

# BREASTFEEDING Connections

April 2020

*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](http://www.Michigan.gov/Wic)*

## KUDOS TO MEIJER AND CATALINA

We heard the following complaint from one of our local agency staff. “One of our clients, who is exclusively breastfeeding, went to Meijer. At the checkout area, she received a coupon for infant formula despite the fact that she was exclusively breastfeeding her infant and had *never* purchased infant formula.” The coupon she received was a Catalina Coupon. A Catalina machine spits out coupons and ads with your receipt, with promotions tailored to your purchase. For example, if you bought diapers, the Catalina will print out coupons and ads for baby-related items.

State WIC consultant, Kevin Sarb, reached out to his Meijer representative, who reached out to Catalina Coupon developers. Catalina understood the scope of the problem and acted immediately! They implemented a rule to limit formula coupons to only print if the shopper had previously purchased infant formula. We owe a big thanks to both Meijer and Catalina for acting quickly to make this change!



## Inside This Issue

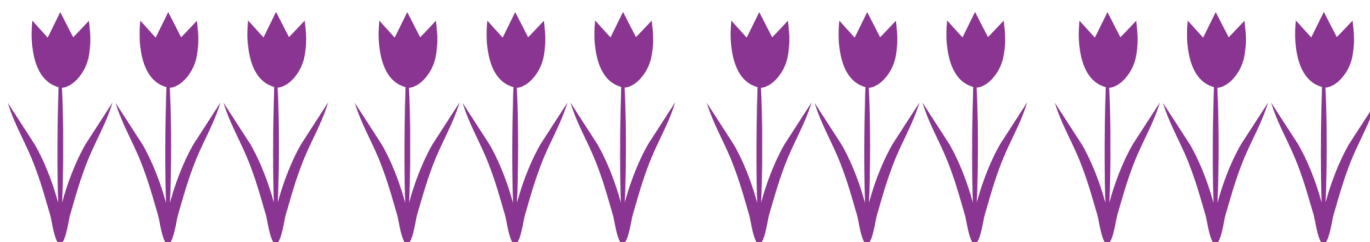
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This newsletter is prepared for Michigan WIC Staff to help them support breastfeeding families.

## CORONAVIRUS TREATMENT AND RISK TO BREASTFEEDING WOMEN

Little data is available about the ability of antiviral drugs used to treat COVID-19 to enter breast milk, let alone the potential adverse effects on breastfeeding infants. A new perspective article reviewing what is known about the most commonly used drugs to treat coronavirus and influenza is published in “**Breastfeeding Medicine**,” the official journal of the Academy of Breastfeeding Medicine (ABM) published by **Mary Ann Liebert, Inc., publishers**. [Click here](#) to read the protocol on the “**Breastfeeding Medicine**” website. Remember that we now have free access to all ABM articles. See [January 2020 Breastfeeding Connections](#) for details on how to access.

For more information on COVID-19 and breastfeeding, please see the [CDC website](#) for Pregnant Women and Children.



## HEALTH DEPARTMENT RECEIVES GOLD WORKPLACE AWARD

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The Health Department of Northwest Michigan was awarded the Gold Workplace Award from the Michigan Breastfeeding Network (MIBFN) for being a breastfeeding-friendly workplace, for the second year in a row!

The MIBFN provides criteria that employers must meet to be considered. The health department has established a workplace lactation policy that includes a private space and time to express milk during the workday.

“Support is essential to the success of breastfeeding,” according to Danica Howard, an IBCLC at the health department “That support needs to come from a mother’s community and can come in many forms. Seamless support from the hospital to home can be one of the most critical times, but it’s important for a mother to feel supported throughout the breastfeeding journey, especially when returning to work.”

## BREASTFEEDING DATA

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### PRAMS Data Includes New Breastfeeding Questions

The Michigan Pregnancy Risk Assessment Monitoring System (MI PRAMS) added a new issue to its Program and Provider Brief series about [Supporting Breastfeeding](#). In addition to measuring pregnancy outcomes, PRAMS collect data about types of services received, topics discussed with providers, and women's assessments of their maternity health care. By linking outcomes to patient experiences, PRAMS can offer providers data driven evidence to inform their practice.

Breastfeeding initiation in Michigan in 2017 is at a thirteen year high (87.7%). Unchanged, however, is the proportion of women who stop breastfeeding early. By the time their infant is three months old, about one in three breastfeeding mothers have stopped. Findings suggest programs and providers can help support breastfeeding by:

- Creating Community Around Breastfeeding
  - ◇ Mothers say medical professionals [mother's doctor (81.9%), nurse/midwife/doula 76.0%, breastfeeding lactation specialist 71.1%] are the most common sources of breastfeeding information.
  - ◇ However, mothers who receive information for other sources alone or in addition to medical professionals, more often initiate breastfeeding (91.5%) than mothers who only get information from medical professionals (60.3%).
- Helping Mothers Recognize a Well-fed Infant
  - ◇ The top reason moms say contributed to their decision to stop breastfeeding is that they thought they were not producing enough milk (2017, 58.2%).
  - ◇ Yet, among moms who thought they were not making enough milk or felt that breast milk was not satisfying their baby, only one in five indicated their infant was not gaining enough weight while being breastfed.

Other Michigan PRAMS Program and Provider Briefs can be found [here](#).

For questions or additional data requests, contact the PRAMS Project Coordinator [Pete Haak](#).

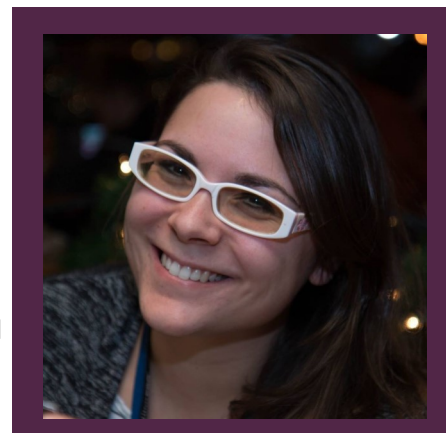
## LOCAL CLINIC HIGHLIGHT: WAYNE COUNTY AND HENRY FORD HOSPITAL

Shared by: Diane Ewell, Wayne County Breastfeeding Coordinator

I am sharing a client encounter that involved a deaf breastfeeding client in the Wayne County WIC Program. The client delivered at Henry Ford Hospital (HFH) Main on December 25; unfortunately she was not a current WIC participant, nor was she certified before discharge from the hospital. This client returned to HFH for lactation support and met with Denise Beasley, WIC Breastfeeding Community Liaison, who referred the client to WIC for future breastfeeding support. Denise asked me to follow up to make sure the client received a certification appointment. Upon talking with the client via the Michigan Relay system, the client stated she was having sore breasts when latching and pain when pumping with her store-bought pump. I also discovered that the client was unaware that she could receive a pump through her insurance. A certification and lactation appointment was scheduled for the same day and the WIC Coordinator arranged an interpreter through Deaf Can for the appointment. During this appointment, with the help of the Wayne County Lactation Consultant (Denisha Lundy) and the Taylor clinic nutrition staff, the client received the following services: WIC certification, breastfeeding education, instructions on how to receive an insurance-issued pump, referrals to a support group for deaf women who are pregnant or breastfeeding, and safe sleep information. It was also discovered that the client was co-sleeping with her baby because “she cannot hear him cry when he awakes and she cannot afford the device for deaf moms” to use with infants. I discussed safe sleep practices with her and told her I would look into getting a device for her. Remembering that the client delivered at HFH, I called Denise and asked if there were any resources. HFH gave the mom a Babble Band and she stated she will begin to put the infant in a crib. I am very grateful for the relationship that we have with our local hospital lactation staff and that Michigan WIC has such a wonderful breastfeeding support program for our moms and babies!

## COFFECTIVE CORNER

My name is Kristina Doyle. I am the RD, IBCLC and Breastfeeding Coordinator for the Bay County Health Department. I have found my passion in WIC helping high risk families with their nutrition and breastfeeding concerns. After assuming my role as Bay County’s Breastfeeding Coordinator, I started participating more in our local breastfeeding coalition. Since then, I have become a WIC representative for our local birthing hospital, McLaren Bay Region, on their Breastfeeding Task Force. Between McLaren Bay Region, local HD staff and other local community partners, we work together on collaborative community projects to help support and promote breastfeeding. Such projects include Holiday Cookie Rounds to local physician offices, Quarterly Breastfeeding Newsletters for health professionals, and Bay County’s Annual (themed) Breastfeeding Walk/ Big Latch On. And now, I am excited to step into a new role as Michigan’s Community Collaboration Coach!



I am one who truly believes that with a team of passionate individuals who share a common goal, we can climb mountains! My mission is to help local WIC agencies connect with their community partners to collaborate on the work they feel is of highest priority in their community. I will be working closely with Marji Cyrul at the State WIC office on our Community Collaboration Project. This project will focus on what *you* as local WIC agencies have said about different topics such as integrating Coeffective materials into your office, reaching out to local physician offices, getting peers into the hospitals and connecting you with other agencies who have found the solution to these barriers in *their* community. . During this time of hardship resulting from the COVID-19 pandemic, our collaborative efforts will be focused on helping to support local agencies in their efforts to continue providing breastfeeding support to their clients as feasible.

If you have any suggestions or questions in regards to the Community Collaboration Project, please do not hesitate to contact Marji at [CyrulM@michigan.gov](mailto:CyrulM@michigan.gov) or myself at [doylek5@michigan.gov](mailto:doylek5@michigan.gov). Let’s climb this mountain together, Michigan!



## GREAT LAKES BREASTFEEDING WEBINAR (GLBW) UPDATES

The Great Lakes Breastfeeding Webinars (GLBW) are designed to support practice change among peer counselors, maternity care nurses, and home visitors. In providing these webinars, MIBFN is committed to the following four core values: access, evidence, equity, and relevance. They are continuously incorporating the feedback they receive from their webinar participants, presenters, financial supporters, and the larger breastfeeding stakeholder community. Based on current feedback, they are happy to share with you that in 2020 the webinars have undergone several positive changes to better meet the needs of participants.

- **On-Demand Access for all 2020 Webinars:** The 2020 Great Lakes Breastfeeding Webinars will be available for you to watch wherever and whenever convenient for you in an effort to make free continuing education more accessible in response to participant feedback. A new webinar will launch on the 3rd Tuesday of each month and will be available for viewing for 12 months after the initial air date. In addition, there are past on-demand webinars available for continuing education credit on their [website](#).
- **Continuing Education for Dietitians:** Starting in January 2020, MIBFN is a registered CPE Activity Provider through the Commission on Dietetic Registration (CDR). Each webinar is now approved for 1 dietitian CPEU in addition to 1 CERP, 1 nurse's contact hour, and 1 social work CE hour.
- **Increased Transparency About Their Grounding in Racial Equity:** As you know, in the planning and implementation of these webinars, they are grounding their efforts in their continued commitment to racial equity. The MIBFN Board and Project Team members are collaborating with presenters who center the individuals, families, and communities they serve, in the approaches they share, and whose work is centered outside of the dominant culture. The work of the GLBW reflects the following working definition of racial equity:

Disparities in breastfeeding are perpetuated by inequities that have historically, and are currently, centered around white people and their experiences. Racial equity in breastfeeding is both a process and an outcome. The **process** of working towards racial equity in breastfeeding involves purposefully decentering white supremacy and colonialism, including the notion that whiteness is the standard of normalcy, beauty, superiority, and centrality in our society. This process involves trusting Black and Indigenous families, elevating their voices, and investing in their communities. The **outcome** of racial equity is the adoption of breastfeeding-supportive policies and practices that eliminate negative health outcomes caused by systemic racism and realized when the social construct of race is no longer a predictor of breastfeeding success.

This working definition of racial equity is read at the beginning of each webinar, is posted on the MIBFN website, appears on social media promotions for the webinar series, and is sent out in an e-blast advertising the webinars each month.

- **2020 Webinar Presentations:** MIBFN is pleased to share the webinars that will be released throughout the first half of the 2020:
  - January 21, 2020, Breastfeeding and Racial Equity, Kenyetta Jackson, MPH
  - February 18, 2020, Breastfeeding and the Fourth Trimester, Raeanne Madison, MPH
  - March 17, 2020, Engaging Fathers in Breastfeeding Support, Peter Williams, CLC
  - April 21, 2020, Black Breastfeeding: Trauma and Resilience, Bonita Agee, CLC
  - May 19, 2020, Breastfeeding and Safe Sleep, Elizabeth Kushman, MPH
  - June 16, 2020, Breastfeeding Support for Survivors of Sexual Abuse, Eri Cajo
  - July 21, 2020, Social Support for Breastfeeding, Gayle Shipp, MS, PHP, CLS



## PEER SPOTLIGHT

Hi!

My name is Colleen Unsal and I have worked at the District Health Department #10 WIC program as a Breastfeeding Peer Counselor since 2011. I began my career in a part-time Breastfeeding Peer Counselor position and progressed to my current position as a full-time Senior Breastfeeding Peer Counselor, as of December 2019. It is an honor serving in this position.

On a more personal note, I live in Ludington, on the beautiful shore of Lake Michigan. I have a 12-year-old son, whom I breastfed for 26 months and currently support as a “football mom.” He attends Ludington Area Catholic School where I am currently the president of the school’s parent-teacher organization, a member of the school board, and in charge of the annual Lenten fish fry. In the summer, every evening and weekend, you will find me at the family orchard farm (Christofferson Farms) working away. I run my family’s market stalls at the Midland Area Farmers Market on Saturdays. My hobbies include cooking, baking, reading, and volunteering. I also love to sing, and perform around my community on occasion, as well as at my church.



My goals and aspirations are to become an IBCLC. I am currently working on that process through enrollment in the Breastfeeding Center of Ann Arbor’s CCLS program. If the planets align, my goal is to sit for the IBCLC exam in April of 2021! Eventually, I would like to have a private practice and work as a consultant.



Colleen’s co-worker Katie Miller (District Health Department #10 Health Promotion Coordinator/Substance Abuse Prevention) had these kind words to share about her:

“The Breastfeeding Mama Meetup group that I’m a part of recently conducted a survey assessing breastfeeding support and maternity leave experiences of local moms. Colleen was identified as an advocate and supporter of breastfeeding moms, with the most mentions of any support person! We had a celebration event in which we recognized the community activists who have gone above and beyond to support breastfeeding moms in our community. We presented Colleen with a certificate and flowers at Barley and Rye, a local restaurant, which was identified in the survey as being a breastfeeding-friendly business.



In reviewing the survey responses, there were many comments that brought a tear to my eye. Speaking personally but also on behalf of this group, thank you for all that you do for women and families, and thank you to staff like Colleen, who go above and beyond in the work that they do every day!”



## ASK WINNIE: PEER COUNSELOR Q & A

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*Dear Winnie,*

*What do I say to a dad who asks, "What can I do to help?"*

*Signed, Michigan Peer Counselor Extraordinaire*

Dear Michigan PC Extraordinaire,

This question comes up frequently!

### **Set the tone of the discussion:**

Use Dad's name and return his enthusiasm for wanting to lend a hand. Congratulate him on wanting to help mom and his new baby. Share your contact information in case he has any future questions or concerns.

### **Affirm his feelings with statements such as:**

"What a great dad you are to want to become more involved." Research has shown that a big impact is made when there is support and encouragement from mom's partner. Moms initiate breastfeeding sooner and nurse exclusively and for longer periods when there is participation from their partner, regardless of their education, economic situation or ethnicity.

### **Use reflective probing questions with dad such as:**

"How are you feeling about being a Dad?"

"Have you been around babies much before?"

### **Use open-ended questions with dad such as:**

"How do you feel about helping mom and the baby?"

"What activities have you considered to offer help?" Discuss singing, diapering, bathing, massaging, holding and rocking and walking the baby; yes, even watching football. Moms need reassurance and kudos, too. They can use a foot or back rub, snacks or drinks, a little music, a break by herself or with friends.

### **Provide dad with suggestions on how to run interference from discouraging folks:**

Some people may not support breastfeeding and may challenge mom with the following questions:

"When are you going to wean?"

"I think you need formula in case your baby isn't getting enough food."

Brainstorm with Dad on how he can respond.

### **Appreciating other folk's support:**

Encourage Dad to accept support when family and friends offer to help by bringing a meal, offering to do some laundry, vacuuming the house, or taking older toddlers. It truly takes a village to get the job done while you protect and care for Mom.

Find more resources on how dads can support breastfeeding at <https://wicbreastfeeding.fns.usda.gov/dads>.

Your Breastfeeding Partner,  
*Winnie*

**Listen, Observe, Validate, Empower.**

## TRAINING OPPORTUNITIES

April 2020				
April 14	2 p.m.—3 p.m.	United States Breastfeeding Coalition, CDC-USBC Bi-Monthly Webinar. (FREE)		<a href="http://www.usbreastfeeding.org/">http://www.usbreastfeeding.org/</a>
April 21	1 p.m.—2 p.m.	MIBFN- Great Lakes Breastfeeding Webinar. (FREE)	Black Breastfeeding: Trauma and Resilience	<a href="https://www.mibreastfeeding.org/webinars/">https://www.mibreastfeeding.org/webinars/</a>

May 2020				
May 11	8:15 a.m.—4:15 p.m.	West Michigan Association of Lactation Consultants (WMALC)	Breastfeeding Today 2020 Conference	<a href="http://www.wmalc.org/registration.html">http://www.wmalc.org/registration.html</a>
May 13-15	Multiple Day Conference	Black Mothers Breastfeeding Association	Birth and Breastfeeding Conference	<a href="http://blackmothersbreastfeeding.org/conference/">http://blackmothersbreastfeeding.org/conference/</a>
May 18	Full Day Conference	MALC and USLCA	Breastfeeding Today: An Inclusive and Modern Approach to Clinical Lactation Care	<a href="https://michiganassociationoflactationconsultants.org/">https://michiganassociationoflactationconsultants.org/</a>
May 19	1 p.m.—2 p.m.	MIBFN - Great Lakes Breastfeeding Webinar. (FREE)	Breastfeeding and Safe Sleep	<a href="https://www.mibreastfeeding.org/webinars/">https://www.mibreastfeeding.org/webinars/</a>

June 2020				
June 9	2 p.m.—3 p.m.	United States Breastfeeding Coalition, CDC-USBC Bi-Monthly Webinar. (FREE)		<a href="http://www.usbreastfeeding.org/">http://www.usbreastfeeding.org/</a>
June 16	1 p.m.—2 p.m.	MIBFN- Great Lakes Breastfeeding Webinar. (FREE)	Breastfeeding Support for Survivors of Sexual Abuse	<a href="https://www.mibreastfeeding.org/webinars/">https://www.mibreastfeeding.org/webinars/</a>

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## CHEERS TO THE PEERS!

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This year's National Breastfeeding Month will celebrate a decade of peer counseling in Michigan! As part of our bulletin board displays, we would like to feature you and your favorite peer counseling story.

Here are the details:

- ◆ Please submit a short story detailing how you have helped a family with breastfeeding, especially during the COVID-19 pandemic. You may wish to add why breastfeeding is important to you and why you love your job. Other details to include in your submission: where you work, how long you have been there, your contact information and your supervisor's name.
- ◆ Submit your entry to Heidi Maki at [Makih1@michigan.gov](mailto:Makih1@michigan.gov) by **May 1, 2020**.
- ◆ Several entries will be chosen for the bulletin board display that will be featured across the state.
- ◆ Instructions for sending a photo, or, possibly having a photo taken, will be discussed once submissions are reviewed
- ◆ Each agency will receive their own peer's photos and stories.

**The work you do changes lives! Let us tell your story!**

**SAVE the DATE:** Annual Peer Update Tuesday, September 15, 2020