

# 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)



**OHIO LACTATION  
CONSULTANT ASSOCIATION**

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## President's Corner

8/29/11

As we approach the fall and a new season, we are taking time to look back over 2011. Breastfeeding has become a “hot topic” in many areas. The government has opened its eyes to its value to prevent obesity and other potential health risks for both mother and baby. The certification of “Baby Friendly” does not seem like a foreign phrase to hospitals, any longer. Even though Ohio does not have many completed designations for Baby Friendly (only 3 designated BFHI), I believe that many Ohio hospitals are looking at the “10 steps to successful breastfeeding” and trying to change policy to meet this initiative. There are several other hospitals in Ohio who have filed for BFHI and need our support. The mPINC survey has made managers and nurses in maternity units concerned about how breastfeeding and skin to skin can enhance patient satisfaction scores. If the baby could fill out the scores for hospitals and birth procedures, I wonder what they would score hospitals for maternity care in Ohio???

The newest promotion for breastfeeding support that should be applauded is the breastfeeding peer support through WIC. This program has been the one change recently to promote (before birth) and support (after birth) breastfeeding in a complete package. We are blessed to have this program in Ohio. It is making a difference.

At the hospital level, AWHONN and USLCA recommendations for staffing will be effective at hopefully bring staff education and support for breastfeeding in the hospital to a higher and more consistent level. Awareness of breast milk in neonatal nurseries and use of human donor milk is a positive health care treatment for newborns at risk. The Dept. of Labor rules for Pumping stations and regulations for the support of mothers who pump milk at work is a huge success.

All of this is to help increase our awareness of the normalcy of breastfeeding and help moms to accomplish their goal. We are living in an opportune time for breastfeeding advocacy. Keep you ears open and support government and hospital policy changes to help new moms to feed their babies normally.

Our upcoming 2012 Breastfest will continue to look at BFHI and what we can do as Lactation Specialist to advocate the “10 steps”. Please put March 16 and 17, 2012 on your calendar.

President,  
Noreen Edwards BSN,RNC-OB,IBCLC,CCE

**Member Meeting  
September 17, 2011 @Mount Carmel West,  
793 State St. Columbus, Ohio**

*Business meeting 10:00; Program 1-3 PM (CERP credit)*

Jeanne Holcomb, PhD presents "Food for Thought: Breastfeeding Experiences and Healthy People 2020 Goals"

**Also: Mark your calendars  
November 12, 2011 Member meeting with speaker.  
Breastfest Annual Conference March 16-17, 2012**

**Other Conferences**

**Protecting Maternal Health: Breastfeed**

Speakers: Alison Stuebe, MD, MSc, FACOG and Rebecca Considine BS

Thursday Sept. 22, 2011

Considine Professional Building, Akron Children's Hospital,  
215 W. Bowery St., Akron, Ohio 44308

*For more information, call 330-543-4543 or 330-543-4531*

**Tri County Breastfeeding Connection**

Presents Our 10th Annual Breastfeeding Conference With  
Kathleen Kendal-Tackett, Ph.D., IBCLC and Elena Rossi, M.D., MMM, FAAP

October 14, 2011

Holiday Inn 7410 South Avenue

Boardman, Ohio 44512

*DiBacco at [milk.mavin\\_heidi@sbcglobal.net](mailto:milk.mavin_heidi@sbcglobal.net)*

**Western Pennsylvania Lactation Consultant Association**

We are holding a conference on September 19 at West Penn Hospital with Nancy Mohrbacher as the speaker. Details about the conference are available at [www.wplca.net](http://www.wplca.net) We would appreciate you getting the word out to your membership.

Thank You,  
Edith Davidson

## News from Central Ohio Breastfeeding Coalition

- ◆ On Saturday August 6<sup>th</sup> the Central Ohio Breastfeeding Coalition held their 4<sup>th</sup> annual breastfeeding awareness event *"Breastfeeding Support in 3D: Time, Place, Communication"* on the Statehouse lawn from 10:00 am – 1:00 pm. About 60 people attended the event that was funded in part from an OLCA grant and Nationwide Children's Hospital.
- ◆ The following agencies had displays: American Institute of Alternative Medicine (chair massages provided), La Leche League, Franklin County Breastfeeding Peer Program, Healthy Children Healthy Weights Program at Columbus Public Health, OSU EFNEP Healthy Baby, Healthy Me Program, and the COAT Program.
- ◆ Entertainment included children's games and a make a snack activity, a caricature artist, a performance from Heidi Howes, a local guitarist, and a flash mob dance to Beyonce's "Run the World- Girls".
- ◆ Colorful signs "Run the World- Breastfeed" and "Breastfeeding Rocks" were carried around the sidewalks of the Statehouse by some event attendees. Refreshments donated from Giant Eagle were also provided.

Donations were provided from local businesses and used as raffle prizes. Leftover donations were to be used as prizes during the month of August at baby showers organized at local Franklin County WIC offices by Breastfeeding Peer Helpers

Esther Gillett, MS,RD,IBCLC

## OLCA Grant Provides Opportunity at Akron General Hospital by Mary Burton



I requested on behalf of Akron General Medical Center and our Lactation Department a \$400 grant from OLCA. We used the grant in full to purchase recyclable patient belonging bags instead of handing out formula diaper gift bags. We have officially "banned the bag". We did not encounter any problems with our goal. I was pleasantly surprised that we did not get any grief from the formula representatives. They verbalized they "assumed it was in the works." We can not thank OLCA enough for choosing to support our grant. By not handing out "just in case" formula bags I am sure we will save many breastfeeding experiences. We placed an article acknowledging OLCA in our hospital newsletter with a picture of the new bags. Again we thank you for helping us better serve our community and support breastfeeding!

## Northern Ohio OLCA News

- ◆ Columbiana County: Heidi DiBacco, Facilitator, states that Columbiana County WIC held an all day “Breastfeeding Clinical Skills Workshop” on Wednesday, June 22. CERP’s were awarded to those who attended.
- ◆ NOLA (Northern Ohio Lactation Association) holds meetings every other month and has had a journal discussion at each meeting, along with a speaker or a Webinar presentation from USLCA.
- ◆ Zoo Day was held at the Cleveland Metroparks Zoo the first week in August in conjunction with World Breastfeeding Week. Cuyahoga County WIC sponsored the program. The attendance was great, but WIC is looking into options to be involved in next year for World Breastfeeding Week.
- ◆ Dr. Lydia Furman, MD, will be presenting an Abstract at the AAP Conference in Boston, Massachusetts, October 15-18 entitle “Lay Community Health Workers: Challenges to Supporting Breastfeeding Among Low-Income Inner City Mothers”. This was authored by Dr. Furman and co-authored by Catherine Dickinson, RN, IBCLC, and was accepted as a Poster for the conference.

Respectfully yours,

Cathy Dickinson, RN,IBCLC

## South West Region OLCA Report

5/20/2011

- ◆ Mercy Hospital Fairfield received the IBCLC Care Award from IBLCE/ILCA.
- ◆ Tina Weitkamp and Robin Hirth are giving a poster presentation at AWHONN Conference in Denver in June 2011 on Maternal IV Fluids and Infant Weight Loss.
- ◆ Linda Smith has presented educational offerings of various topics in the last few months: Early March, Taught 25 participants (health care workers and community supporters) about breastfeeding in the Province of Nunavut in Iqaluit.
- ◆ In April, Linda taught 2-2 day Exam Prep Courses for New York State WIC in NYC and Syracuse. Grand Rounds at Dartmouth, New Hampshire at Hitchcock Medical Ctr. for their physicians. In April and June, she will teach the 20 -Hour Course, Baby Friendly Step 2 for IN-FACT Canada. In May, she will be speaking for the American Academy of Nurse Midwives (ACNM) in San Antonio on the “Impact of Birth Practices on Breastfeeding.”

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- ◆ BFLRC presented its 45-hour Lactation Management/Exam Preparation Course to 50 participants in Dayton in March and 30 people in Indianapolis during April. Dates for 2012 courses have not yet been established.
- ◆ Linda Smith is leading a team to revise ILCA's Position Paper on Infant Feeding in Emergencies (IFE)
- ◆ USBC is formally evaluating the Corporate Voices for Working Families' Toolkit for worksite breastfeeding support. Funding for CVWF has raised significant concerns about conflicts of interest.
- ◆ Donna Walls will soon be teaching for Healthy Children (Karin Cadwell et al) with topics to include the Baby Friendly Initiative and other related topics.

Susan Bash, RNC,MS,IBCLC

SW region Representative



## **IBCLC Care Awards**

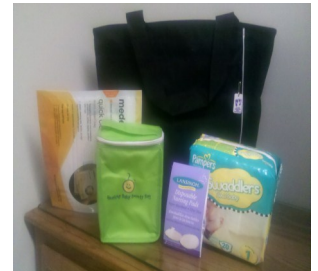
The time to apply for the IBCLC Care Award for hospitals, birthing facilities and birthing services is quickly approaching! Apply for your facility from September 1 to November 30, 2011. The first application period was a huge success with 192 facilities approved for two years from January 1, 2011 to 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](http://www.IBCLCcare.org).

## South East Region OLCA News

### Coshocton County Memorial Hospital (CCMH) is on the path to advancing their lactation services for their clientele.

Up until this year, CCMH has staffed one IBCLC, who although made great strides in the lactation program there, only had the opportunity to devote free time she had from her main job of being a full-time nursery nurse to the lactation program. During her time she was able to develop and implement a “breastfeeding bag” for moms to take home in replacement of the “formula bags” they used to get sent home with. This is a great program that with the help of OLCA, whom has awarded the hospital grants to get this program up and running, is something they are very proud to have available to their breastfeeding moms.



This year CCMH has made advances in their program even further. Just a couple months ago they decided to give their breastfeeding mothers more of the guidance they might need and have an LC contracted to be in the hospital to visit each mother/baby dyad. During this visit the LC goes over any demonstrations that may be needed to assist the mom with techniques like correct latch and positioning, education that needs to be done and goes over a feeding log that helps moms with guidelines to follow for breastfeeding norms in a newborn. Also during this visit, the LC sets each mother/baby dyad up with an appointment to come back after discharge to their newly developed “Breastfeeding Support for Moms & Babies” group that meets once each week. During this support group all breastfeeding mothers are welcomed as many times as they would like to have the opportunity to come, have their babies weighed and talk with the LC. If issues arise that cannot be resolved during the group, mothers have the opportunity to have a private one-on-one consultation with the LC. All of this being “Free” to all of CCMH’s clientele.



CCMH has a very supportive staff all around to their breastfeeding moms and making these new advances towards their lactation program is the “icing on the cake.” In the future, CCMH hopes to continue their strides in their lactation program. Currently they are working on promoting more skin-to-skin for all moms and babies to participate in and possibly the next step being starting a class for all their breastfeeding moms who are going to be going back to work. They are very proud that their hometown hospital that has about 300 births per year has made such efforts in making sure that although they are smaller than other area hospitals, they still provide their clientele with the services they deserve.



Respectfully submitted by Jenny Philabaum, MA, CBE,CLC

SouthEast OLCA Representative

## Book Review

### **The Breastfeeding Café by Barbara Behrmann.**

*Review by Beth Amstutz, Wayne County Peer*

This book did not specifically educate on breastfeeding, but what it did do, is show others' perspectives on breastfeeding. I personally had a wonderful breastfeeding experience with all 3 of my children, but I'm always working on getting perspective from those who had different experiences than my own. This book was great for that! As far as new information it's not exactly to educate on specific breastfeeding facts, its short stories that allow you a glimpse into the breastfeeding experiences of other mothers.

I don't know how helpful this would be to other practices. I personally and professionally try to read as much as I can about breastfeeding. My job is to offer support to other breastfeeding moms, and I'm always looking for friendly terminology and small stories to tell, to make it seem more normal. I don't know that physicians or other people would be interested in reading short stories about other people's breastfeeding experiences. Would it be helpful? Probably. Would they be willing to read it? I don't know, but they should be!

I could not find this book in the OLCA library. It is available at most book stores. The cover price is \$19.95. If you need any further information, I'd be glad to help!

## LIVING THE VISION OF OLCA

In May Dr. Ted Wymyslo, Director of Ohio Department of Health, convened an invitation-only meeting in Columbus on August 23, 2011 to start exploring implementation of the Baby-Friendly Hospital Initiative throughout Ohio's maternity Hospitals. Noreen Edwards and Jennifer Foster represented OLCA; Linda Smith brought information from USBC and BFUSA; and Belinda Masters from Southview Hospital discussed the BFHI Designation process. Sylvia Ellison, a faculty researcher and epidemiologist from Wright State University School of Medicine is formally researching maternity practices in Region II (Dayton area) hospitals. More information coming soon!

Linda J. Smith.

*( In an email Madam President Noreen Edwards stated that we will discuss this meeting at the members meeting on September 17,2011 in Columbus. In May we appointed Linda Smith our liaison and leader of a leadership group to ODH. Noreen states "It was an honor to be part of this group. I am sure we will be meeting again in the future as a focus group.") Judy, editor*

## BFHI in Ohio News FLASH



- ◆ Ohio currently has three BFHI-designated hospitals; several more are ready or nearly ready to enroll in the 4-D pathway.
- ◆ The Cleveland Clinic Hospitals have been working on BFHI for over two years and are making huge strides. Their Ethics Department agreed with the LCs that formula-company “discharge bags” are unethical, so the practice stopped.
- ◆ OLCA (Ohio Lactation Consultant Association’s) 2011 Conference focused on BFHI. [www.ohio-olca.org](http://www.ohio-olca.org) has most of the overheads from the speakers. The March 2012 conference will be a follow-up and celebration of progress.
- ◆ Several of us are meeting with the Director of the Ohio Department of Health on Monday August 8, 2011, to discuss how we can move BFHI ahead in Ohio.
- ◆ Early Childhood Obesity Prevention Coalition of Central Ohio and The Ohio State University Prevention Research Center conducted a survey of Columbus-area birthing hospitals related to BFHI.
- ◆ Wright State University researcher Sylvia Ellison is doing a survey of birthing hospitals in Region II (Dayton area) regarding BFHI issues.
- ◆ Ohio Perinatal Region 6 Breastfeeding Task Force (Akron area) surveyed maternity hospitals regarding “ban the bags” status in 2009.
- ◆ Ohio Mother’s Milk Bank distributes milk to at least 48 hospitals in several states and in Canada.

Pretty cool for a state that is the corporate home of the largest formula company in North America, eh?

This quick list is VERY UNOFFICIAL, and yet very exciting!

Linda J. Smith, BSE, FACCE, IBCLC, FILCA  
 Bright Future Lactation Resource Centre Ltd.  
 6540 Cedarview Ct., Dayton OH 45459-1214

## Abstract-Breastfeeding Policies and Practices in Columbus Maternity and Birth Hospitals

The Following abstract of the results of a survey done through the City of Columbus Early Childhood Obesity Prevention Coalition and the Ohio State University Prevention Research Center. The survey will be used to establish a baseline for the City of Columbus Early childhood Obesity Prevention Plan. One of the four goals of the Plan is to increase breastfeeding rates and is supported by a community coalition.

Submitted by  
 Esther Gillett, MS,RD,IBCLC

### Breastfeeding Policies and Practices in Columbus Maternity and Birth Hospitals, 2011

#### Abstract of Baseline Evaluation

City of Columbus Early Childhood Obesity Prevention Coalition  
 The Ohio State University Prevention Research Center

**Background:** The City of Columbus Early Childhood Obesity Prevention Coalition was developed in 2009 in an effort to prevent early childhood obesity in Columbus. Research suggests that breastfeeding reduces the risk of early childhood obesity. One of the coalition’s objectives is to increase the number of breastfeeding supportive policies and practices implemented in maternity and birth hospitals. Hospitals that achieve Baby-Friendly Hospital Initiative designation have higher breastfeeding rates than non-designated hospitals.

**What we did:** To understand current breastfeeding policies and practices, nurse managers from the 8 maternity and birth hospitals in Columbus, Ohio, were interviewed via telephone during March and April of 2011. The telephone survey, which included questions about breastfeeding policies and practices, staff training, and types of breastfeeding support, was based on the Baby-Friendly USA Self-Appraisal Tool and the CDC National Survey of Maternity Practices in Infant Nutrition and Care.

**What we found:**

**Strengths:**

Columbus hospitals have on average 9 of the 12 written breastfeeding policies surveyed. All hospitals have a written policy that:

- Allows mothers and infants to remain together 24 hours a day,
- Encourages breastfeeding on demand,
- Helps mothers establish and maintain lactation, and
- Allows mothers and infants to remain together for at least one hour during initial skin contact after delivery.

Hospitals always refer mothers to breastfeeding support services after discharge, edu-

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cate mothers about breastfeeding, and give new mothers contact information of hospital and community resources.

Fifty-percent of the hospitals are currently working toward obtaining the Baby-Friendly Hospital Initiative designation.

### **Areas for improvement:**

Hospitals should adhere to all Baby-Friendly Hospital Initiative recommendations

More hospitals should adopt policies on:

Not giving breastfeeding infants pacifiers or artificial nipples,

Not giving newborn infants food or drink other than breast milk unless medically indicated, and

Training maternity staff on breastfeeding and lactation management should be adopted.

Lactation consultants should work with mothers during the first hour of delivery and provide follow-up support telephone calls for breastfeeding mothers after discharge, if possible.

Hospitals should refuse free or low-cost supplies of formula on breastfeeding and exclude infant formula samples from discharge packs.

## **OLCA Officers**

**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

## OHIO WIC Peer Success Stories

### Allen County WIC

- ◇ Laura, Peer Helper, got a call from a mom who had just delivered and was still in the hospital. Mom had been talking to Laura before delivery and felt very comfortable calling and asking her for breastfeeding help. Mom wanted Laura to come to the hospital and help her with latch (the lactation consultant was too busy to get to her room and help her and baby with latch.) The mom didn't want to leave the hospital without having latched and nursed the baby successfully. Laura went to the hospital and she helped mom successfully nurse her baby. The Mom and the baby left the hospital feeling confident with their breastfeeding skills! (The OB unit was overwhelmed with deliveries that day.)

### Champaign County WIC

- ◇ Magdeline intended to breastfeed her first child. She had some difficulty with latch due to a flat nipple on one breast. The baby's doctor had her supplement with formula with concerns of weight gain. At their first WIC appointment, the baby was at birth weight with a dry diaper and a light sleeper. We educated her on how to soften the area around the nipple and to pump that breast if her son couldn't latch. At age one month, the baby was able to latch, still five ounces or less formula in 24 hours. Magdeline was waiting for the Doctor's approval to discontinue the formula. At age two months no formula was given to the baby, he exclusively breastfed and preferred breast over bottle. At one point early on, Magdeline didn't think she would be able to exclusively breastfeed. Peers did regular follow-up calls to encourage and answer questions. They had her bring the baby to the WIC office for weight checks between regular WIC appointments. At six months old, the baby exclusively breastfed.
- ◇ Julie breastfed her first child. Sixteen years later, she intended to breastfeed her twins. It had been a few years since she had breastfed and Julie had some concerns about breastfeeding twins. She had no support from the baby's father, who offered negative comments, but Julie was very determined to breastfeed. When the twins were a few weeks old she returned to work full time and used a WIC breast pump. After a couple months she went to part-time and is away from the twins about five hours a day during the week.
- ◇ Peers kept in close contact with Julie and eased concerns about milk supply, growth spurts and work schedule. Julie calls them when she has questions, because of the good relationship she has with the peers and the WIC staff. The twins are almost eight months old and have never had formula. Julie wants to breastfeed the twins until they are at least one year old and possibly until 18 months.

### Van Wert County WIC

- ◇ Peer Helper, Samantha, worked with a new mom. Mom reported that her newborn needed to be supplemented with two-four ounces of formula after each feeding. Mom was very con-

cerned that her baby wasn't "getting enough." Samantha did pre- and post-weights with the babyweigh scale and determined that baby got 4.3 ounces at the feeding. Mom was very excited and reassured.

### Highland County WIC

- ◇ Mom went from having a decreased supply and being very concerned about having to supplement with formula to having a very large baby while exclusively breastfeeding!
- ◇ Mom had a small baby that latches, nurses for a while and then wants more – baby didn't seem satisfied. They discovered after four weeks that the baby was partially tongue-tied. Mom had the baby's tongue clipped within two weeks and baby latched better but still did not get the tongue out far enough to facilitate good milk transfer. They worked with her on things she could do to get baby's tongue out farther. Now baby is nursing and is satisfied after feedings without a formula bottle.

For more stories go to <http://www.odh.ohio.gov/ASSETS/920B8A25D7814CE4AF5757D0BF1F0427/bfsuccessstories.pdf>

## In Memory of Chris Mulford



Memorial web site for Chris: <https://sites.google.com/site/chrisulfordmemorial/>  
 Current favorite [Chris Mulford](#) quote: *"If it comes down to a choice between having rights and having manners, I'll go for rights...but I think we can aim for having both."*

### Supporting Mothers and Their Babies in Public Nursing

Chris and her husband George stayed at our home on Aug 10<sup>th</sup> en route to their camping vacation in Wyoming. At my request, she wrote out the notes and guitar chords for "Smoothing the Way" (Zoe Mulford's original song, created for ILCA's 25<sup>th</sup> anniversary) so I could learn to sing and play it. Chris's gentle wisdom and cross-discipline sharp thinking was a steadying force in many meetings, events and conferences. She was a true pioneer and role model for many of us.

Linda Smith

## HOW TO JOIN THE OLCA LISTSERVE

1. Send an ordinary email addressed to [Olcamembers@yahoogroups.com](mailto: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.

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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**