

July 1, 2011

Dear WIC Breastfeeding Coordinator:

2011 has been the year for the release of many exciting documents that push breastfeeding into the public eye and give breastfeeding supporters material to work with. I hope that you've had a chance to become acquainted with the Surgeon General's 2011 Call to Action to Support Breastfeeding, The Healthy People 2020 objectives, and Michelle Obama's *Let's Move* Campaign.

The big pink bus is coming!! Topeka, Kansas has been selected as a stop on the Latch for America tour, an event to celebrate and support breastfeeding families. This will be a wonderful opportunity to promote breastfeeding support in Kansas. You are invited to participate so watch for details via email or contact me with ideas and assistance. See www.Milkforthought.com for more information about this event.

The World Breastfeeding Week (WBW) Kansas WIC contest was a success. The newsletter contains information about the winning WIC clinics and the location of the billboards. Posters will be created that will look like the billboards although you might not receive them in time for WBW. Please let me know of activities in your clinic in conjunction with WBW. How about organizing a Business Case for Breastfeeding to celebrate WBW? See the information below.

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 July 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

NWA National Breastfeeding Strategic Plan

NWA Six Steps to Achieve Breastfeeding Goals for WIC Clinics

Sincerely,



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Enclosures:

July 2011 *Clinical Perspectives in Lactation*

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