

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**

Page 2	Central Ohio Hospital Report
Page 3	New Offices
Page 4-5	OLCA Press Release
Page 6	Hospital Highlight
7-9	OLCA Grants and Scholarships
Page 10	May 21 Member meeting

Welcome to the Spring edition of OLCA's Newsletter. We are recovering from an exciting conference. Breastfest 2011 will be an inspiration to all of us. Whether your local hospitals are going through the Baby Friendly certification or you are just learning about the concept of being Baby Friendly, there was something for everyone.

Friday evening started with an exciting inspirational talk by Dr Theodore Wymyslo, the new Director of the Department of Health in Ohio. We all found him knowledgeable and concerned for Ohio's new moms and babies. He talked about the Healthy People 2020 incentive to increase breastfeeding rates, the mPINC surveys from the CDC and the Baby Friendly Initiative. He invited conversation with Ohio's Lactation supporters to encourage education in the healthy initiative for breastfeeding. We will be setting up a discussion with the Director this summer.

As Friday night continued the group learned about cup feeding (Terri Hazen), counseling (Ann Twiggs), and hand expression (Donna Walls) in a workshop format. There was conversation between attendees even after the talks were done. Name tags identified members and attendees by region in Ohio, so networking could be easier. The excitement continued on Saturday, which gave us a chance to learn more about the Ten Steps.

I must take a minute to compliment the coordinators, Linda Smith and Donna Walls, who developed a perfect conference, representing the Ten Steps to Successful Breastfeeding. These ten steps are the guidelines to becoming Baby Friendly. Just think, we got a taste of all the seasonings that establish this total recipe for becoming Baby Friendly. Many of the people who came found out that even though they thought their hospital was far from the goal, they could establish in their own practice simple changes to encourage the atmosphere of Baby Friendly.

WIC attendees learned about their part in the education before birth and after hospital discharge which helps increase the rates of breastfeeding longevity. Even though BFHI talks to policy change in hospitals, prenatal education through WIC, OB offices and La Leche League meetings set the stage for mothers to have confidence in making decisions as to their plan

(Continued on page 2)

(Continued from page 1)

for feeding their newborn.

We heard from Nursing Managers, a Supply Chain Manager and a Neonatologist who taught us about making changes. Dr. Marc Belcastro, Tim Arbucle, Coe Bell and Belinda Masters presented pathways and pitfalls on the way to BFHI.

Our key speakers from BFHI were Karin Caldwell and Kajsa Brimdyr. Everything became real during their presentations. The 4D Pathway, BFHI's new process, which replaces the Letter of Intent Process was explained. It was a bit Overwhelming!. Kajsa brought the human nature of the newborn baby, as it naturally comes to his first feeding experience at the breast.

The panels were inclusive with Dr. Witt representing counseling breastfeeding mothers. along with Ann Davis, Lisa Davidson and Deb Zwolinski, who presented the available support for moms from groups outside the hospital stay. Pat Bucknell, who is a LC in private practice talked about reaching out to mom's with problems at home.

All in all, we are blest in Ohio. The expert presentations given by all were food for thought for everyone who came. Again thank you to all for presenting to Ohio's lactation support community information vital to practice and stimulating to the growth of our professions.

Thanks to all who attended this conference and to all who helped in the coordination and execution of Breastfest 2011. We had over 300 lactation supporters from across the state and from other states come to enjoy this great learning experience and receive CERP and ONA credits for continuation of their certifications. OLCA will continue to serve you in the best way possible. Please let us know if you have any comments or questions about our annual conference, certifications or lactation issues.

Noreen Edwards BSN, RNC-OB, IBCLC
President of OLCA, 2011

Central Ohio Breastfeeding Coalition Report

The Central Ohio Breastfeeding Coalition held meetings on February 15th and March 22nd to discuss the activity for breastfeeding friendly businesses as well as the annual Breastfeeding Awareness Month event. Plans were to create a "Breastfeeding Welcome Here" sticker with the international breastfeeding symbol and COBC logo to distribute to businesses along with a letter promoting breastfeeding. It was reported at the February 15th meeting that the Ohio Department of Health is working on ideas to designate awards to baby friendly workplaces and plans to conduct Statewide trainings to assist businesses in setting up lactation rooms. The suggestion was made for COBC to coordinate efforts with ODH to provide the stickers to businesses and distribute letters that would also indicate training dates along with breastfeeding resources and a contact person for COBC. This is currently being checked into. **COBC is looking at holding their annual Breastfeeding Awareness event on Saturday August 6th on the Statehouse Lawn from 10 am - 1 pm** with children's activities and possibly asking the new ODH Director to speak.

Through the Obesity Initiative Program a survey is being developed regarding breastfeeding policies and staff education on breastfeeding. This 10 minute survey will be completed by phone by the Unit Manager for birthing hospitals in central Ohio. **Riverside is offering kangaroo care certification** August 5th, 6th, and 7th for Ohio health employees. Susan Ludington is speaker. Riverside is also leading a support

(Continued from page 2)

group for Cardinal Health. St Ann's Hospital is looking at hiring for night shift lactation to expand coverage. Ohio State University Hospital is also looking at expanding coverage to help see mothers earlier; some going home within 24 hours. They also hold the Happiest Baby on the Block Classes that focus on calming babies.. All employees of Ohio State University can now receive a Purely Yours breast pump. La Leche League has a new Gahanna group that meets at the Gahanna library and is well attended, but has canceled their Westerville group. LLL is not holding conferences for awhile, but will be having local speakers and inviting others.

Thank You Ladies

OLCA would like to thank the following board members Terri Hazen, Cindy Deering for their dedication to OLCA and its membership. Their leadership was strong and sure. They will still be around and will stay dedicated to OLCA and its goals in supporting breastfeeding in the state of OHIO. If you see them let them know how much they have been appreciated. **A HUGE THANK YOU** to Laura Atkinson for staying on longer than planned as treasurer and helped Deb into the Treasurers position. We want to thank the new officers for stepping up to the plate. We look forward to a productive year and working with you to accomplish our goals. If you see them introduce yourself and if you are in their region talk to them about what you are doing to promote and support breastfeeding where you live.

OLCA Board 2011 Election Results

President—Noreen Edwards, Youngstown
Vice President—Jennifer Foster, North Canton
Treasurer—Deb Zwolinski, Columbus
Secretary—Mary Shay, Clayton ***
Southeast Representative—Jenny Philabaum, Coshocton
Southwest Representative—Susan Bash, Dayton
Central Representative—Esther Gillett, Bexley ***
Northeast—Representative Cathy Dickinson, Strongsville ***
Northwest—Representative Mary Sauder, Pioneer

(Red stars indicate new board members)

Press Released in April 2011
OLCA 2011 Breastfeeding Conference

For Immediate Release

**Media Contact, Noreen Edwards, OLCA President,
 330-506-9380**

President@Ohio-OLCA.org

**Ohio Lactation Consultant Association honors professionals and institutions for support of
 breastfeeding**

Columbus, OH--The Ohio Lactation Consultant Association (OLCA) hosted the 19th Annual Breastfest conference, "The Baby Friendly Hospital Initiative: Ten Steps to Successful Breastfeeding in Ohio" on Friday, March 18 and Saturday, March 19, 2011 at Marriot Northwest in Dublin, Ohio. Over 300 breastfeeding professionals and advocates attended.

Director of Ohio Department of Health, Ted Wymyslo keynoted the conference to acknowledge Surgeon General Regina M. Benjamin's *Call to Action to Support Breastfeeding* and to reinforce Ohio's commitment to breastfeeding. Dr. Wymyslo spoke of the supportive agencies that are working to improve breastfeeding rates and the health of our mothers and children in Ohio.

Baby Friendly Hospitals In Ohio

OLCA recognizes the commitment to excellence achieved by those hospitals that have attained the recognition by UNICEF/WHO as Baby Friendly Hospitals.

Kettering Health Network-Southview Hospital

Mercy Hospital-Anderson

Mercy Hospital of Fairfield

Maternity Care Best Practices awards:

OLCA recognized hospital Maternity Units which have discontinued the practice of distributing gift bags which promote the use of formula.

Cleveland Clinic-Fairview Hospital

Cleveland Clinic-Hillcrest Hospital

Cleveland Clinic-Huron Hospital

Cleveland Clinic-Lakewood Hospital

Cleveland Clinic-Marymount Hospital

Cleveland Clinic-Medina Hospital

Kettering Health Network-Southview Hospital

McCullough-Hyde Memorial Hospital

MedCentral Health System- Mansfield Hospital

MedCentral Health System- Shelby Hospital

Mercy Hospital-Anderson

Mercy Hospital of Fairfield

Summa Health System-Akron City Hospital

Wright-Patterson Medical Center

(Continued on page 5)

(Continued from page 4)

Awards

OLCA honored many individuals and institutions statewide that excelled in promoting breastfeeding throughout the state of Ohio. Individuals and institutions that took home awards include:

Most Breastfeeding Friendly WIC Representative: Michelle Frizzell, Chief, Bureau of Nutrition Services. Ohio Department of Health, Columbus, Ohio.

Most Breastfeeding Supportive Business: Ohio School for the Deaf Outreach Center, Columbus, Ohio.

Outstanding OLCA Member of the Year: Terri Hazen, RN, IBCLC, Cleveland Clinic Hillcrest Hospital, Lactation Consultant

Grant Recipients

Ten grants were awarded to OLCA members to promote and support breastfeeding in their communities.

Sally L. Gartner, RNC-OB, IBCLC, Birthing Center in Coshocton

Rebecca Thornton, RN, CLC, Wayne County WIC, Breastfeeding Coordinator

Claire Shorts, RN, CLC Belmont County WIC, Clinic/Breastfeeding Coordinator

April Glotfelty, RN, CLC, Monroe County WIC

Heidi DiBacco, CLC, IBCLC, Mahoning County WIC, Breastfeeding Coordinator

Margaret Weber, MA, RD, LD, IBCLC, Breastfeeding Coalition of Tuscarawas County, Co-Facilitator

Mary Burton, RNC, IBCLC, Akron General Medical Center, Lactation Consultant

Esther Gillett, Central Ohio Breastfeeding Coalition. Esther lives in Bexley Ohio.

Scholarship Recipients

Six scholarships were awarded to members to encourage professional development in the field of lactation.

Jenny Philabaum, CBE, CLC, Coshocton Hospital, Lactation Consultant

Joellen Noble, CLC, Clermont County WIC, Breastfeeding Peer Supervisor

Amanda Jones, Butler County WIC Breastfeeding Peer Helper

Katherine A. Powaski, RN, BSN, Cleveland Clinic- Hillcrest Hospital

Lisa Davidson, CLC, Muskingum County WIC, Breastfeeding Peer Helper

Tasha Ross, Columbus Health Department WIC, Breastfeeding Peer Helper

Heather Snyder, CLC, Fairfield County WIC, Breastfeeding Peer Helper

Jennifer Lozier, RN, BN, IBCLC, Grant Medical Center, Lactation Consultant

One of the most effective preventive measures a mother can take to protect the health of her infant and herself is to breastfeed.

Formula can cost a family over \$2,000 annually; breastfeeding is free.

A minimum of \$3.6 billion would be saved annually if breastfeeding were increased from the current levels to those recommended by the Surgeon General.

The US First Lady, Michelle Obama, has called for greater support for breastfeeding as a way to reduce childhood obesity. Breastfed children have 35 percent less chance of child obesity, compared to formula-fed infants. Mrs. Obama has highlighted the Baby Friendly Process as a way to increase breastfeeding rates.

Hospitals in the News

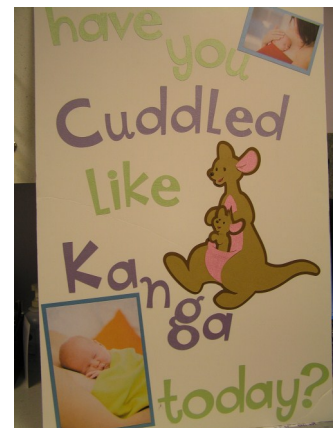
Nationwide Children's Hospital (NCH) has a team of 4 part time lactation consultants and 2 breastfeeding peer advisors. The lactation consultants bring diverse experiences to the team; two are RNs, one with experience in ambulatory pediatrics and the other with a background in Neonatal Intensive Care Unit (NICU), and two are Registered Dietitians. Both of the breastfeeding peer advisors have had premature infants in NICUs. The lactation consultants see breastfeeding mother-infant dyads throughout the hospital and onsite specialty clinics. The Lactation Team is also responsible for meeting all families of infants admitted to the 94 bed Level 3 NICU to discuss benefits to providing breastmilk. They also work closely with



Nationwide Children's Hospital Home Care to provide breast pumps to those mothers with hospitalized infants or those having difficulties with breastfeeding.

NCHNC/NCH) Neonatal NICU staff and the Lactation Team are actively involved with encouraging and facilitating skin to skin holding for critically ill neonates. Included in the protocol for caring for small babies (less than 32 weeks gestation and less than 1500 grams) is the directive for kangaroo care within the first three days of life. February was designated as "Kangaroo Care" month. Each of the sliding glass doors in the unit were decorated with the Kangaroo Care theme by different interdisciplinary groups and parents and staff were encouraged to vote for their favorite.

There was also a unit contest to see how many hours of kangarooing occurred on the unit during February with over 300 hours of skin to skin holding were recorded. This focus on skin to skin holding has also had an impact on the number of NICU mothers who were willing to provide breast milk for their hospitalized infants. On average, over 70% of the NICU moms were either pumping to provide breast milk for their hospitalized infant or were breastfeeding. NICU staff are also being encouraged to attend an upcoming conference in Columbus to be certified in kangaroo care. An essay contest is being conducted among the staff with the winners receiving free tuition to the conference.



2011 OLCA Grant and Scholarship awards



Grant Summary 2011

The grant selection committee consisted of the OLCA Board of Directors. 10 Grants of \$400 each were awarded this year.

Sally L. Gartner, RNC-OB, IBCLC
Coshocton (Southeast)

Sally is an in-patient obstetric nurse and IBCLC at the Birthing Centre in Coshocton. The Birthing Centre is going into their 5th year of distributing breastfeeding friendly discharge bags to replace the formula company sponsored gift bags. This is their 5th year of receiving an OLCA grant in support of this project. They plan to use the grant funds to purchase the bags to fill with breastfeeding items.

Rebecca Thornton, RN, CLC
Wayne County (Northeast)

Rebecca is the Breastfeeding Coordinator for the Wayne County WIC program. She plans to use the OLCA grant funds to establish "The Mother's Lending Library." This library will have breastfeeding information which will be available to all WIC participants.

Claire Shorts
Belmont County (Southeast)

Claire is the Clinic/Breastfeeding Coordinator for Belmont County WIC. Claire plans to purchase fabric to make washable breast pads. They have coordinated this effort with Barnesville Senior Citizen Center, who will sew the pads for them. The pads will be distributed at their annual Breastfeeding Awareness Walk, WIC offices, and breastfeeding classes and events.

April Glotfelty, RN, CLC
Angie Cline, RN, CLC
Danielle Flynn CLC, Peer Assistant
Monroe County (Southeast)

Monroe County WIC plans to host a contest for World Breastfeeding Month this year. The OLCA funds will be used to purchase t-shirts and gift cards for contest participants.

Heidi DiBacco
Youngstown (Northeast)

Heidi is the Breastfeeding Coordinator at Mahoning County WIC. She plans to use the OLCA grant award to purchase diapers, baby outfits, slings, and other baby related items to use as incentives for

(Continued from page 7)

attendance at the breastfeeding classes. Mothers who attend 5 classes, will be eligible to receive one of the incentives.

**Margaret Weber, MA, RD, LD, IBCLC
Dover (Southeast)**

Margaret is one of the Co-Facilitators of the Breastfeeding Coalition of Tuscarawas County. She hopes to create a culture of breastfeeding acceptance among teen mothers in Tuscarawas and neighboring counties. She plans to use the OLCA grant money in partnership with the GRADS program to establish a breastfeeding library for teen mothers and fathers.

**Mary Burton, RNC, IBCLC
Wadsworth (Northeast)**

Mary is a lactation consultant at Akron General Medical Center. AGMC plans to remove all formula company "gift" bags from their hospital. Mary plans to use this grant award to purchase bags to be given to new mothers with their personal care items inside as well as breastfeeding information.

**Esther Gillett
Bexley (Central)**

Esther is part of the Central Ohio Breastfeeding Coalition. This Coalition has organized an event for World Breastfeeding Week for the last three years. They have used OLCA grant money in the past to assist with this. This year, they again plan to host this event and plan to use the OLCA Grant to secure a location, purchase food, hire people for children's activities, and pay for advertising.

**Heather Snyder, CLC
Lancaster (Central)**

Heather is a Breastfeeding Peer for WIC. She plans to use the OLCA award to expand Fairfield County's WIC Breastfeeding Peer program during Breastfeeding Awareness Month. They are hosting a "Healthy Mom-Healthy Baby Fair" targeted at expecting mothers. They also plan to purchase pocket medication reference book by Thomas Hale for their local physicians.

Scholarship Summary 2011

The scholarship selection committee consisted of the OLCA Board of Directors. 6 Scholarships of \$500 each were awarded this year.

**Jenny Philabaum, CBE, CLC
Coshocton (Southeast)**

Ms. Philabaum is requesting this scholarship to take a Lactation Exam Review Course to prepare to sit for the IBCLC exam in 2012. In her county, there are only 2 certified IBCLCs. One retired last year, and the other plans to retire next year. Jenny has been working on her clinical hours, volunteering at her local hospital, and is enrolled in a self directed lactation course. Additionally, Jenny has been selected as OLCA's Southeast Representative and has been active with OLCA and the Breastfeeding Coalition of Coshocton

(Continued from page 8)

County.

**Joellen Noble, CLC
Sardina (Southwest)**

Ms Noble is employed by Clermont County WIC as the Breastfeeding Peer Supervisor. Ms Noble plans to use her scholarship funds to pay for the IBCLC exam fees. She developed an interest in breastfeeding support by first helping her friends breastfeed. She then became a CLC and Peer Helper. She has been active in promoting breastfeeding in her local community.

**Amanda Jones
Butler County (Southwest)**

Ms Jones plans to use the OLCA scholarship funds to take the IBCLC exam in July of 2011. Mandy has previously served as a peer helper for WIC. She recently became a LLL leader. She has been an OLCA member for 3 years and the OLCA Librarian for 2 ½ years.

**Katherine A. Powaski, RN, BSN
Mentor (Northeast)**

Ms Powaski is a night shift nurse in postpartum at Hillcrest Hospital. She plans to attend a review course in March and plans to use the scholarship funds to offset some of the expenses of the classes and exam fees. She believes she will be able to better assist the new mothers during the overnight hours with breastfeeding as an IBCLC, and have an impact with her peers.

**Lisa Davidson
Zanesville (Southeast)**

Ms Davidson is currently a Breastfeeding Peer Helper at Muskingum County WIC. Lisa previously served as a Breastfeeding Peer Advisor in the NICU at Nationwide Children's Hospital. She is a CLC. She is requesting scholarship funds to apply for the IBCLC exam in July 2011.

**Tasha Ross
Columbus (Central)**

Ms Ross currently serves as a Breastfeeding Peer Helper for Columbus Health Department WIC. She is passionate about helping women breastfeeding, especially African-American women. She plans to use her scholarship award funds to earn her CLC.

MAY MEMBERS MEETING INFORMATION

NOTE LOCATION:
MARRIOTT NORTHWEST, DUBLIN, OHIO

MAY 21, 2011

OLCA Business Meeting
8AM

Note earlier time for this meeting

OLCA EDUCATIONAL MEETING
1 PM

MAYA BOLMAN, RN, BA, BSN, IBCLC
IBCLE CERPS offered

*"Reclaiming The Lost Art of Manual Expression and Massage:
Bringing Russia's Traditional Techniques to Modern Moms"*

FROM the GOLD Website:

Maya Bolman lives in Cleveland, Ohio. She was born and raised in Minsk, Belarus. Maya has been an IBCLC since 2001. Currently she works at Cleveland Clinic Hillcrest Hospital as the lactation consultant as well as in a private pediatric practice. Maya started working with breastfeeding supporters in the Former Soviet Union countries back in 2008. She made two trips to Moscow, Russia and Minsk, Belarus to conduct seminars about breastfeeding in 2009 and to present at the First Conference of NFCA (Natural Feeding Consultants Association) of Russia in 2010. Maya is the IBLCE Coordinator for Russia, a chair of ILCA Multi-Lingual Committee and a member of the ILCA Membership committee. She has three wonderful children.

HOW TO JOIN THE OLCA LISTSERVE

1. Send an ordinary email addressed to Olcamembers@yahoogroups.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.

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.

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