

BREASTFEEDING Connections

July/August 2019

This newsletter is intended to be viewed online in order to access the hyperlinks. In addition to receiving it via email, you can access the electronic version on our website. www.michigan.gov/wic

BLACK BREASTFEEDING WEEK

[Black Breastfeeding Week](#) (August 25th-August 31st) is important and necessary for community and professional lactation supporters to recognize. Black Breastfeeding Week is not simply about recognizing Black women breastfeeding, but rather about affirming the experiences of Black women, acknowledging existing disparities amongst Black women and breastfeeding, and addressing the inequities Black women and their children face by increasing accessible and affordable support and resources in Black communities.

The breastfeeding statistics for Black women and their infants expose some of the challenges within the Black breastfeeding community. Black infants are 21% less likely to have ever been breastfed than any other race (CDC). Only 68% of Black women attempt breastfeeding after giving birth, compared to 85.7 percent of white women and 84.8 percent of Hispanic women (CDC, 2014). In Michigan, 77.3% of Black women initiate breastfeeding and 35.2% continue to breastfeed at 3 months, revealing that there is much work to be done to improve breastfeeding initiation and duration rates within the state of Michigan for this community. What can be done to improve these disparities?

One way to improve these differences is to acknowledge and celebrate Black Breastfeeding Week within all communities. The breastfeeding disparities described above are a public health problem and need to be addressed. We should be questioning why disparities amongst Black women and infants continue to exist. Professionals, providers, supporters, advocates, and leaders should be celebrating all the Black women who make the sacrificial choice to breastfeed as well as the Black providers and supporters who make sacrifices to support and care for Black women within their communities.

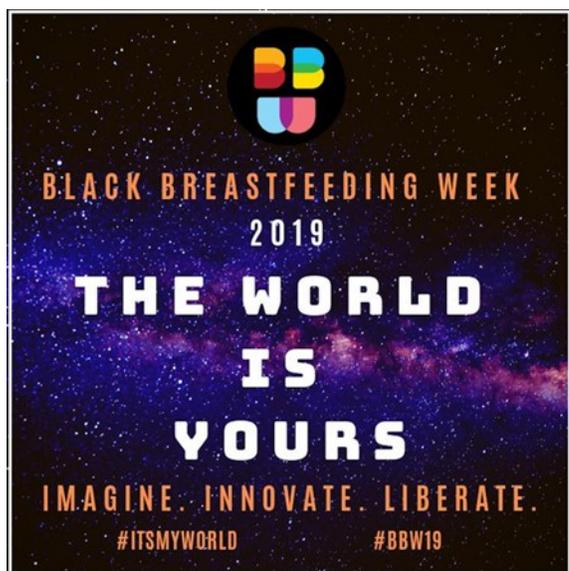
We all, can support Black families by intentionally and regularly seeking training in equity, cultural sensitivity, cultural responsiveness, and cultural humility. It is essential that we incorporate these lessons into our lactation care and practice.

U.S. Centers for Disease Control and Prevention. (2014). *National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition, Physical Activity, and Obesity. Data, Trend and Maps* [online]. [accessed Oct 22, 2018]. Retrieved from <https://www.cdc.gov/nccdphp/dnpao/data-trends-maps/index.html>.

Inside This Issue

Local Clinic Highlight	2
Peer Counselor Q & A	3
Reference Articles	4
Peer Spotlight	5
Wkpg Date Change	5
Breastfeeding Month	6
Breastfeeding Story	7
Coffective Corner	7
Training Options	8

This newsletter is prepared for Michigan WIC Staff to help them support their family's breastfeeding goals.



Daddies' Café at Detroit Health Department

Has your WIC program ever asked “How can we do more to involve dads”? In 2016 the Detroit Health Department (DHD) answered that question by creating their Daddies' Café. The Café was first taught and facilitated by the WIC Peer Counselors, but the men who attended expressed their preference for an all-male experience to encourage sharing amongst other men. While the Café was starting up, Peter Williams, from the Fathers Forward Initiative at DHD was caring for his infant son. Peter realized “that until you learn more about breast milk you believe what you hear in ads that say formula is the next best thing.” As a father, Peter understands that a dad's primary responsibility is to protect and provide, so he feels that when dads know more about breastfeeding they are better equipped to assist from day one. One day during a breastfeeding conference, Peter commented that there needed to be some men working as CLCs to help dads learn about breastfeeding so that they did not feel left out. The Health Department suggested that he attend the CLC course, which he did, earning his CLC credential in early 2017.

Collaborating with community partners and listening to the dads' request for an all-men's meeting, WIC engaged Peter from Family Centered Practices to co-facilitate the Café with Bomani Gray. The Café begins with a discussion on Safe Sleep, followed by presentation Peter created entitled, “Breastfeeding Basics for Brothers”. An informal group sharing and lunch then takes place and at the conclusion of the meeting, each dad receives a Pack 'n Play.

WIC Breastfeeding Coordinator, Micia Eddins, IBCLC says that the Café has been very well attended, 35 men participated in the meeting in June! Micia credits WIC text blasts for helping them to promote attendance at the Café. The text blasts are not something that her agency had utilized much in the past but discovered it to be a wonderful promotional tool.



A Coffective poster hangs in the meeting space which references the Coffective app and counseling tear sheets which have messaging geared towards fathers as Breastfeeding Champions.

WIC would like to collaborate with other community partners as they build on the success of their Daddies' Café project. In the past, they have invited a guest speaker from the Friend of the Court to discuss the topic of Child Support and hope to expand on such guest speaker opportunities in the future. To date, WIC has provided lunch, but would like to expand local breastfeeding support by engaging local community partners to sponsor lunch for Daddies' Café attendees.

Continued on page 3

They hope to increase the number of meetings per year from the two that are currently offered in March and June. The program is also considering surveying participants to better evaluate their impact and learn how to engage more dads.

To hear more hear more about the Daddies' Café:

Peter presented on the Great Lakes Webinar Series in February of 2018 <https://www.mibreastfeeding.org/great-lakes-breastfeeding-webinar-breastfeeding-a-fathers-perspective/>

If your program has questions about building support for Dads feel free to reach out to:

Micia Eddins IBCLC, Detroit Health Department WIC, Breastfeeding Coordinator eddinsm@detroitmi.gov
Peter M. Williams CLC, CHW, the Family Centered Practices, Fatherhood Community Health Worker.
williamspe@detroitmi.gov



ASK WINNIE: PEER COUNSELOR Q & A

Dear Winnie, what do I say to a mom who tells me she has sore nipples?

Signed, Michigan Peer Counselor Extraordinaire

Dear PC,

Remember to use open-ended questions with the client. Try asking, "How does the actual latch feel?" "Can we observe the baby nursing?" "Make sure he is opening wide. Make sure you can hear sucking and swallowing."

Ask, "Are you allergic to wool?" (lanolin is from sheep). Are you wiping off the lanolin and aggravating already tender nipples? Leave the lanolin on.

Ask, "Did you know that if you smooth some of your milk over your nipples and areola, the milk helps prevent bacteria growth and encourages healthy skin?"

Ask: "Are you changing your nursing pads frequently?"

Ask "Are you pulling the baby up belly to belly with you so his nose is across from your nipples?"

Once the baby is done nursing, put your finger into the corner of the baby's mouth to break the latch.

One last thought: you may want to have your lactation consultant check for other issues which may be out of your scope of practice.

Your Breastfeeding Partner,

Winnie

LOVE: Listen, Observe, Validate, Empower.

NATIONAL WIC ASSOCIATION (NWA) Releases a New Position Paper on WIC's Promotion and Support of Breastfeeding

NWA is pleased to announce the release of its newly revised position paper, *WIC's Promotion and Support of Breastfeeding: Making Breastfeeding Accessible and Equitable for the WIC Population*. It replaces the existing version, *Breastfeeding Promotion and Support in the WIC Program*. The [new publication](#) highlights breastfeeding successes in WIC; discusses how WIC addresses health equity; and explores opportunities through which the WIC program can achieve broad and consistent breastfeeding support for all mothers.

NWA thanks the Breastfeeding Promotion Committee for their efforts in completing this comprehensive work and encourages you to share this paper broadly.

PEER COUNSELOR MENTORING

Peer Managers! Have you wondered how to train and mentor peers?

- Step One: Be familiar with the new policy (effective October 2019) on peer counselor orientation.
- Step Two: Have your peer attend Breastfeeding Basics or be trained by your regional LC before they see clients.
- Step Three: Utilize the Peer Mentoring tool to continue the training and mentoring process on a daily basis. You can find the tool on the WIC website [here](#).

If you need more help please reach out to Dionne Moore-Smith at MooreSmithD@michigan.gov

RESEARCH ARTICLE: Breastfeeding Outcomes Among WIC-Participating Infants and Their Relationship to Baby-Friendly Hospital Practices

Three-quarters of low-income children participating in the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) were born in Baby-Friendly hospitals in Los Angeles County, according to a study in *Breastfeeding Medicine*. Shelley Jung, MSPH, at the University of California, Los Angeles, was the lead author of the paper. The researchers analyzed data comparing changes in Baby-Friendly hospital practices between 2008 and 2017. They found ***breastfed infants were more likely to have mothers who participated in Baby-Friendly hospital practices, and the more Baby-Friendly hospital practices mothers met, the better the infant's breastfeeding outcomes.*** One more reason to collaborate and support your local birthing hospital! You can read the full article at [Breastfeeding Medicine](#).

PEER SPOTLIGHT

Hello, my name is Tristan Amis and I am currently working as a Breastfeeding Peer Counselor for the Wayne County Health Department (at the Wayne, Taylor, and Lincoln Park WIC offices). I am also a Certified Lactation Counselor. I love breastfeeding and educating others about it. This is demonstrated through such opportunities as teaching breastfeeding classes at Beaumont Hospital (Wayne location) once per month and participating in the Wayne County Breastfeeding Coalition.

A recent breastfeeding peer counseling experience involved my working with a client who was unsure about breastfeeding but took a class and received information about it. She ended up not breastfeeding initially which resulted in my having no contact with her. During this time, the mom experienced engorgement issues and her doctor recommended that she hand express for relief. The mom eventually came into the WIC office to recertify and renew her benefits, luckily, I was working that day. She stated that her daughter had a cold and the



doctor informed her that there was no medication to give to a 5 month-old infant. Mom was instructed by her physician to try and latch her baby. Because mom had been hand expressing, she was still producing breastmilk. She ended up putting the baby to the breast and baby started breastfeeding. When I spoke with mom, she inquired about increasing her supply because her baby started to refuse formula. I provided mom with a loaner breast pump and some tips on how to increase her milk supply. She also scheduled an appointment with our lactation consultant and switched categories from NPP to BP. After a month, she switched to the BE category and received the Exclusively Breastfeeding food package. Mom is currently breastfeeding exclusively and working with our Lactation Consultant. This is one of my greatest achievements this year. Working with this mom has been very rewarding.

I am the mother of two amazing daughters, and currently expecting another girl in the beginning of September. Both of my daughters were exclusively breastfed beyond a year. My oldest is 15 and my second youngest whom I breastfed for five years just turned 6 years old. I'm not sure how long I will breastfeed my new baby but I'm sure that it will be at least two years. I have a great support system through my mother and fiancé who are my biggest supporters. My mother is the one who encouraged me to breastfeed and although my mom never breastfed before, she encouraged me to try it and I'm so glad that I did! Breastfeeding is a beautiful experience although it didn't come easy for me at first, I still gave it my all and now I use those experiences to help me help others.

BREASTFEEDING WORK GROUP DATE CHANGE

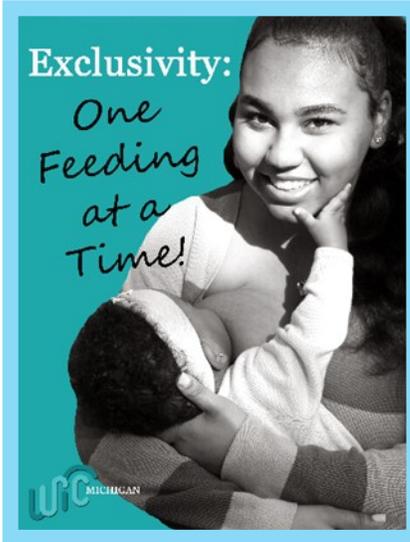
OCTOBER 2019 BREASTFEEDING WORK GROUP DATE CHANGE!

The new date is **Friday, October 11th** at MPH ILC in Okemos

We'd love to have you join us in person but if that's not possible, join by Skype Meeting using this specific link on the day of the meeting. [Join Skype Meeting](#)

Call in- number: (248) 509-0316, 222 997 81#

NATIONAL BREASTFEEDING MONTH ACTIVITIES



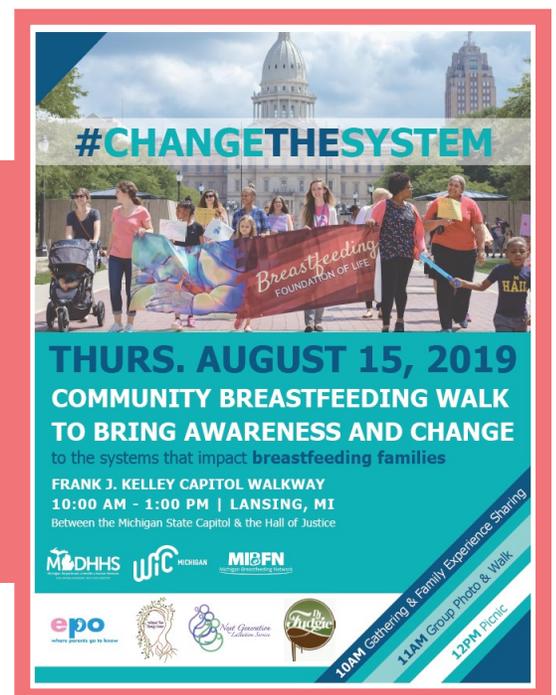
Thanks to Michigan WIC peer counselors, WIC participants and Michigan families, we've created a beautiful campaign focused on Exclusivity: One Feeding at a Time. Promotional materials have been mailed to all WIC clinics. Based on your requests, we've created a **physician outreach** piece. This can be used to help educate and include your local obstetricians and pediatricians in supporting breastfeeding. It's not intended to be given to clients because the messaging is educational, not supportive.

COMMUNITY BREASTFEEDING WALK to bring awareness and change to the systems that impact breastfeeding families.

#ChangeTheSystem

Where: Frank J Kelley Capitol Walkway, Lansing, MI
(between the MI State Capitol & Hall of Justice)

When: 10:00 am—1:00 pm on Thursday, August 15, 2019



BLACK BREASTFEEDING WEEK ACTIVITIES *The World is Yours* August 25-31, 2019

- In recognition of the signed proclamation recognizing Black Breast Feeding Week the Michigan Department of Health and Human Services will be hosting a screening of the Chocolate Milk Documentary during Black Breastfeeding Week. The screening will take place Tuesday August 27th 1:30 -3:30pm at the Library of Michigan. Chocolate milk is a digital storytelling project that began as a web series in 2014. The series features mothers sharing their personal breastfeeding experiences and now includes over 40 episodes. Production on the documentary began in 2016 and follows three African American women at different stages of their breastfeeding journeys while documenting the rise of the black breastfeeding movement. The film is scheduled to be released via community screenings across the U.S. in August 2019.
- Gov Whitmer signed a Proclamation recognizing Black Breastfeeding Week. Find it on the WIC website [here](#)
- Join us on August 28th at 1 pm to participate in a Twitter Chat hosted by [@MomsRising](#)

My Wife and I Are Both Breastfeeding Our Son. Here's Why—And How.

A viable breastfeeding option for same-sex couples is co-breastfeeding. This article describes how Glenis Liz-Decuir's (author of this article) and her wife Tiffany's breastfeeding journey evolved with their last child. Glenis had previously carried and breastfed their first two children, but her wife, Tiffany would carry their next child (son Orion, pictured below), and both wanted to share in the breastfeeding experience this time. This article explains why and how they carried out this decision.

This couple researched their options for induced lactation and decided to choose the hormone therapy option. They used the Newman Goldfarb Protocol as their resource for Glenis to begin re-lactating. This protocol suggests having at least 22 to 24 weeks of preparation time before beginning to breastfeed. Glenis's research revealed that this protocol was the most popular and most effective method for individuals looking to co-breastfeed.

Unfortunately, during the process, this couple received a great amount of pushback from doctors, many of whom didn't even know that inducing lactation was possible. Glenis had to see four different doctors before she found one who was willing to work with her.

On September 2, 2018, they welcomed their son, Orion into the world. Glenis started to pump nine weeks before his due date. Once he was born, she pumped exactly every three hours from 5 a.m. to 11 p.m. She currently pumps four times a day and alternates nursing Orion with her wife during the early mornings and in the evenings and on the weekends.

Glenis's message is that breastfeeding is possible for many types of families and with the right preparation, expectations, and support, all kinds of different moms can provide their children with the benefits of breastmilk.

Click here to learn more about Glenis's and Tiffany's journey: [Huffington Post article](#)



COFFECTIVE CORNER

What WIC materials are available to our maternal child health partners? What can you use to promote your program? To answer that question, we created a document called "WIC Materials Available to Michigan Maternal Child Health Partners." You can find it on the WIC website, [here](#).

Our partners simply email MDHHS-WICoutreach@michigan.gov and we will mail them materials such as posters, training links and screensavers. In order to help you create connections, we'll cc the local Breastfeeding Coordinator and WIC Coordinator clinic in the email response.

WIC staff should still order breastfeeding *publications* through e-forms. Breastfeeding *supplies* can be ordered MDHHS-WICbreastfeeding@michigan.gov.

Match Reports on the Way!

WIC clinics and hospitals completed a survey to see what mutual activities they would like to participate in. The results of those surveys is a Match Report. Rather than mailing the Match Report, we'd like to schedule an in-person meeting with the hospital and WIC breastfeeding staff. The goal of the meeting is to see how to increase collaboration in your community. Please look for an email or phone call from Tina Cardarelli or Marji Cyrul in the next month or so. If you're not sure if you participated, please email Tina at Tina@Coffective.com.

Michigan Department of Health and
Human Services, WIC Division
Lewis Cass Building
320 S. Walnut St.
Lansing, MI 48913

Questions/Comments
E-mail: cyrulm@michigan.gov



PLEASE
PLACE
STAMP
HERE

TRAINING OPPORTUNITIES

- **Great Lakes Breastfeeding Webinar:** Tuesday, July 16th
Click [here](#) to register.
Topic: Ethics, Online Messaging and Pressure to Breastfeed by Anjanette Davenport Hatter.
Description: Using an equity lens, this webinar will provide an overview of social media, discuss social media images and why representation matters. We will address the pressures of social media on breastfeeding, identify ways women can realistically sustain breastfeeding and ways to debunk myths about selfless motherhood.
- **Breastfeeding Basics** September 10-11, 2019: Escanaba
Register [here](#)
- **Breastfeeding for Clerks & Techs** September 12, 2019: Marquette
Register [here](#)
- **MIBFN Quarterly Network Meetings**
Register at <https://www.mibreastfeeding.org/qnm/>
Thursday, September 18th, 2019 Kalamazoo
Tuesday, December 3, 2019 Flint
- **Breastfeeding Peer Update** September 17, 2019: Holiday Inn Flint- Grand Blanc area
Register [here](#)
- **Lactation Counselor Training Course (CLC)**
Register [here](#)
Sept. 23-27, Grand Rapids, MI
Sept 30-October 4, 2019, Wyoming, MI
- **Building Bridges:** Contact Marji (CyrulM@michigan.gov) if you serve clients in Grand Rapids or Grand Haven area.
- **Breastfeeding webinars, sponsored by Illinois:** They provide IBCLC, RN, RD, CLC/CLS contact hours.
Register [here](#) and view topics
- **Bridging the Breastfeeding Gap**, Monday August 19th in Waterford.
More info [here](#)