



Bear River Health Dept.- WIC Breastfeeding Rest Stop 2012

Submitted by:
 Sherrie Green, R.D., IBCLC



We had a very busy, successful season of celebrating Breastfeeding Month. This year we expanded our services to include Peach Days in Brigham City, and the County Fairs in Cache and Box Elder Counties. We are able to use the Bear River Health Department Emergency Services trailer, which is air- conditioned and gives the moms a comfortable place to relax while feeding their babies. We provide rocking chairs, cold water, coloring pages for children who are waiting, and a place to change diapers. We have a table under a canopy outside the trailer with information about local breastfeeding services, benefits of breastfeeding, how others can support the mothers, etc. Local businesses donate prizes and the public can enter to win them.

In Cache County we seem to have this down to a science, with a great group of volunteers from our local WIC office, La Leche League, and a few others from the community. The Logan location at the fair meets our needs well, and people have come to expect us to be there.

At the two Box Elder County events, we are still trying to learn what will work. People who use the booth do appreciate us being there, but there are some dynamics that are challenging.

In previous years we only counted the women who came to use the trailer to feed their babies. This year we also tried to keep track of how many people stopped by the booth for information or to talk to us about our services.

Some comments from women who used the trailer this year:

Thank you!!! This Made the fair 100 x better"

"This was lovely! Thanks for the water and A/C."

"Best idea ever! Thank you so much! So nice to cool down and help my hungry baby focus and relax. I give this idea a "10"! I don't mind feeding in public, but this is perfect."

"Wow! What a nice service! Thanks so much for making an outing at the fair so much better. We loved the AC & the water & the friendly staff too! We'll find you again."

In Cache County we tend to have a steady stream of people stopping by our booth.

	Women who used the trailer to breastfeed:	Others who stopped by the booth:	Totals:
Cache County Fair	149	>300	>449
Box Elder County Fair	114	103	217
Peach Days	55	56	111



USBC CONFERENCE 2012 ARLINGTON, VA

Submitted by: Amy Gois



Left to Right: Liz Brooks, Laurie Beck, Elynn Chetwynd, Judith Gutowski, and Marsha Walker speak about USLCA's work to promote licensure of lactation consultants.

Utah Breastfeeding Coalition Secretary Kim Clark is excited to meet Best for Babes founder Bettina Forbes at the 2012 USBC Conference

The United States Breastfeeding Committee hosted it's Fourth National Conference last August in Arlington Virginia. The USBC invited representatives from all the states to attend. Kim Clark and myself were fortunate to attended on behalf of the Utah Breastfeeding Coalition. We currently serve as the group's secretary and membership coordinator respectively. The theme was *Answering the Call: Coalitions Moving Into Action*. The title of the conference refers to the 2011 Surgeon General's Call to Action to Support Breastfeeding. A printable version of this can be downloaded here:

<http://www.surgeongeneral.gov/library/calls/breastfeeding/index.html>.

One of the conference sessions I attended was called: **Increasing Access to IBCLC Services**. The session informed about the importance of advocacy to change the current status of an IBCLC (International Board Certified Lactation Consultant) from a certification to a licensure. One reason why this change is important is that it would make reimbursement from insurance companies easier, and more women would receive the care they need. Printable pamphlets with detailed info on this topic can be downloaded at:

<http://www.ilca.org/i4a/pages/index.cfm?pageid=4030>.

Another session that I enjoyed was called **Baby Cafe USA**. Baby Cafe is a breastfeeding support group that is led by an IBCLC and provides free breastfeeding support after hospital discharge. This is the link for detailed info on setting up a BabyCafe: <http://www.thebabycafe.org/baby-cafe-usa.html>.

One of the reasons I appreciated this session is because I attended the Baby Cafe ran by conference speaker and IBCLC Lucia Jenkins after my first baby was born. I was given a Baby Cafe flyer upon being discharged from the hospital and then attended the group for 9 months. From personal experience I can say that this form of support truly helped with breastfeeding enjoyment and duration.

All of the conference sessions were truly amazing at pinpointing specific ways to improve breastfeeding outcomes. My favorite session and recommendation for purchase: **Working Together to Increase Breastfeeding Rates in All Communities** by Dr. Gail Christopher. Dr. Christopher gave an amazing speech that included the importance of improved breastfeeding support in the work to even out disparities and also prevention in healthcare. For a list of conference sessions that you can purchase you can visit:

<http://www.usbreastfeeding.org/Coalitions/NationalConference/2012Conference/tabid/223/Default.aspx> and click on "Recording Order Form".

The conference not only had a fabulous line up of speakers, but also had some really inspirational and proactive attendees who work hard every day to improve breastfeeding outcomes. Meeting various breastfeeding advocates, and sharing ideas was another highlight of the conference. Thanks so much to the United States Breastfeeding Committee for presenting and funding this opportunity for breastfeeding coalitions all over the U.S!

UBC LUNCHES

The UBC has been hosting lunches in the different counties of Utah over the past year to help strengthen the partnerships amongst the lactation communities in each county. Our goal is to work on the continuity of skilled support for lactation between hospitals and health care settings in each county. So far we have hosted one lunch in Davis County and two lunches in Salt Lake county (broken up into north and south). We have a Utah County lunch planned for late December. The lunches have been a great opportunity for the lactation support staff in the hospitals to meet the lactation support staff at the Women, Infants, and Children (WIC) Program, La Leche League, and the growing group of private practice lactation consultants. The lunches have given lactation support staff a chance to network and meet new referrals for their breastfeeding patients/clients. We have been able to troubleshoot ways for moms to receive prenatal breastfeeding information as well as continued support once being discharged home from the hospital. The UBC hopes to continue hosting these lunches in the more southern counties of Utah in the upcoming months.

Meghan Reed MS, RD, CD, IBCLC

President Elect, Utah Breastfeeding Coalition

