

April 1, 2011

Dear WIC Breastfeeding Coordinator:

Spring is coming our way at last. Topeka certainly had snow this year and I know that others of you did also so enjoy the colors of spring. Think color not white!

The theme for World Breastfeeding Week 2011 is *“Talk to me! Breastfeeding – a 3D Experience.”*

“The theme deals with communication at various levels and between various sectors.

Communication is an essential part of protecting, promoting and supporting breastfeeding. We live in a world where individuals and global communities connect across small and great distances at an instant’s notice. New lines of communication are being created every day and we have the ability to use these information channels to broaden our horizons and spread breastfeeding information beyond our immediate time and place to activate important dialogue. This third dimension includes cross-generation, cross-sector, cross-gender, and cross-culture communication and encourages the sharing of knowledge and experience, thus enabling wider outreach.” (Source: www.waba.org/my/)

This year our World Breastfeeding Week contest for local WIC clinics is taking a different focus.

Here’s the contest:

- 4 WIC families will be selected to appear on billboards promoting and supporting breastfeeding in locations around Kansas.
- Photos for the billboards will be taken by a professional photographer and the winning families will receive an 8 x 10 copy of the portrait.
- The 4 winning clinics will each receive framed breastfeeding art.

Here’s how to enter:

- Take a picture of a breastfeeding family – the picture should include all members of the family mom, dad, kids, pets etc. The mom must have exclusively breastfed for at least 4 months and be active on WIC in your clinic. The family must complete the attached photo release form and a witness must sign. Please be sure that the family understands that if their photo is selected they will appear on a billboard.
- Submit the picture and a short narrative explaining why you chose this family. A personal story and quotes from the family improve chances of winning. Send a copy of the consent form for each member of the family by May 6, 2011 to Martha Hagen – hard copy or digital email. Martha Hagen, Nutrition and WIC Services –BFH, 1000 SW Jackson Ste. 220, Topeka, KS 66612-1274 or mhagen@kdheks.gov

More information and ideas for World Breastfeeding Week will be sent with the July 2011 Breastfeeding Packet. Our Kansas slogan for this year is “Breastfeeding - Talk About It.” The Kansas Breastfeeding Coalition has received funding from the United Methodist Health Ministry Fund of Hutchinson, Kansas to continue Business Case for Breastfeeding activities for the next two years. If you have not yet attended a Business Case for Breastfeeding workshop, please consider doing so. Employers are now required to provide lactation support to hourly wage breastfeeding employees by providing time to pump and a place to pump. Many employers are not aware of the benefits of breastfeeding to their business or their employee or how to provide

lactation support. The Business Case for Breastfeeding workshops provides attendees with all this information plus more. The Business Case for Breastfeeding can come to you. If interested in arranging a workshop in your community, contact Brenda Bandy at bandy@kansas.net.

BREASTFEEDING NEWSLETTER

A color copy of the April 2011 *Clinical Perspectives in Lactation* is enclosed. Even though in color, this newsletter can be copied into black and white. It works best, if before copying, you set the copy setting to lighter on your copy machine. Many breastfeeding coordinators have asked for additional color copies of this newsletter to share with others. If you would like additional color copies to give to others in your community, contact me with a number of how many you would like to receive. These will be mailed with your quarterly packet.

Share this newsletter with pediatricians, obstetricians, family practice and any other physicians within your community that work with the maternal and infant populations. If your community has a breastfeeding coalition, this newsletter should be shared with all members. Don't forget to share the newsletter with WIC staff, breastfeeding peer counselors, other maternal and child health programs within your health department and community, and La Leche League. A box on the top of the last page is left blank for you to insert information regarding community breastfeeding resources or to insert addresses.

Back issues of the breastfeeding newsletter along with this issue can be found on the KDHE Web site at <http://www.kdheks.gov/nws-wic/breastfeeding.htm>. Issues at this website can be printed off in color if desired.

RESOURCES INCLUDED IN THE PACKET

Included in this packet is a new item from LA Publishing, *mom+baby A Modern Guide to Breastfeeding*. This is a magazine format brochure that may be considered more "up to date" for use with clients. These are available from www.lapublishingllc.com and can be purchased if you have adequate funds in your budget. If purchasing over \$500 worth of any item, permission has to be obtained first from your SA lead.

Sincerely,



Martha Hagen, MS,RD,LD,IBCLC
NWS Breastfeeding Coordinator
Nutrition and WIC Services
Kansas Department of Health and Environment
1000 SW Jackson, Ste. 220
Topeka, KS 66612-1274
785-291-3161
mhagen@kdheks.gov

Enclosures:

April 2011 *Clinical Perspectives in Lactation*
mom+baby A Modern Guide to Breastfeeding