

MICROSOFT

OLCA NEWS

May 2010

The Ohio Lactation Consultant Association



Ohio WIC Peer Program Expanding!

Ann Twiggs, RD, LD, IBCLC, CLC

We at WIC are very excited! By January 2011 all 75 Ohio WIC projects will have breastfeeding peer helpers on staff! Research conducted by a former intern showed that breastfeeding initiation rose by 18.3% in the peer projects compared to an increase of 12.8% in the non-peer projects. Our new Breastfeeding Peer Helper Program Coordinator, **Athe Norris, MPH, RD, LD, CLC**, has scheduled Loving Support™ Peer Counseling Train – the – Trainer sessions in Columbus that all new peer projects must attend. The training focuses on the expectations and requirements of the Loving Support™ Model for a Successful Peer Counseling Program. Among them are:

Adequate compensation and reimbursement,

Adequate supervision and training, and

Timely access to lactation experts for problems outside scope of practice.

This is where you come in. If you don't already have a relationship with your local WIC project, now might be the time to approach them and ask how you can help. Some projects will be looking to contract with an IBCLC to help them meet this requirement.

Currently WIC has 54 peer helpers. By January 2011 we anticipate three times that number. What a great day for WIC to have so many staff dedicated **solely** to helping mothers breastfeed.

For more information please call your local WIC office.

SPECIAL POINTS OF INTEREST:

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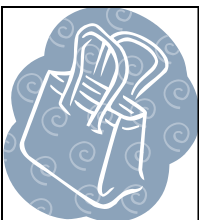
IT'S ALL IN THE BAG!

I am happy to report we are now in our fourth year of distributing our breastfeeding friendly discharge bags. These bags of course replace the "breastfeeding support" bag given by the formula company. The following is an updated version of the article I wrote the first year.

Okay! I admit I stole the idea for the title of this article from an article that was written about this project when the idea was just being put together. This article appeared on the [Pregnancy Today](#) website. Their title was "It's In the Bag." I changed one word so that I wouldn't be completely copying their title, but the title is so perfect I had to use it!

Our goal and also the goal of the Breastfeeding Coalition of Coshocton County was to somehow replace the discharge bag that the formula company gives to breastfeeding mothers with a breastfeeding friendly discharge bag that did not include anything about formula, bottles, artificial nipples, or pacifiers. A bulk email was sent to companies that sold breastfeeding products to see if we could get samples and perhaps even a bag donated for the advertising. In other words, this would be the same principle for which the formula companies do this, except that this bag would be advertising breastfeeding friendly products. We thought we had a company that would do this, but due to financial constraints that did not happen at that time. Late in 2006, I went to my nurse manager to see if she would object to my applying for a grant for this. At that time she suggested that I work up a sample bag to see just exactly how much it would cost. She said we could possibly do this as a patient care item. I was actually able to develop a bag for under \$9.00 each. We decided to allow \$10 per bag (bag including contents), and we have been distributing these bags since January of 2007.

The bottom line is this is do-able! My hospital is a small rural hospital doing approximately 350 deliveries per year. Those of you that are from larger hospitals could probably do a bag for less than I have because the more quantity you buy the cheaper it is. We did run into a problem along the way. The formula rep tried to undermine this project on the basis of the small cooler bag for transporting pumped breast milk that is included in the formula bag that was not included in ours at first. I am happy to report I obtained two grants for cooler bags so I fixed that! (As of this writing we will be changing our bag program to accommodate the coolers.) I admit this is not "Baby Friendly," but it is a step in the right direction. We still give formula discharge bags to our bottle feeders. As of now, if the breastfeeding mothers specifically ask for the formula "breastfeeding support" bag, we give it to them but they rarely ask. (If they would ask now, they would get the bag we give to the bottle feeders. We are not ordering the "breastfeeding support" bags from the formula company anymore because they expire since they are rarely asked for.) If a breast feeder asks for formula to go home, we will give them a 4-pack, but again they rarely ask. If there is a medical problem and we have to give formula to go home, the mom gets 4-paks. I find that there is some resistance to "Baby Friendly" as it is seen as too radical. While I would love to see my hospital go "Baby Friendly," I know it is light years away as I imagine it is for many of you. For the time being, this is a compromise.



The next time we purchase bags we will be accommodating a cooler. We will still allow \$10 per bag. The main bag itself may be a cooler capable of the transport of pumped milk or we may use the Cottonwood Kids bag that I'm sure most of you are familiar with as the cooler within the bag we are already doing. I will have to take some things out to accommodate the cooler so the list of what we will include is not finalized. Stay tuned for the revised list next year!

Breastfeeding friendly companies have donated sample products to the bag for advertising. I get literature on Engorgement, Sore Nipples, etc from the pump company we use. If you can do it, it is a good idea to have several good pump companies represented with literature and/or sample products. The local medical supply company offers a coupon for 50% off one nursing bra, we have a sling company that offers free shipping and handling, and we include an on-going offer that a nursing wear company makes for \$10 off a \$50 order. I print the coupons and literature for these companies. Most companies will gladly give you a supply of catalogues, brochures, etc. to advertise their products. The Birthing Centre also prints informational flyers on where to get weight checks, breastfeeding support, etc. I have also received donations of literature and items to put in the bag from agencies that promote breastfeeding. I do include [Diapers of a Breastfed Baby](#) and [Sore Nipples/Thrush](#) by Kay Hoover and Barbara Wilson-Clay.

As I stated earlier I have received two grants for the small cooler bags that were not included in our bag to begin with. The small cooler bag I came up with is \$10 each for 2008. It was very nice and designed specifically for the transport of milk. In 2009, Medela came out with a transport cooler bag that my materials management department can obtain for

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almost a dollar less than the cooler I previously obtained. This transport bag also includes a microwave steam bag, eight breast milk containers, an ice pack, and a pump log thus decreasing the cost of the main bag by 50 cents since we had been purchasing a microwave steam bag for the main bag. As stated earlier, we will accommodate a cooler the next time we purchase bags for the \$10 total cost. We will just simply eliminate a couple of things now in the bag to cover the cost.

Again I am writing this as a part of receiving a grant from OLCA to help with the bags. OLCA has helped us in 2007, 2008, and 2009. I want to thank OLCA for all of their wonderful help! I hope some of you may have tried this idea. If the idea caught on, it would really help us all to promote breastfeeding.

Thanks again, OLCA!

Sally L. Gartner, RNC-OB, IBCLC

News from ILCA

Subject: Announcing the World Breastfeeding Week (WBW) 2010 Towards a Baby-Friendly World Event

Announcing the World Breastfeeding Week (WBW) 2010
Towards a Baby-Friendly World Event

The WBW 2010 Towards a Baby-Friendly World Event is taking place now on the WBW website www.worldbreastfeedingweek.org.

All you need to do is to complete the pledge form attached and submit it to WABA wbw@waba.org.my and a "Baby Step" will put up on the world map based on your location.

Please forward this news to as many people as you know and let us all participate in this event to make this world a Baby-Friendly world.

WBW 2010 Breastfeeding; Just 10 Steps. The Baby-Friendly Way

Let the celebrations begin!!!!

Best wishes,

Julianna Lim Abdullah
International WBW Coordinator
WABA

P.S. Whilst WBW is officially celebrated from 1-8 August annually, there are many countries which celebrate during the months of October and November. To take part in the WBW Virtual Towards A Baby-Friendly World Event , all that matters is that you are celebrating WBW in the year of 2010.

OLCA 2010 Scholarship Recipients

This year's committee was comprised of the Grant/Scholarship Coordinator, a WIC Breastfeeding Coordinator, a Health Department Minority Health Program Administrator, a breastfeeding mother, and a LLL leader/IBCLC in private practice.

Courtney Clark Columbus (Central)

Courtney is a Registered Nurse Clinical Leader in the Neonatal Intensive Care Unit at Nationwide Children's hospital in Columbus, Ohio. Courtney plans to use her scholarship to take the Certified Lactation Counselor course. She plans to promote breastfeeding to the mothers of NICU babies, as well as in the community and her personal life.

Jennifer Scaggs Pataskala (Central)

Jennifer works for Community Refugee and Immigration Services and provides home visits and education to Spanish-speaking mothers in Help ME Grow as well as supervise other home visitors. She will use her scholarship to use her scholarship to take the Certified Lactation Counselor course. She plans to start a Spanish-speaking support group for breastfeeding mothers.

Priti Rane Ashtabula (Northeast)

Priti is a Lead Dietitian and CLC at the Ashtabula WIC Program. She will use her scholarship to prepare for, and take, the IBCLC exam this year. She plans to advocate for a university level lactation course in lactation in the dietetics course program in the state of Ohio.

Kristy Bialko Sheffield Village (Northeast)

Kristy is an active volunteer in both the Lorain County Breastfeeding Coalition and the EMH Regional Medical Center. She is also a volunteer peer helper at her local WIC office. Kristy plans to use her scholarship to complete coursework prior to taking the IBCLC exam, as well as pay for the exam this summer. She plans to seek employment as an IBCLC.

Stephanie Burke Cincinnati (Southwest)

Stephanie is a Dietitian and Breastfeeding Coordinator for the Clermont County WIC Program. She plans to use her scholarship to take the IBCLC exam this summer. She will continue to promote breastfeeding in her community and work directly with the WIC moms she serves.

Amanda Jo Hathorn Cincinnati (Southwest)

Amanda is a full time college student seeking her Master's of Science in Nursing at Xavier University. She will use her scholarship to take the IBCLC exam this summer. She plans to become a public health nurse/IBCLC and specialize in breastfeeding and maternal and child health.

2010 OLCA Grant Awards (there are only 8 this year)

Alliance Community Hospital

Carol Frient

Carol and Alliance Community Hospital will use their grant to help fund a conference featuring Susan Ludington as a way to educate hospital staff on the benefits of skin-to-skin contact to increase their breastfeeding rates.

Belmont County WIC Program

Claire Shorts

The Belmont County WIC Program plans to purchase 500 window and car “cling-ons” with the message “breastmilk... does a baby good” for distribution in their area to both parents and professionals during their annual World Breastfeeding Week celebration.

Central Ohio Breastfeeding Coalition, Columbus

Esther Gillett

The Central Ohio Breastfeeding Coalition will be sponsoring a World Breastfeeding Week activity on August 7, 2010 in Columbus, Ohio.

Defiance Regional Medical Center

Robin Dundore

Robin plans to use her grant award during World Breastfeeding Week to provide breastfeeding in-services and Hale’s 2010 Medications and Mothers’ Milk to ten physician practices. Each book will touch 3-6 individual medical professionals.

Greene County Combined Health District WIC Program

Nancy Cohen

Nancy Cohen, Breastfeeding Coordinator for the Greene County WIC Program, will use her grant to purchase Hale’s 2010 Medications and Mothers’ Milk for local pediatric, obstetric and family practice offices in her county. They plan to personally visit the offices and offer additional breastfeeding resources.

Monroe County WIC Program

April Glotfelty

April and her coworkers plan to offer an in-service and several tools to four of their family physician offices including The Breastfeeding Answer Book from La Leche League.

Sandusky County Health Department, Sandusky

Sandy Bringman

Sandy plans to purchase 2 Nurture III pump motors and eight basic double collection kits to support the breastfeeding goals of women not enrolled in the WIC program.

The Birthing Centre, Coshocton Hospital, Coshocton

Sally Gartner

Sally will once again use the OLCA grant to support the breastfeeding friendly bags given to new mothers at discharge. The OLCA grant covers some of the expenses of the project, namely the purchase of the actual bag. The items being placed in the bags are mostly donations.

Decoding the Codes: International Code of Marketing, Code of Ethics and Conflicts of Interest

By Linda J. Smith, BSE, FACCE, IBCLC, FILCA

Saturday June 12, 2010 1-4pm

Objectives:

1. Explain the aim and scope of the International Code
2. Differentiate between describing and marketing products relevant to breastfeeding
3. Analyze current marketing gimmicks that are being used to sell Code-relevant products
4. Discuss marketing of products that could undermine breastfeeding yet are not covered by the Code
5. Explain conflicts of interest that apply to lactation consultants

Schedule:

9:45 am Arrival Time
 10:00 am Business meeting
 12:00 pm Sign in for CE credit
 1:00 pm Education Program
 3:15 pm End

Location:

Mt. Carmel Medical Center
 Medical Staff Building
 Second Floor Meeting Room
 111 Davis Street
 Columbus, Ohio

Audience:

Lactation Consultants, MDs, RNs, LPNs, RDs, LL Leaders, and others who are helping mothers and infants achieve successful breastfeeding.

Directions to Mount Carmel:

Mount Carmel West—793 State St., Columbus Ohio 43222—Located west of downtown Columbus, just north of I-70 and west of SR315.

From I-71 traveling south:

Take I-71 to I-70 west
 Take Rich/Town St. exit 99C
 Turn left on Town St.
 Turn right on Green St.

From I-71 traveling north or I-70 traveling west:

Take Rich/Town St. exit 99C
 Turn left on Town St.
 Turn right on Green St.

From I-70 traveling east:

Take Broad St. exit 97 Turn left on Broad St., travel 1.5 miles then turn right on S. Davis

Parking

There is an available parking lot on Saturday that is east of the medical staff building on Green Street. (Davis Street is only a pathway between buildings in this area. The Medical Staff Building entrance is south of the emergency vehicle entrance and north of the nursing school area. It is south-west from the parking garage and west of the Green Street outdoor parking area)

Pat Bucknell, IBCLC
OLCA Membership Chair
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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

*OLCA is a 501C(6) Corporation and membership may be deductible. Check with your tax advisor