

OLCA NEWS

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

Web Site: www.Ohio-OLCA.org



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President's Corner

Welcome all to the Fall Newsletter. OLCA is in the process of preparing a wonderful Breastfest for 2012. We are continuing to focus on Baby Friendly . Our Conference team is meeting to prepare Friday night and Saturday to be full of the kind of evidenced based programs that will increase skills for lactation consultants. Don't forget to start thinking of programs and project in your community that will increase breast feeding rates and enhance education and skills for both moms and babies and those who care for them. Our Grants and Scholarships are available. We have moved the date of application for scholarships to Dec 31. We needed to have enough time to make sure the applications are reviewed completely and approved in time for the Breastfest. If you are interested in a scholarship for either a CLC or prep for the IBLCE test, start to get your application prepared. We are hoping to continue to provide as many grants and scholarships as we have money to give.

As I look at our state professional group, I see us as having four provisions.

Our membership dues gives us an opportunity to secure our web site and provide the newsletter. We also use dues and profits to maintain our status with both the USLCA and ILCA. The organization provides guidelines for Lactation Consultant in a professional status.

The next thing is our State conference, held in March, each year. This is a great way for Breast feeding advocates to network and learn. We have always called this our "Breastfest"

The scholarships and grants as well as awards are a part of OLCA that reaches out. We know that in our profession we need to encourage new members and more professional Lactation Consultants.

As the professional Lactation specialist representatives in Ohio, we reach out through the Ohio Department of Health and Ohio Hospital Association by sending representation

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for the awareness of the support of breast feeding in hospitals, clinics and in the workplace.

I am sure OLCA has many more attributes, but the one asset we cannot do without is our membership. If you know someone vested in the care and support of breast feeding mothers please tell them about our group. Invite them to the Breast fest. This is how I got involved. As a nurse I needed educational hours and just came one year. The knowledge I gained enhanced my skill while caring for mothers in Labor and Delivery. Eventually I joined the group and became an active member and pursued my IBCLC. Now I help mothers and babies every day as a hospital based LC. It is a great certification and I am glad my life has given me this chance.

I hope to see you all in March. If you have any comments or suggestions or have questions concerning Lactation Consultation or the practice of a LC, please let me know at

President@OLCA.com.

See you all on March 16,2012.

Noreen Edwards, president OLCA 2011-2012

Are You A New IBCLC?

If so Congratulations! The Ohio Lactation Consultant Association (OLCA) would like to invite you to join us as we support breastfeeding as the normal way of feeding our babies. If you have just past your IBCLC Exam and are not already a member of OLCA we offer you membership and all the benefits of belonging to our organization for one year. If you already belong to OLCA and have just past your exam you may have your membership extended for one year for free. To receive this gift from OLCA please call Pat Bucknell , OLCA membership chair at H/W/440-933-2023 or email her at pabucknell@juno.com

Thank You Georgia and Best of Luck to You



I had asked Georgia Morrow, RN, IBCLC, if I could submit an article about her upcoming retirement from OhioHealth for the OLCA newsletter. As those who know her know, Georgia is always modest about her role in "*taking the money and running with it*" to make the Mothers' Milk Bank of Central Ohio the success it is today. Her reply says it best:

"It is difficult for me to accept acknowledgement for the milk bank; when I know how many people have contributed so much of themselves...often silently...promoting the use of donor milk...informing potential donor mothers...collecting ink cartridges...displaying our brochures at conferences and other events...transporting milk...scheduling conference speakers to present donor milk...contributing their United Way donations...the list goes on and on.

I appreciate your wanting to include something in the OLCA newsletter and would be interested if the role of OLCA can be highlighted. The real story is how **TOGETHER**, the passion of donor mothers and breastfeeding advocates, especially IBCLC's and LLL, could turn a \$400 grant into the Mothers' Milk Bank of Ohio. We are truly fortunate to have a coalition of members who worked to make the milk bank a reality.

I hope that OLCA members will always know that the development of the milk bank is rooted in their professional and financial support; that without OLCA, there would be no Mothers' Milk Bank of Ohio. I will continue to be grateful for that support.

Warmly,
Georgia"

Georgia, we all hope you will continue to play a role in supporting mothers, babies, and your peers, as you have always done. Good luck and happiness in retirement.

Deb Zwolinski

OLCA Southwest Report September 17, 2011



Nancy Cohen (WIC Breastfeeding Coordinator, Greene County, CHD) reports a great breastfeeding walk at the Fairfield Commons Mall for Breastfeeding Awareness month. About 100 participants paraded around the mall with their breastfeeding banner. A great time was had by everyone with all of the mothers receiving gift bags, sling give-away, door prizes and refreshments. The Greene County Combined Health District was one of 18 businesses in Ohio to receive ODH's Healthy Ohio Breastfeeding Friendly Employer Award. They received a silver award, which gives them incentive to do even better; and are very proud to have policies in place to support their breastfeeding employees. Rachel Goff, a peer helper, took the IBCLC exam this July. Everyone is pulling for success!

Linda Smith reports the Montgomery County Commissioner, Judy Dodge, formed the MC Food Security Coalition about a year ago. Linda met with county officials in August to raise awareness that "breastfeeding is food security." The annual Food Security Summit is November 4th. Michelle Brandeberry and Linda are working on a display table highlighting the role of breastfeeding in food security. Brilliant work!

BFLRC is offering a 45-CERP Independent Study Module thru the end of December 2011. BFLRC's Exam Prep Course will be held Feb 20-25, 2012 at Miami Valley Hospital, Dayton OH. Enrollment is open. For information: for both of these offerings see www.bflrc.com for details. Sylvia Ellison, Wright State PMP faculty researcher is completing a survey of Region II hospitals regarding their BF policies and practices, in collaboration with perinatal nurse managers in the region.

Sylvia Ellison, Noreen Edwards, Jen Foster and Linda Smith met with Dr. Ted Wymyslo on August 8th to offer OLCA's help in moving BFHI ahead in Ohio. Dr. Wymyslo convened a high-level meeting on Aug 23rd to begin discussions. This group, along with Belinda Masters (Southview Hospital) and MaryAnn Swank (Children's Medical Center, Dayton) also attended the 23 August meeting.

Our busy Linda also presented a Grand Rounds "Impact of Birthing Practices on Breastfeeding" that highlighted the Call to Action, CDC Vital Signs, and TJC support of BFHI at CMC, Dayton on September 7th. About 50 people attended and received copies of the Executive Summary Surgeon General's Call to Action and the Speak UP poster from The Joint Commission.

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Premier Health Partner's hospitals (Upper Valley, Atrium, Good Samaritan, and Miami Valley Hospital) are pursuing Baby Friendly Recognition. This action has been inspired by many individual efforts and the success of one of our neighbor hospitals (Southview) and the group effort going on in Northern Ohio!

Laura Atkinson (WPAFB) reported that her workplace received a OLCA Best Practice Award for their Ban the Bag successful project. WPAFB Hospital has an average of 40 - 50 patients/mo.; and in June had a 100% breastfeeding rate! Good Samaritan Hospital (Dayton) is presently conducting a "skin to skin research study. Mary Shay reports Debbie Ruxer is the contact person.

Susan Bash, SW Representative
Scbash4940@gmail.com

IBCLC Care Awards

The time to apply for the IBCLC Care Award for hospitals, birthing facilities and birthing services is quickly approaching! Apply for your facility from September 1 to November 30, 2011. The first application period was a huge success with 192 facilities approved for two years from January 1, 2011 to December 31, 2012!

The IBCLC Care Award is jointly sponsored by the International Board of Lactation Consultant Examiners (IBLCE) and the International Lactation Consultant Association (ILCA). The lactation consultant profession is an integral part in advancing the well-being of mothers and children worldwide. IBLCE and ILCA developed this award to thank and promote facilities that hire International Board Certified Lactation Consultants and protect, promote and support breastfeeding. For more information on the criteria, documentation and how to apply, visit the IBCLC Care Award website at www.IBCLCcare.org.

OLCA Grants and Scholarship

Applications are due by December 31, 2011. NOT February 28 like last year. Applications are available on-line. Just go to the OLCA web page click on forms.

www.ohio-olca.org/contrib/forms/scholarship_application.htm

OLCA Board and Member Meetings

- ◆ **OLCA Board Meeting November 11th 2011 at 6pm, @ the Dublin Marriott Hotel, Dublin, Ohio**
- ◆ **OLCA Member Meeting on November 12th 2011 @ Mt. Carmel Medical Center Medical Staff Building, Second Floor Meeting Room**

OLCA Breastfest 2012

Save the date: OLCA Breastfest 2012!

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

Special Guest : Helen Ball, PhD

November 12th, 2011

OLCA Membership and Education Meeting

Presentation by —Jennifer Foster, RN, IBCLC:

**"Got Artificial Milk? Supporting the Non-breastfeeding
Mother and Baby"**

Business meeting 10 am, Education meeting 1-3:15pm

Sign in for Cerps

Book/DVD Reviews



DVD *BabyBabyOhBaby: Nurturing Your Gorgeous & Growing Baby By Breastfeeding*, , Stark Productions, Inc, 2011

28 minutes

\$26

From the very first notes of the a cappella voices played over the opening graphics, it is obvious that this is not a run-of-the mill breastfeeding DVD. This DVD emphasizes the emotional aspects of breastfeeding in an appealing way, yet still manages to provide factual information about breastfeeding.

Much of this DVD features moms speaking directly to the camera and speaking from their hearts about their breastfeeding experiences. Mothers describe the wonder of nurturing their babies by breastfeeding. They are sometimes passionate, sometimes tearful and often amazed at what their bodies can do: “My body is going to make him grow and my body nourishes him and I made this tiny human being...” Breastfeeding is described as “the heart of mothering” and is presented in a holistic way, as much more than just a source of food for baby.

The DVD is visually appealing and unique. The clean visual style—white backgrounds, white clothing, white furniture in simple settings, babies wearing only diapers--is calming and allows us to focus on what is important: the moms and babies (and in a few instances, the dads). The parents are multiethnic and the babies represent a variety of ages. The mothers look and act real and the words they say sound authentic and unrehearsed. The music is calm and soothing.

The DVD is well organized into chapters, including topics such as, “Birth Day”, “The First Few Weeks”, “Comfort is Key”, and “Positions”.

A few other highlights:

- The “breast crawl” of a newborn baby is shown. The baby’s innate ability to find the breast and to breastfeed is emphasized. Traditional positions are also shown, but the basic message is that babies “are already the experts”.
- Dads are described as having “the second most important job in your baby’s world”. Dad’s possible roles with the baby are discussed with an emphasis on dad creating his own relationship with the baby. In the section on milk expression, both pumping and hand expression are presented as options for collecting milk.

If this DVD were used for a breastfeeding class, it might need to be supplemented with some additional factual information, such as how to know if your breastfeeding baby is getting enough to eat.

This DVD is a valuable, enjoyable, and economical addition to a lactation consultant’s DVD library.

Nancy Cohen, MS, RD, LD, IBCLC
WIC Breastfeeding Coordinator
Greene County Combined Health District



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