (all day). CERPS and Nursing CE are available. Our focus is "Baby Friendly Hospital Initiative" and the 10 Steps to Successful Breastfeeding from the WHO. We hope to see you in March. I would encourage your involvement in this conference and in our organization. Please visit us at [Ohio-OLCA.org](http://Ohio-OLCA.org). Look for the link to the conference and register for an exciting time of education, networking and fun.

Thanks again to the contributors and the newsletter team for producing another great newsletter for OLCA.  
Noreen Edwards RN, IBCLC  
OLCA President

## Request from Donna Walls

Do you know of any educational opportunities for Lactation Consultants in Ohio?

If yes please contact Donna Walls at [daswalls@aol.com](mailto:daswalls@aol.com). We want to post the information on the OLCA Web site.

Please submit the conference/workshop information as follows:

- Name of Conference
- What is being offered
- Name of speaker or speakers
- Where the conference is including the city
- Contact name, phone number and email

Thank You, Donna Walls RN, IBCLC

## February 5, 2011 Unapproved Minutes

### OLCA Membership Meeting

February 5, 2011

Began at 10:08 am

Adjourned at 12:16pm

**Attendance:** Cynthia Deering, Pat Bucknell, Donna Walls, Linda Smith, Ann Twigg, Cathy Dickinson, Mary Anderson, Jenny Philabaum, Jennifer Foster, Lynn Schwaberow, Susan Bash, Laure Atkinson, Judy McCurdy, Amanda Jones, Georgia Morrow, Lynn Castele, Ester Gillett, Lisa Holmon

**Welcome-call to order.** Noreen Edwards, President.

1. **Minutes** approved with amendments.
2. **Treasurer Report:** (Laura Atkinson)
  - \* \$18,984.60
  - \* 2 deposits have been made for Breastfest registrations
  - \* No outstanding
  - \* Motion carried to approve report
  - \* Ticket leap working well
  - \* Budget proposal for next year will be emailed prior to May meeting to expedite approval process.
3. **Library Report:** (Mandy Jones)
  - \* She has gone through some items and made her load lighter.
  - \* If anyone wants a specific item, email her to assure she brings that item, a list is posted on the web site under "resources."
  - \* Will be giving away older items at Breastfest
  - \* Mandy does not plan to continue in this position after her term is completed, if anyone is interested in taking over her position or has any questions please ask her
4. **Old Business**
  - \* New Officers 2011-2012 (Lynn Schwaberow, chair of nominating committee)
    - ◇ Nominating Committee & Election of Officers: 1 response for Secretary- Mary Shay; other spots on ballot have been filled.
    - ◇ Survey Monkey goes on Website today or tomorrow and results are announced at BREASTFEST.
  - \* Current Board Members need to submit a picture to Donna Walls for introductions at Breastfest.
  - \* Area Representatives should seek out regional attendees at conference. Mandy will apply a sticker to each attendees name badge to color code regions.
5. **Ongoing Business**
  - \* Membership Committee (Pat Bucknell); no updates, sent updated list to Tracey
  - \* Website Committee: Linda will see if Scholarship, Grant, and Award applications may be submitted electronically for next year.
  - \* Newsletter Report: (Judy McCurdy) proofreader wanted. Pat & Ann volunteered.

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- \* Contribute Report: none
- \* Yahoo Group Update: none
- 6. **Area Rep Reports:** to be emailed to Terri & Judy.
- 7. **Bylaws & Policy/Procedure Updates:** will be addressed at the May meeting. Please review prior to that meeting and come prepared to divide into groups to make suggested revisions to Policy & Procedure manual.
- 8. **Legislative Report** (Ann Twigg)
  - \* New Director of ODH, Noreen and Linda hope to meet with him soon
  - \* Email Ann Twigg specific suggestions for Ohio to move towards
- 9. **ILCA sister:** Tabled discussion until May meeting regarding continuing support for her.
- 10. **New & Future Business**
  - \* There was a discussion regarding our relationship with other agencies, mainly OBA and ODH. We are aware that we need to be connected to these groups. At this time Ann Twigg is the legislative rep for OLCA. This connects us to ODH. We will consider appointing a rep from OLCA for OBA in the future.
  - \* USLCA- affiliate
  - \* ILCA- affiliate
  - \* OBA- Pat & Noreen plan to attend the OBA meeting at the milk bank prior to Breastfest. The suggestion was made to have an OLCA representative to this group. Linda clarified the USBC policy, she explained that USBC does “recognize” coalitions, but they will only work with one group per state. If more than one group exists per state, they are referred back to their state to work out which one will be working with USBC. At this time, OBA is the recognized coalition in Ohio.
  - \* CERP Providership: Lynn reported that our long term Providership expires soon. She will investigate alternatives and report back to the group.
- 11. **Breastfest Conference:**
  - \* 37 registered at this time
  - \* Hotel & Food (Laure Atkinson)
    - ◇ Only 1 negative comment in last 3 years about the food
    - ◇ We will be having a pasta bar on Friday night
  - \* Speakers (Linda Smith)
    - ◇ lined up, everything is going well
    - ◇ Linda is working on paperwork to request the Surgeon General come next year.
  - \* Bookstore (Cathy Dickinson):
    - ◇ Will be Friday night and Saturday.
    - ◇ OLCA earns \_\_\_% of sales
    - ◇ Workers are not needed
    - ◇ Send suggestions for books to Cathy
  - \* 2012: Laura will work with Marriott to reserve a date and announce at this conference.
  - \* Registration and CERPS/CE: (Lynn Castele).
    - ◇ Need more information from speakers to determine exact number of CERPS to be offered.

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- ◇ Historically 7-7.5 hours.
- ◇ No partial CERPS will be awarded. If late, past 7:30 on Friday, no CERPS'
- \* Vendors: no update
- \* Publicity: (Jennifer Foster)
  - ◇ Keeping a list of publicity outlets to refer to next year
  - ◇ Area Reps, please send out to regions
- \*Grants & Scholarships: (Jennifer Foster)
  - Gave copies of applicants to the Executive Board members who were in attendance. Further applications will be mailed after the 2/28 deadline, and complete packet will be mailed to those members who were not present today after 2/28 as well. Responses need to be returned to Jennifer by 3/12.
  - Regional Representatives: Please send a reminder to your members
  - Donna Walls volunteered to place request on the yahoo group as well.

### Upcoming Meetings:

**May 20, 2011** Board Meeting (hotel arranged)

**May 21, 2011** Membership Meeting: At **8am at the Marriott**. This will be a working meeting. **Maya Bolman, RN, BSN, IBCLC** will be a speaker. This will be announced at Breastfest.

**September 17, 2011** Member Meeting: After meeting, there will be a planning session for Breastfest 2012.

**November 11, 2011** Board Meeting

**November 12, 2011** Member Meeting

## Regional Reports

### Southeast Area Report, Submitted by Jenny Philabaum

The Coshocton County Breastfeeding Coalition had their meeting January 27<sup>th</sup>. They are getting ready to bid farewell to one of their facilitators, Sally Gartner, as she will be retiring April 1<sup>st</sup> of this year. Sally is one of the original facilitators that put this coalition together along with Anita Timmons. Jenny Philabaum was brought into the coalition to take Anita's position when she retired and now will be taking over Sally's position after her retirement. Sally has done a magnificent job at not only building the coalition from the ground up, but has made leaps and bounds in her efforts to support breastfeeding at our local hospital, Coshocton County Memorial Hospital. Sally developed and implemented a "breastfeeding discharge bag" so that our breastfeeding moms don't have to go home with a formula bag. Sally has worked long and hard on getting donations and putting together this bag, and not without obstacles to overcome during the process, to give moms that extra support they need in the first couple days at home. Sally is very supportive and passionate about our cause and we will miss her dearly. Sally intends to continue as an IBCLC liaison for the hospital until Jenny Philabaum receives her IBCLC status, although Jenny will be taking over the

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lactation duties at Coshocton Hospital as of April 1<sup>st</sup>.

The coalition is discussing upcoming events they want to organize for Breastfeeding Awareness Month and World Breastfeeding Week. They are hoping to organize a walk that will be open to all volunteers to raise the awareness for breastfeeding in their community. They also are going to ask the doctor's offices to run a breastfeeding video in their lobbies the whole week for WBW. They're also hoping to get together a pamphlet to put out in the doctor's offices year-round. WIC is planning on their annual community wide baby shower and the hospital will continue with their annual promotion of breastfeeding during BAM.

The Ohio Valley Breastfeeding Coalition had their meeting in December. In November they had a conference that Alison Hazelbaker spoke at. They had a good turn-out for this conference of about 35-40 people. Unfortunately, they did not have any physicians show up for this time around but the conference went very well. They plan on having Diana West at their next conference this fall.

This coalition has applied for a grant from West Virginia for \$1100 to put up billboards in the area. They are pretty sure they have been approved for this grant and this will pay for 3-4 billboards. They are very excited about this upcoming project. The coalition has nothing else to report at this time.

An attempt was made by the SE Rep to contact Tuscarawas County, Muskingum County and Athens County but was unsuccessful.

### **OLCA Southwest Region Report February 5, 2011**

News from Mercy Hospital Fairfield (Robin Hirth), Children's Medical Center Dayton (Mari Jo Rosenbauer) and Good Samaritan Hospital Dayton: These hospitals have received the Lactation Care Award from IBLCE and ILCA for 2010 and 2011. 192 hospitals received this recognition in the world. The IBCLC Care Directory lists recognized hospitals, birthing facilities, and birthing services that hire currently certified IBCLC's and have a dedicated lactation support program available 5 -7 days a week. These facilities also have demonstrated they have provided training for their nursing, medical, and other staff that care for breastfeeding families, and have implemented special projects that promote, protect and support breastfeeding. Mari Jo reports that CMC has had a breastfeeding resource team in the NICU or approximately one year. That means there is breastfeeding help available 24/7 in the NICU and they are now in the process of expanding the breastfeeding resource team out to the other units of the hospital with the hope that each unit will have several members of the breastfeeding resource team to support mothers admitted to their units by summer.

In January, Linda Smith and Donna Walls attended the USBC meeting in Washington D.C. as well as the Surgeon General's Call to Action to Support Breastfeeding. They will share information at the OLCA meeting.

Jean Cotterman has announced she will be a co-presenter with Jeanette Panchula on (RPS) Reverse Pressure Softening and Gravity Proactively: Assessing Case by Case (in the Spanish Track) at 2011 ILCA in San Diego, July 13th.

Laurie Anne Nommsen-Rivers is also presenting at ILCA on July 15th, "Delayed Lactogenesis: Causes, Consequences and Clinical Support"

Susan Bash, OLCA SW Representative

### **North East Region Report**

#### **Cathy Dickinson RN, FACCE, IBCLC**

NOLA (Northern Ohio Lactation Association) had a contest years ago for students at the Cleveland Institute of Art to design a poster that could be used for a campaign on Cleveland buses to promote breastfeeding. The drawing that won was a lovely picture of a mother and baby. Now NOLA is having notepads, notecards, and posters printed with the drawing and they will be for sale at Breastfest. Look for their table! NOLA is also discussing journal articles at the meetings. They are listening to webinars from USLCA at some meetings.

### **OLCA Central Region Report**

Submitted by Cindy Deering, OLCA Central Region Representative

Deb Zwolinski reported that Riverside Hospital is the site for the filming of “One Born Every Minute” which takes an in-depth look at life inside one of the busiest maternity wards (6500 births per year) in the country. The program premiered last week and is being aired on Lifetime Television from 10 to 11 pm on the next 7 Tuesdays.

Cindy Deering reported that the Franklin County WIC Program which is administered through the Columbus Public Health Department has hired 11 part time peer helpers. They have completed a two week Loving Support training program and will be continuing their training in the clinics beginning next week. They will be promoting breastfeeding and providing basic breastfeeding support both in the WIC clinics and through frequent phone contacts. All have breastfed their children exclusively for at least 6 months and have participated in the WIC program within the past 5 years. They will be mentored at the clinic level by CLCs and supervised by Dietitian/Peer Supervisor Sonia Coordinator Esther Gillett, IBCLC.

Esther Gillett reported that the next meeting of the Central Ohio Breastfeeding Coalition will be held from 4-5:30 on February 15 at the Milk Bank. A logo for the organization has been finalized.



## Book Review

### **Balancing Breast & Bottle: Reaching Your Breastfeeding Goals**

*Amy Person, BS, IBCLC*

*Mindy Harmer, MA, CCC-SLP*

*Hale Publishing*

*Amarillo, TX      Copyright 2010*

Reviewed by *Michele (Shelly) Clark, LPN, IBCLC, mclark@genesishcs.org*

*Balancing Breast & Bottle: Reaching Your Breastfeeding Goals*; was written by Amy Person, experienced IBCLC in private practice working with breastfeeding mothers since 1996; primarily with difficult breastfeeding cases, including disorganized and dysfunctional suck.

Mindy Harmer, a speech-language pathologist works in the field of speech-language and feeding disorders. She uses her knowledge of oral-motor intervention to help infants breastfeed successfully. They also have been working with pumping mothers.

*Balancing Breast & Bottle* is written for pregnant and breastfeeding women and health professionals. It is written in a format that is easy to follow and is broken down so you can read it all at once or go to just the information you need. There are quotes from the authors and from other breastfeeding mothers. They use references from books that are easy for all women to get from a library or book store. *Balancing Breast & Bottle* is broken up in sections.

**Section 1:** Talks about breast milk, how to breastfeed, latch, positions, and choosing and finding the right breast pump.

**Section 2:** SIMPLE method is an acronym that identifies the various steps in choosing a bottle nipple for a breastfed baby. Each letter stands for a phrase describing one step or bottle introduction. Every step is important in determining the best bottle nipple for a baby. Their research found that babies should be started on a bottle at 3 to 4 weeks of age once a day by their mother and continue until the mother goes back to work because the baby might forget and refuse to bottlefeed. The book contains great pictures of examples of what to look for in good and bad suck and latch-on to a bottle nipple. Pacifier use is explained with relationship to SIDS including choosing the right type and when to offer or avoid a pacifier. It is suggested to wean from pacifier use during the day at 4 months and night use at 1 year.

**Section 3:** Everything you need to know about your milk. How long and where to store breast milk is explained. The *Global Strategy for Infant and Young Child Feeding (the Strategy)* describes the healthiest to the least healthy feeding choice: 1) mother's own fresh milk, 2) mother's thawed, previously frozen milk, 3) pasteurized breast milk from a donor mother or milk bank, 4) breastmilk substitute (formula). Suggestions were given on how to maintain breast milk when mothers have gone back to work.

**Section 4:** Putting it together provides ideas on how to dress for easy pumping and what to pack in mother's work pump bag. How to calculate the amount of breast milk baby might take each feeding while away from mother is described. If mother pumped this morning, have caregiver use this expressed breast milk as the first feeding of the day, because fresh breast milk is best for baby. Two forms, Communication with Child Care Provider and My Baby Ate Journal, are provided for mom and caregiver to use in communicating baby's needs and eating patterns.

**Section 5:** Overcoming obstacles. Information was given about refusing the breast or bottle and how to overcome this. Normal infant sleep patterns and how babies do not naturally sleep all night are described. The epilogue about scientist, Harry Harlow's, famous 1958 experiment using baby by monkeys and two surrogate mother monkeys he called "the Nature of Love" is recalled. In this experiment, there were two surrogate mothers. One was

bare welded cylindrical form surmounted by a wooded head with a crude face and offered milk. The other was a welded wire form cushioned with sponge rubber and sheathing of terry cloth with no food. Amazingly all the baby monkeys clung to the soft, cloth mother even though they could not obtain food from it. This experiment showed that offering food alone does not provide emotional attachment. Babies will flourish when you are available to them on all levels – mentally, emotionally and physically.

I would recommend *Balancing Breast & Bottle: Reaching Your Breastfeeding Goals* to any woman who is thinking of breastfeeding or is breastfeeding. I would encourage all breastfeeding professionals to support persons to read and to use this as a good reference. All breastfeeding support persons should keep this book in their library for women to borrow and hopefully the women will get their own for a reference.

**Thank You Dr. Morrison,**



OLCA would like to thank Dr. Barbara Morrison, Assistant Professor at Case Western Reserve University, for speaking to the membership on the “Evolutionary Care For Full Term Newborns: *The Neuro-Endocrine Connection*.”

According to Dr. Morrison this is the Perfect time to promote Kangaroo Care for all babies when they are born. We are seeing increased support for Exclusive breast milk feeding during a newborn’s entire hospitalization, Healthy People 2020 objectives MICH-23: reduce the proportion breastfed newborns who receive formula supplementation within the first 2 days of life to 15.6% . We know that Kangaroo Care is one way to help us reach those goals. She also noted that the Surgeon General’s Call To Action to Support Breastfeeding has identified 20 key actions to improve support for breastfeeding.

Dr. Morrison than shared information with us about the many neurological and physiological benefits that babies and mothers receive by the simple act of Kangaroo Care. Did you know that an infant establishes better peripheral circulation with 90 minutes of K.C. compared to 3 days if kept in a cot? There are less stress hormones released in both the mother and baby and an increase in Oxytocin which helps in bonding. Infants have more stable blood sugars, and the vital signs are more stable. Dr. Morrison explained the 9 stages an infant goes through when on its mother’s chest. It noted that there are consequences of separation when KC is not done. Babies can have despair response due to withdrawal of multiple regulators. The separation leads to changes in behavior, sleep state, Endocrine system, Metabolic system and the Autonomic system. This was an informative and very interesting education session.

Thank you Dr. Morrison.

Judy McCurdy RN, IBCLC

**BREASTFEST UPDATES:**

Plans for “The Ten Steps to Successful Breastfeeding in Ohio-The Team Approach” are underway providing attendees with an exceptional “hands on” Breastfest March 18 and 19, 2011 at the Dublin Marriott Hotel, Dublin, Ohio.

**\*\*\*There will be some changes to the time table to accommodate a fast paced, information filled program. Please check your registration brochure closely and be sure to fill in all the requested information segments.**

**HOW TO JOIN THE OLCA LISTSERVE**

1. Send an ordinary email addressed to [Olcamembers@yahoo.com](mailto:Olcamembers@yahoo.com)
2. In the subject line put the word “subscribe” then send the message.
3. A nice addition is for the person to explain why they want to subscribe—“I just paid my dues to OLCA and want to subscribe to this list.” That helps if we don’t recognize the name.
4. The list monitors automatically receive an email with the person’s request. They check the request against the list of members, and approve the request.

### **May 21 Members Meeting**

**May 21, 2011 Membership Meeting: At 8am at the Marriott. NOTE the time please. This will be a working meeting. We will be working on Policy and Procedures. Maya Bolman, RN, BSN, IBCLC will be our speaker for the educational session in the afternoon. This will be announced at Breastfest.**

### **DIRECTIONS TO MOUNT CARMEL MEDICAL CENTER**

#### **Schedule**

9:45 am Arrive  
 10:00 am Business Meeting  
 12:00 noon Sign in for Cerps  
 1:00 pm Program  
 3:15 pm End

#### **Audience**

Lactation Consultant, M.D.'s, RNs, LPN's, R.D.s, LL Leaders, and others who are helping mothers and infants achieve successful breastfeeding.

#### **Address and Directions**

Mount Carmel Medical  
 Center Medical Staff Building  
 2nd Floor Meeting Room  
 111 Davis Street  
 Columbus, Ohio 43222

If you are traveling, I-71 south to I-70 West. Take Rich/Town St. Exit 99C. Turn Left on Town. Turn Rt. On Green Street.

If you are traveling, I-71 North or I-70 west follow above

directions.

If you are traveling I-70 East. Take Broad Street exit 97. Turn left on Broad Street. Travel 1.5 miles and Turn Right on South Davis.

#### **Parking**

East of medical staff building on Green Street. South of emergency vehicle entrance and North of Nursing school area.

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**Pat Bucknell, IBCLC  
OLCA Membership Chair  
204 James Circle  
Avon Lake, OH 44012  
OLCA NEWS**

**Time to renew if box is marked**



**Ohio Lactation Consultant Association Membership Form (use for ADDRESS CHANGES too)**

Name: Title (e.g. IBCLC, RD/LD, RN, LLLL) \_\_\_\_\_

Place of Employment: \_\_\_\_\_

Preferred Mailing Address: \_\_\_\_\_

City: County: State: Zip: \_\_\_\_\_

Home Phone: Work Phone: \_\_\_\_\_

Fax Phone: E-mail Address: \_\_\_\_\_

\_\_\_\_\_ Enclosed is my **\$35.00** check to O.L.C.A. for membership\*

\_\_\_\_\_ Address change only

\_\_\_\_\_ Do not include my name on mailing lists provided to external organizations.

**Mail to: Pat Bucknell, IBCLC  
OLCA Membership Chair  
204 James Circle  
Avon Lake, OH 44012**