

# BREASTFEEDING Connections

Summer 2022

## Maternity Care Practices and Breastfeeding Intentions at One Month among Low-Income Women

A new CDC study using data from the [WIC Infant and Toddler Feeding Practices Study-2](#) was published Monday, March 7, in *Pediatrics*, the journal of the American Academy of Pediatrics (AAP). The study, “[Maternity Care Practices and Breastfeeding Intentions at One Month among Low-Income Women](#),” reveals clients enrolled in WIC who experienced maternity care practices supportive of breastfeeding at birth were more likely to meet their prenatal breastfeeding intentions when their infants were one month old. The study population was 4,367 women recruited in 2013 from 80 WIC sites spanning 27 states, and their analyses focused on a subset of 1,080 of these women.



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

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](#).

Beauregard, J. L., Nelson, J. M., Li, R., Perrine, C. G., & Hamner, H. C. (2022). Maternity Care Practices and Breastfeeding Intentions at One Month Among Low-Income Women. *Pediatrics*, 149(4).

# THE IMPACT OF COVID-19 ON BREASTFEEDING RATES IN A LOW-INCOME POPULATION

Data from the 2020 Los Angeles County WIC Survey were used to examine the impact of COVID-19 on breastfeeding outcomes among WIC participants.

The [study](#) found that compared with infants born before March 2020, the percentage of infants who received *any* breastfeeding at:

- 1 month decreased from 79.66% to 76.96% ( $p = 0.139$ ).
- 3 months significantly decreased from 64.57% to 56.79% ( $p = 0.001$ )
- 6 months significantly decreased from 48.69% to 38.62% ( $p = 0.0035$ ).

The percentage of infants *fully* breastfed at 1, 3 and 6 months significantly decreased at all time points.

**Conclusions:** The prevalence of any breastfeeding at 3 and 6 months and, fully breastfeeding at 1, 3 and 6 months was significantly lower among mothers who gave birth during the pandemic compared with mothers who gave birth before the pandemic. The shift to remote services delivery and the corresponding reduction in live support of WIC services owing to the pandemic may explain the decline in the breastfeeding rate. Here in Michigan, as we prepare for the post pandemic life, it is critical to ensure that breastfeeding support is met in a hybrid of remote and face-to-face settings.

Koleilat, M., Whaley, S. E., & Clapp, C. (2022). The impact of COVID-19 on breastfeeding rates in a low-income population. *Breastfeeding Medicine*, 17(1), 33-37.



## ACADEMY OF BREASTFEEDING MEDICINE

State WIC has purchased a subscription to *Academy of Breastfeeding Medicine (ABM)* that is accessible for all WIC staff. We have full access to all of the journal articles for the current year and the previous five years.

- [Click here](#) to log in.

- Email: [MDHHS\\_WICbreastfeeding@michigan.gov](mailto:MDHHS_WICbreastfeeding@michigan.gov)
- Password: MichiganWIC!

To search for specific topics, there is an advanced search option located within Breastfeeding Medicine. You can do a keyword search in the title, author, keywords, abstract or affiliation fields. In the “Published In” field, be sure to type in and then select “Breastfeeding Medicine”.

Another, more focused, search engine can be found on the Single Citation Search page where you can search by author and/or title words.



## PEER COUNSELOR Q & A

Dear Winnie,

I spoke with a client who is at her wit's end. Her 1 month old is waking frequently during the night, but doesn't seem interested in nursing. How can I help this client?

Signed,

Incredible Peer Counselor

Dear Incredible PC,

Oh my, this is a tough one! As we learned during Jan Tedder's H.U.G. Your Baby training, 1 month is a big milestone for sleeping patterns! Remember, babies develop two different sleep cycles around this age (ie- Still/ Deep sleep and Active/ Light sleep). It's possible this may be less of a nursing problem and more of misunderstanding of normal baby behaviors. Let's focus on clearing the air for this parent.

### Set the tone of the discussion:

Lend a listening ear. Frustrated parents need to feel heard before moving forward.

Establish a positive connection and rapport with your client. Consider telling them about your own experience with your child(ren) at this age to put them at ease.

### Affirm your client's feelings with statements, such as:

"You are not alone. Many parents around your baby's age notice the same behavior."

### Use probing questions, such as:

"Tell me, what have you heard about infant sleeping patterns?"

### Then, ask permission to share information:

"Your baby's sleeping patterns are quite different than your own. Would it be alright if we talk through these differences together?"

### Helpful tips:

Utilize the [H.U.G. Your Baby website](#), [Help Baby Sleep video](#), and [Baby's Sleep Cycles newsletter](#).

It takes time for parents to learn their baby's sleeping patterns, but with your help, your clients will be experts in no time! Never forget how much you mean to the parents you serve. I'm so proud of you!

Your breastfeeding partner,

Winnie

In recognition of Winnie's contributions to the Peer Counselor Program from 2001-2021, we are continuing the "Dear Winnie" column in her name. Written by Kristina Doyle.

Listen, Observe, Validate, Empower.

## NEED PHOTOS OF BREASTFEEDING FAMILIES?

WIC health.org has obtained beautiful photos of WIC families that we have permission to use.

1. Log into your [wichealth.org](https://wichealth.org) account.
2. Navigate to Resources.
3. Select the category “Staff Training and Resources” and enter the Search term “Photo”.
4. Complete the Photography License Agreement.
5. You will then be given access to all of the photos.

Do you need an account? Email [help@wichealth.org](mailto:help@wichealth.org)



## INTERESTED IN BECOMING AN IBCLC?

Michigan WIC is offering an online Certification Exam Cram Review Course.

The training is Monday, August 8 and Tuesday, August 9 from 9:00 a.m. -6:30 p.m. It is available for staff who have *registered* to take the IBLCE exam in Sept. 2022.

[Please register here.](#)

## REGIONAL LACTATION CONSULTANT (LC) NEWS



Please join us in welcoming our newest Regional LC, Samirah Muhsin!

Samirah will be covering the Metro Detroit region. She is currently a Wayne county WIC IBCLC and active Sister Friend with Detroit Health Dept. Samirah is also a group facilitator for Espresso Milk Collective.

She is a wife to her teenage love for 22 years, a mother to 6 breastfed children and grandmother to a 1-year old granddaughter.

As a reminder, the [Regional LC Map](#) is a helpful tool for peers and their managers.



## BREASTFEEDING STAFF SPOTLIGHT

Hi, everyone! I'm Ashley Ritchey, and I am a senior breastfeeding peer counselor for the Calhoun County Public Health Department in Battle Creek. I've been in the peer counselor role for four years and have loved it right from the beginning and every day since. I feel so fulfilled every single day that I have the honor to aid our mamas and families in making informed infant feeding decisions, and that I have the distinct privilege of cheering our mamas on during their breastfeeding journeys. I'm all about empowerment and autonomy, so nothing warms my heart more than introducing myself by letting a mom know that she absolutely has the power to choose how she will feed her baby, and I am simply there to shoulder her along the journey and support her decision. When a client knows that she will be met with no judgement, it frees her up to share even more, and that touches my heart.



The area I am most passionate about when it comes to my wonderful and important work, is making sure that our parents know their rights in the workplace. Ensuring they have the knowledge and the tools they need to succeed in their breastfeeding journey when they return to the workforce is a personal goal of mine. My career goal is to continue working in breastfeeding and to be a liaison between employers and breastfeeding families. I want to make sure that everyone is on the same page when it comes to the U.S. Department of Labor law for Nursing Mothers, so that client rights are not trampled on.

I am so dedicated to my community, our beautiful WIC families (whom I regularly refer to as “rockstars”!), and breastfeeding! I hope to continue working in breastfeeding, in at least some capacity for the rest of my life. Helping families feel empowered to achieve their feeding goals is worth more than gold to me.

### Upcoming Breastfeeding Trainings

Registration is now open for the following trainings:

- **Breastfeeding Basics**: June (will be virtual) and September (will be in-person)
- **Certification Cram Review Course**: August 8 and 9
- **Black Breastfeeding Week Celebration**: August 29 Webcast
- **(Virtual) Peer Update**: September 13 One of four required trainings for peers.
- **Regional Peer Training**: Coming this fall! One of four required trainings for peers. Registration coming soon.

## DIVERSITY, EQUITY AND INCLUSION STATE UPDATES

June is a time for celebrating many things including: Pride Month, Father's Day and Juneteenth. See below for more information on these celebrations and how breast/chest feeding can be incorporated.

Pride Month is a month long celebration of the LGBTQ+ community. It is also a time to raise awareness of the issues and how to advocate for the equal rights of those within this community. In your world, this is a good time to think about using more inclusionary terms like chest feeding. Some may identify more with this term. Learn how you can support same sex couples in their breast/chest feeding journeys. You can also become more familiar with terminology represented by the acronym LGBTQ+. Michigan State University's Gender and Sexuality Campus Center has a plethora of information related to this community which can be found [here](#).



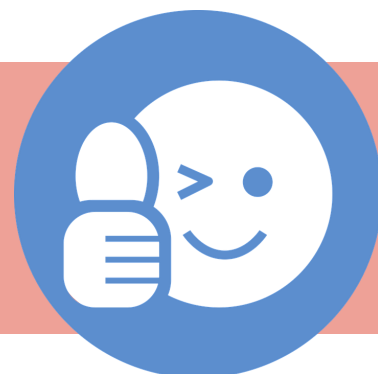
Father's Day is Sunday, June 19. Take time to engage fathers and recognize the important roles they have in the lives of our breast/chestfeeding families this month and every month.

Fathers, you are appreciated!

Thank you!

What is Juneteenth? It dates back to June 19, 1865 when enslaved African-Americans in Galveston, Texas were informed that they were free. [You can learn about this day and celebrations here](#). Understanding history and practicing cultural humility helps to improve all outcomes (including breastfeeding/ chest feeding) in the future.

If you are a WIC breastfeeding supporter/counselor and identify as a person of color, consider joining the WIC Breastfeeding Supporters of Color Network. Meetings are monthly. For more information, contact Dionne Moore-Smith at [MooreSmithD@michigan.gov](mailto:MooreSmithD@michigan.gov).



## 2022 TRAINING OPPORTUNITIES

Visit the [Provider Education](#) section of the MDHHS WIC Staff Breastfeeding page. There are a variety of webinars and conferences available here.

Date	Time	Organization	Title	Link
<b>June 2022</b>				
June 21, 2022	Launch on 3rd Tuesday of the month at 8 a.m. EST. Available to watch up to 1 year after the initial air date.	Michigan Breastfeeding Network- Great Lakes Breastfeeding Webinar. (FREE)	Loss and Grieving in Birth and Breastfeeding Spaces  Anesha Stanely, CD, BD, PCD, CCE	<a href="#">Click here for the MIBFN registration link.</a>
<b>July 2022</b>				
July 14-October 14, 2022	<a href="#">Click here for the Live Stream schedule.</a>  <a href="#">Recorded sessions can be accessed here.</a>	International Lactation Consultants Association (ILCA)	<a href="#">ILCA 2022 Virtual Conference</a>	<a href="#">Click here to register for ILCA conference.</a>
July 19, 2022	Launch on 3rd Tuesday of the month at 8 a.m. EST. Available to watch up to 1 year after the initial air date.	Michigan Breastfeeding Network- Great Lakes Breastfeeding Webinar. (FREE)	Growing the Movement: Sustaining Black Birth Work in the Quest to Save Maternal and Infant Lives Kiara Baskin, CD, CLC	<a href="#">Click here for the MIBFN registration link.</a>
July 22, 2022	1:00 p.m.-3:00 p.m. EST	BreastfeedingLA	<a href="#">Cultural Dimensions in Promoting, Protecting, and Supporting Lactation in East Asian Communities</a>  Featuring Grace Yee, Retired IBCLC and Tonya Lang, MPH, CHES, IBCLC	<a href="#">Click here to register for BreastfeedLA</a>

## 2022 TRAINING OPPORTUNITIES

Date	Time	Organization	Title	Link
<b>August 2022</b>				
Aug 16, 2022	Launch on 3rd Tuesday of the month at 8 a.m. EST. Available to watch up to 1 year after the initial air date.	Michigan Breastfeeding Network- Great Lakes Breastfeeding Webinar. (FREE)	A Postpartum Care Model to Address Infant/ Maternal Health Disparities  Bianca Nash-Miot, CLC	<a href="#">Click here for the MIBFN registration link.</a>
<b>Sept 2022</b>				
Sept 6-9, 2022	<a href="#">Check out the draft agenda here.</a>	National WIC Association (NWA)	2022 Nutrition Education & Breastfeeding Promotion Conference and Exhibits	<a href="#">Click here to register for the NWA conference.</a>
Sept 20, 2022	Launch on 3rd Tuesday of the month at 8 a.m. EST. Available to watch up to 1 year after the initial air date.	Michigan Breastfeeding Network- Great Lakes Breastfeeding Webinar. (FREE)	Setting Families Up to Win: How Hospital Systems are Harming the Breastfeeding Dyad  Shonte' Terhune-Smith, BS, IBCLC, CLS, BD	<a href="#">Click here for the MIBFN registration link.</a>
Sept 22-24, 2022	<a href="#">Check out the schedule of events here.</a>	USLCA (United States Lactation Consultants Association)	USLCA's 2022 Conference in Norfolk, VA.	<a href="#">Click here for the USCLA registration link.</a>

Questions/Comments? E-mail: [CyrulM@michigan.gov](mailto:CyrulM@michigan.gov)

