

BREASTFEEDING Connections

January 2020

This newsletter is intended to be viewed online to access the hyperlinks. In addition to receiving it via email, you can find the electronic version at www.Michigan.gov/Wic.

Racism, Bias, and Discrimination as Modifiable Barriers to Breastfeeding for African American Women: A Review of the Literature

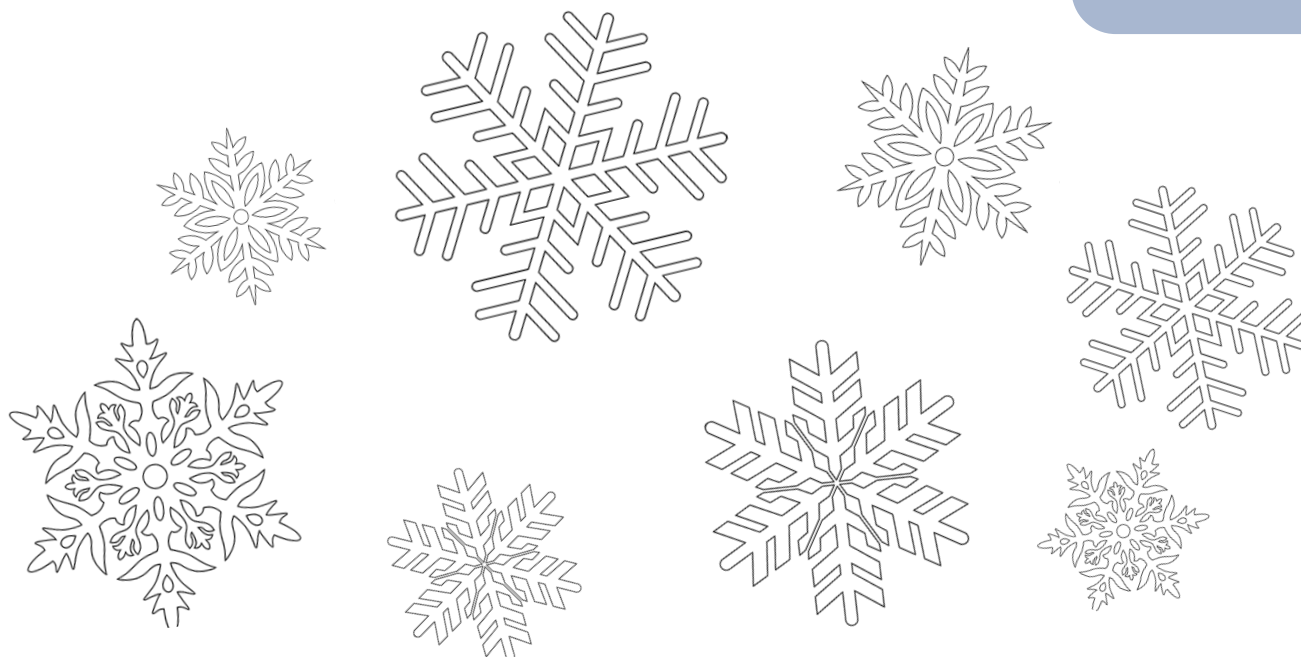
A review of literature published between January 2010 and December 2019 was conducted to assess the affect racism, bias, and discrimination have on breastfeeding care, support, and outcomes for African American women. Studies reviewed the perspectives of pregnant and postpartum African American women, as well as those of health care providers. African American women's experiences of racism adversely affected both breastfeeding initiation and duration. Health care providers' biased assumption that African American women would not breastfeed affected the quality of breastfeeding support provided to them. Specifically, African American women received fewer referrals for lactation support and more limited assistance when problems developed. Researchers and health care providers are encouraged to consider the effect of racism, bias, and discrimination on breastfeeding care, support, and outcomes.

Read the full abstract [here](http://www.ncbi.nlm.nih.gov/pubmed/31710173/) (www.ncbi.nlm.nih.gov/pubmed/31710173/).

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This newsletter is prepared for Michigan WIC Staff to help them support breastfeeding families.



MICHIGAN WIC BREASTFEEDING DATA

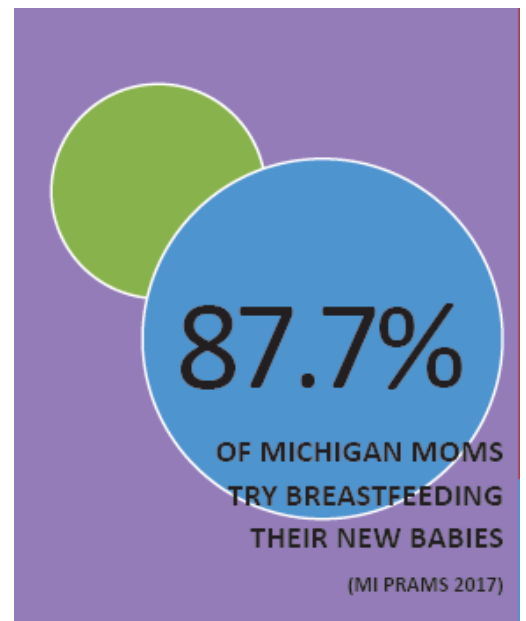
A Michigan WIC Breastfeeding Data guidance document has been created to assist local agencies with data monitoring. This document can be a beneficial tool for assisting local agencies in monitoring indicators set forth in their Nutrition Services Plan objectives and activities.

The guidance has been prepared and can be found on the WIC provider website > Breastfeeding > Data > [Guidance for Michigan Breastfeeding Data](#).

Michigan Pregnancy Risk Assessment Monitoring System (PRAMS) has created a *Michigan PRAMS Brief for Programs and Providers Supporting Breastfeeding*. The report can be found [here](#).

www.michigan.gov/documents/mdhhs/

[Prorams and Providers Brief Breastfeeding Support Final 11.6.2019 670840 7.pdf](#)



MANDATORY PEER COUNSELOR WINTER TRAINING

Please watch a one hour webinar on the MI-WIC screen changes *before* Monday, February 10. (The screen changes will go live Saturday, February 8) The webinar can be accessed [HERE](#) and will be available starting January 13, 2020.

We also plan to have two separate sessions of Technical Assistance after the release.

See the back page for more details.

Baby-Friendly Practices Associated with Lowered Infant Mortality in First Week

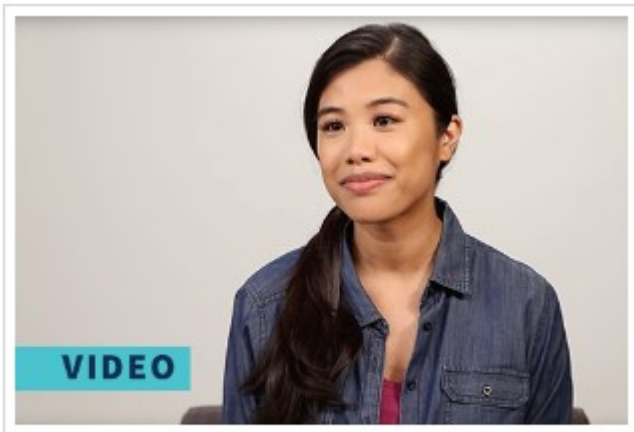
A [new study](#) published by *The Journal of Pediatrics* shows increased rates of implementation of hospital-based breastfeeding initiatives are associated with [decreased rates of infant deaths](#) in the first six days after birth, dispelling speculation that such practices might increase infant death. The authors of the study examined trends in the percentage of births in baby-friendly hospitals between 2004-2016, as well as the implementation of skin-to-skin care in the first hour after birth in both the U.S. population and in Massachusetts. Trends in Sudden Unexpected Infant Deaths (SUID), including deaths by asphyxia, in the first six days after birth during the same time period were also examined. Despite marked increases in both the percentage of newborns being delivered in baby-friendly facilities and in the percentage of newborns experiencing skin-to-skin care, there has been a significant decrease in deaths due to SUID within the first six days after birth.

BREASTFEEDING SUPPORT IN SOCIAL MEDIA

National WIC Association's (NWA) New Weekly Social Media Series

NWA launched [#BreastfeedingBuzz](#) in November—a weekly social media series with resources and tips for breastfeeding moms. NWA will post breastfeeding-related content on Facebook every Thursday. You are invited to Like and Share with the hashtag [#BreastfeedingBuzz](#).

Have content you think should be included in [#BreastfeedingBuzz](#)? Email Natalie Moran, NWA's media communications manager, at nmoran@nwica.org.



USDA WIC Breastfeeding Support

The USDA WIC Breastfeeding Support website has a Social Media [Toolkit](#) that can be used to share images and resources with your clients.

wicbreastfeeding.fns.usda.gov/SocialMedia

Video: Going Back to Work or School

SOCIAL MEDIA TRAINING

- The Illinois WIC program will be presenting a webinar March 3, 2020, on *The Use of Social Media to Support and Promote Breastfeeding*. Register at their [website](#).
- The Michigan Breastfeeding Network hosted a webinar entitled *Ethics, Online Messaging, and Pressure to Breastfeed* by AJ Hatter. To receive continuing education watch anytime before July 16, 2020, www.mibreastfeeding.org/webinars/.

ADVANCED BREASTFEEDING TRAININGS COMPLETED!

Congratulations to everyone who received the one-time breastfeeding education scholarship trainings to support their individual learning goals.

IBCLC Exam Review Course and Books

- Nicole Biskner
- Denise Beasley
- Michrisha Eddins
- Olivia Longuski
- Vanessa Humbach
- Gayartha Akella
- Ellen Templeton

Lactation Education Resources Online Course

- Mary Connolly
- Robin Semelbauer
- Jane Eustice
- Danielle Dosenberry
- Rachael Shilman
- Myssa Saleh

Certified Lactation Counselor

- Tiffany Hanson
- Aseel Rayes
- Porche Spiller
- Amber Tinsley

Lactation Education Resources General Education Courses

- Jasmine Craft
- Kelly Helewski
- Tristan Amis
- Tracy Metcalfe

Clinical and Communication Lactation Specialist Course

- Erica McLeod
- Lissette Torres Santana
- Katie Pearson
- Rachel Whitted
- Stephanie Sturgill
- Emily Lyke
- Margaret Fife
- Jez Vedula-Cardens
- Holly Kokx
- Amanda Kischuck



Clinical and Communication Lactation Specialist Course Attendees in Ann Arbor

PEER SPOTLIGHT

I am Reatta Jefferson, Detroit native and mother of two children, ages 5 and 6. My children were breastfed for 3 1/2 years each (and tandem nursed for two years). I have been working within the breastfeeding and maternal health field for six years. My current employment is with the Detroit Health Department's WIC Program, where I work as a breastfeeding specialist. It is my goal to become an IBCLC because of my love of educating pregnant women and empowering breastfeeding mothers. Another joy of mine is supporting new mothers as a postpartum doula. I am very committed to doing my part to increase breastfeeding rates, and reduce infant and maternal mortality rates within my community.



Micia Eddins, the Breastfeeding Coordinator for the Detroit Health Department, wanted to share some other wonderful thoughts about Reatta. "Reatta has been such a team player for our WIC agency. I appreciate how Reatta takes initiative with her job. She contributed by assisting with the breastfeeding community baby shower and was able to recruit over 20 sponsors to donate when the original requirement was only to recruit three sponsors. She is passionate and very knowledgeable about breastfeeding which makes her super valuable to our team!"

COFFECTIVE CORNER

Effective collaboration begins with relationship-building. During October's Coordinator Summit, WIC Coordinators provided information on their relationships and initiatives with local partners. We'll be asking home visiting, local health departments, birthing hospitals and prenatal care providers for the same information with the goal of increasing collaboration. All local partners will be provided access to an online "Community Match" platform, which will help them find and learn about other community partners in their areas, as well as access resources and ideas for working together. You can learn more about past and current Statewide Initiatives at the [WIC website](#).

We have assembled a comprehensive list of Coffective training and educational materials available to WIC. In coaching conversations that we have had with agencies over the past year and a half, you have told us that you would like to see all the information organized in one place. In response to your requests, we created a document called "Coffective Materials Available to WIC Agencies." Please email Marji at CyrulM@michigan.gov if you'd like a copy of this document.

We make several Coffective and WIC materials available to our community maternal child health partners. We have created a document that you can share with your partners called "WIC Materials Available to Michigan Maternal Child Health Partners". You can find it on the [WIC website](#). Our partners simply email MDHHS-WICoutreach@michigan.gov and we will mail them materials such as posters, training links and screensavers. To help you create connections, we'll 'cc' the local agency Breastfeeding Coordinator and WIC Coordinator in the email response.

WIC staff should still order breastfeeding *publications* through E-Forms.

ASK WINNIE: PEER COUNSELOR Q & A

Dear Winnie,

How can I help a mom who is returning to work or school?

Signed, Michigan Peer Counselor Extraordinaire

Dear Michigan PC Extraordinaire,

Great question! Many moms have concerns about how to continue breastfeeding after they continue to work. When I counsel moms here are some of the things I think about.

Set the tone of the discussion:

Be sure to use mom's and baby's names throughout the conversation. Congratulate her on continuing to nurse and remind her that you are there to help her meet her goals while she transitions back to work.

Affirm mom's feelings with statements, such as:

- What a great mom you are to be concerned about feeding times with your baby.
- This is a common concern of new moms.
- I can identify with your worry. It's a tall order to breastfeed, pump and work (or go to school).
- Many moms feel this way.

Use reflective probing questions with mom such as:

- How are you feeling about leaving your baby?
- How do you feel about your child care provider?

Use open-ended probing questions to clarify her concerns:

- What are your concerns about returning to work/school?

This is a client-specific topic, so you may need to ask mom more detailed questions, such as:

How old is your baby? What kind of job are you returning to? What are your work hours? Have you tried hand expression or using a breast pump yet? Where and how often will you pump? Is there any chance a family member could bring your baby to you at work? Have you left your baby with anyone for any length of time? Is your baby taking a bottle? (If not, suggest offering a cup or bottle of breast milk when baby is at least a month old. If baby is older, offer a bottle two weeks prior to returning to work).

Helpful hints for Mom:

- Talk with your boss about your breastfeeding options before your baby is born.
- Take as many weeks off as you can. If possible, at least 6 weeks of leave can help you recover from childbirth and get breastfeeding off to a good start.
- Practice hand expression and/or using a breast pump before returning to work (but after baby is born).
- After your baby is comfortable with breastfeeding (one month?) have someone else offer your baby a cup or bottle of expressed breast milk.
- Talk with your child care provider about your desire to breastfeed and ask for their support.

Great Resources for studying the above issues further:

The Breastfeeding Answer Book, The Womanly Art of Breastfeeding (La Leche League), Breastfeeding: A Parent's Guide, by Amy Spangler

Thank you for all of your hard work making life easier for breastfeeding moms. Whether it's a friendly bit of education on milk storage or building a trusting relationship that increases mom's self-esteem, you make a difference and we appreciate you.

Your Breastfeeding Partner,
Winnie

Listen, Observe, Validate, Empower.

TRAINING OPPORTUNITIES

January 2020

- January 21, 2020, 1 p.m.-2 p.m.: Michigan Breastfeeding Network – Great Lakes Breastfeeding Webinars. (FREE)
<https://www.mibreastfeeding.org/>
- January 22, 2020, 4 p.m.: Finger Feeding: Lactation Consultants Magic Wand.
<https://uslca.org/education-resources/live-webinars#!event/2020/1/22/finger-feeding-lactation-consultants-magic-wand>
 - Past webinars are located at <https://uslca.org/education-resources>.
- January 23, 2020, 9:30 a.m.-12 p.m.: WIC Release 8.3 Webcast. Register [here](#) at the MPHI website.

February 2020

- February 11, 2020, 2 p.m.-3 p.m.: United States Breastfeeding Coalition, CDC-USBC Bi-Monthly Webinar. (FREE)
<http://www.usbreastfeeding.org/>
- February 18, 2020, 1 p.m.-2 p.m.: Michigan Breastfeeding Network – Great Lakes Breastfeeding Webinars. (FREE)
<https://www.mibreastfeeding.org/>
- February 26, 2020, Time TBD: Gold Breastfeeding Conferences , Breastfeeding Outlook Presents The Picture Perfect Seminar. This course is designed for: Current IBCLCs who are recertifying by exam. First-time exam candidates who wish to prepare for the images on the exam. <http://breastfeedingconferences.com/texas/breastfeeding-outlook-presents-picture-perfect-seminar>

March 2020

- March 3-6, 2020, All Day: Wisconsin Association of Lactation Consultants – Conference.
<https://www.wibreastfeeding.com/events/walc/>
- Praeclarus Press – Multiple live and recorded webinars featuring experts in the field of lactation. For more information:
<http://stores.praeclaruspress.com/webinars/>
 - March 9, 2020, 12 p.m. CT Live Webinar: What We Can Learn from Fed is Best, by Kathleen Kendall-Tackett.
 - March 18, 2020, 1 p.m. EST Live Webinar: Seven Strategies for Infant Sucking Issues When Bodywork is not Readily Available, by Alison Hazelbaker.
- March 17, 2020, 1 p.m.-2 p.m.: Michigan Breastfeeding Network – Great Lakes Breastfeeding Webinars. (FREE)
<https://www.mibreastfeeding.org/>
- March 23-27, 2020, Time TBD: Certified Lactation Specialist training. Located in East Lansing, MI, registration available now. <https://events.mphi.org/wic-certified-lactation-consultant-cls/>
- March 30, 2020 to June 1, 2020, Time TBD: Gold Lactation On-Line Conference – 14th Annual Gold Lactation Conference.
<https://www.goldlactation.com/>
- March 30-March 31, 2020, Time TBD: Michigan Maternal Infant Health Summit. Located in Lansing, MI.
MIHealthSummit.com

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Questions/Comments
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PLEASE
PLACE
STAMP
HERE

MI-WIC BREASTFEEDING SCREENS

February 8, 2020

BIG AND BETTER CHANGES are coming to the MI-WIC breastfeeding screens!

Training on these screens will help make the transition easier for local agency staff. The mandatory PC winter training will be available as a recorded webinar. Please register [HERE](#). This training can also be used as one of the four required breastfeeding trainings for other WIC staff.

We are also offering two separate technical assistance opportunities:

- ⇒ **Tuesday, February 11th, 9 a.m.-10 a.m.**. Join us via Skype by clicking here: [Join Skype Meeting](#) or here [Try Skype Web App](#). If you'd like to join by phone, please call +1 (248) 509-0316, Conference ID: 737 938 840#
- ⇒ **Thursday, February 13th, 2:30 p.m.-3:30 p.m.** Join us via Skype by clicking here: [Join Skype Meeting](#) or here [Try Skype Web App](#). If you'd like to join by phone, please call +1 (248) 509-0316, Conference ID: 131 675 47#