

Perinatal Outreach Breastfeeding Newsletter

ISSUE 15

August 2021

Hello breastfeeding champions,

You may have noticed that the first week of August (August 1-7) was [World Breastfeeding Week](#). World Breastfeeding Week (WBW) is a global campaign to raise awareness and galvanize action on themes related to breastfeeding. The objectives are to Inform, Anchor, Engage, and Galvanise:

Objectives

INFORM

celebrates about the selected theme of the year

ANCHOR

the theme within the global breastfeeding agenda

ENGAGE

with individuals and organisations for greater impact

GALVANISE

action on the selected theme and related issues

This year's theme was **Protect Breastfeeding: A Shared Responsibility**. Included in this newsletter are resources, educational opportunities, and provider and parent pearls to better prepare you for participating in this shared responsibility of protecting breastfeeding. Please read and share!

In recognition of World Breastfeeding Week, breastfeeding/chestfeeding families, and the people who support them, the [Maine State Breastfeeding Coalition](#) held free webinars throughout the week, including a presentation about Maine Breastfeeding Data, Exclusive Pumping, and How PT & Acupuncture Can Support Breastfeeding. They are recorded and will be available on the website <http://www.mainebreastfeeds.org/world-breastfeeding-week-2021> soon.



Did you also know that the whole month of August is [National Breastfeeding Month](#)? Read more below and continue celebrating, promoting, and protecting breastfeeding. Thank you for all you do!



As always, please contact me anytime with any questions,

~Kara Kaikini, MS, IBCLC

kaikik@mmc.org

ANNOUNCEMENTS

On August 6, 2011, the United States Breastfeeding Committee officially declared that August is [National Breastfeeding Month](#). Read the [Proclamation](#). Here is the schedule of weekly observances.



Every Step of the Way National Breastfeeding Month 2021 Weekly Observances

- Week 1: [World Breastfeeding Week](#)
Theme: Protect Breastfeeding: A Shared Responsibility
- Week 2: [Indigenous Milk Medicine Week \(Facebook link\)](#)
Theme: Nourishing Our Futures
- Week 3: [Asian American Native Hawaiian and Pacific Islander Week \(Facebook link\)](#)
Theme: Reclaiming Our Tradition
- Week 4: [Black Breastfeeding Week \(Facebook link\)](#)
Theme: The Big Pause: Collective Rest for Collective Power



Updated BFHI Assessment Guidelines and Evaluation Criteria, *summarized from Baby-Friendly USA*

Baby-Friendly USA released the updated [Guidelines and Evaluation Criteria \(GEC\) 6th edition](#), for the United States, which will apply to all Baby-Friendly designation assessment letters received on or after June 1, 2023. The Interim GEC, which has been the basis for assessments since February 1, 2020, will remain in effect until that time. BFUSA also released a [video featuring the former and current BFUSA CEOs, Trish MacEnroe and Eileen Fitzpatrick](#), discussing the changes made in the 6th Edition of the GEC and what it means for facilities seeking to pursue Baby-Friendly designation in the United States.

Ready, Set, Baby Website Now Available in Spanish, *summarized from CGBI*

The Carolina Global Breastfeeding Institute, in partnership with the Connecticut Department of Public Health, launched the [Ready, Set, Baby website and curriculum in Spanish](#). The website contains all the content from the English version of the Ready, Set, Baby curriculum and allows expectant parents to choose a self-paced experience to prepare for their breastfeeding journey. Once completing a section, visitors can download or save a certificate to show they have reviewed the information. The English version of the Ready, Set, Baby webpage was launched last spring. An Arabic site is in development and should be available by late 2021.

CONTINUING EDUCATION OPPORTUNITIES

*The Centers for Disease Control and Prevention's
Breastfeeding Workgroup Presents*

Physician Training and Engagement: Optimizing Breastfeeding and Early Nutrition at the Point of Care



Here is the [recording](#) for this webinar presented by the [American Academy of Pediatrics](#) on July 27th, 2021. The slides are attached the email through which this newsletter was sent.

This is worth watching and sharing with your teams and colleagues!

A few sources they cited are:

- ACOG's [Physician's Role in Human Milk Feeding](#) document
- The [AAFP Model Policy: Breastfeeding and Lactation for Medical Trainees](#)
- [AAP Creating a Culture to Support Breastfeeding Physicians and Trainees](#)
- [AAP's Breastfeeding Residency Curriculum: Faculty Implementation Guide](#)
- [AAP Institute for Healthy Childhood Weight: Continuing Education Modules](#)

Building a Foundation for
Healthy Active Living



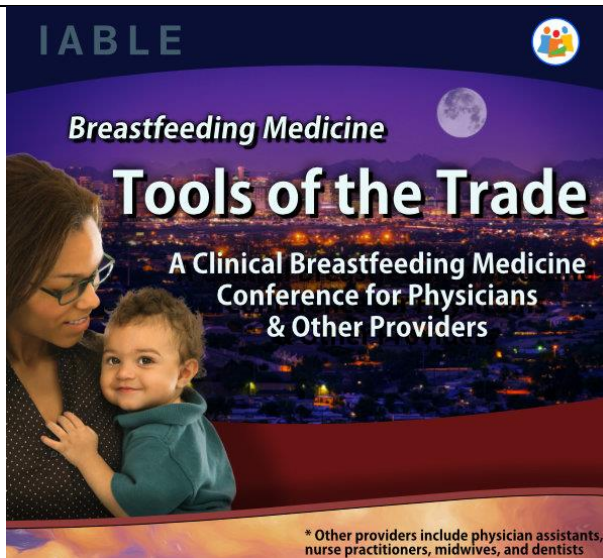
Continuing Education and Clinical Supports

Continuing Education Modules

A series of mini modules to support primary care providers in helping families establish healthy active living right from the start and prevent childhood obesity.



[View Modules](#)



– Tools of the Trade –
 A Clinical Breastfeeding Medicine Conference – 202109

Thursday-Saturday, September 23-25th, 2021

Full Conference - In Person

IABLE Members*: \$650
Non-Members: \$710

Full Conference - via Webinar

IABLE Members*: \$300
Non-Members: \$360

For conference details and schedule [download the brochure here.](#)



Perinatal Outreach Presents 2021 Webinar Series

Prenatal Breastfeeding Education
1st Wednesday of every odd month

September 1, 2021

**“Milk Supply: Understanding,
Optimizing, and Communicating
in Various Scenarios”**

Objectives:

1. Understand the difference between “perceived” and “true” insufficient milk supply
2. Apply counseling and communication skills to investigate low milk supply
3. Identify engagement and disengagement cues in responsive feeding
4. Create and communicate plans to optimize milk supply in 3 different scenarios

Presenter: Kara Kaikini, MS, IBCLC

[Click here to register](#)



MAINE MEDICAL CENTER DEPARTMENT OF NURSING IS ACCREDITED WITH DISTINCTION AS A PROVIDER OF CONTINUING NURSING EDUCATION BY THE AMERICAN NURSES CREDENTIALING CENTER'S COMMISSION ON ACCREDITATION

1.0 Contact Hours



Joint Provider



PROVIDER PEARL

Jennifer Doyle, RN CLC

Public Health Program Manager
Public Health and Community Services
Bangor, Maine



What is the most impactful way you support breastfeeding through public health nursing?

Our Public Health Nurses here at Bangor Public Health are CLC trained and provide home visits to postpartum mothers through CradleME referrals. Knowing how difficult it can be for parents of newborns to get out to appointments, these visits provide convenience for families. Being able to evaluate breastfeeding in the home and observe every day practices, eg; sitting and holding positions, pillows and other supports they use and potential distractions can be invaluable for the greatest breastfeeding success.

Why do you support breastfeeding?

I support breastfeeding because it can have significant health benefits for baby as well as mom from passive immunity to long term prevention of other diseases. Also, through increased skin to skin contact, breastfeeding can enhance the bonding experience with positive emotional effects as well as hormonal benefits to help postpartum health as well as potentially lowering the risk of ovarian and breast cancer.

PARENT PEARL



(This submission was made anonymously by a recipient of Bangor's Public Health Nursing program.)

What has been the most helpful support or education you received from your public health nurse or healthcare provider?

For me, it was the validation from my nurse that breastfeeding can be hard at first but that it is worth it for all the benefits. It helped to know I was not alone in this and that many moms struggle with breastfeeding at first. I appreciated the encouragement to "keep going" and that it will get easier once I establish breast feeding.

What breastfeeding education or support do you *wish* you had received during your breastfeeding journey?

I wish I received more education on how to handle breastfeeding and pumping when I went back to work. It was hard to know going into it how much to have on hand and how often I should pump at work. I was disappointed to realize that despite my workplace having a "breastfeeding room" for me, the actual underlying message was that it was taking too much time from my duties. I usually had to eat while I pump during my short breaks or split up my breaks. I realized after awhile that this is not uncommon in the workplace.

PROGRAM SPOTLIGHT

All visits take place
In your own home

Monday thru Friday
8:00AM – 4:30PM
207-992-4549

Do you...

- Want information about your pregnancy?
- Want information on caring for a new baby?
- Have a pre-school child with special needs?
- Want help to manage a childhood disease or condition?
- Work in a job which may expose you to a health risk?

Bangor Public Health & Community Services
Bangor Region Public Health and Wellness
A Division of Bangor Health and Community Services

PROGRAMS

- Public Health and Community Services
- Women, Infants and Children Nutrition
- Health Promotion
- STD Screening
- Immunization & Travel Medicine
- SNAP Education

For more information, please contact:

City of Bangor
Public Health and Community Services Department
103 Texas Avenue
Bangor, ME 04401

207-992-4549
Call us! We can help!

Bangor Public Health Nurses

No Wait List
No Income Eligibility

For Parents Who Are Expecting
Or Have Children 0-5

COVID-19 IMMUNIZATION RESOURCES

You may be getting questions about whether or not the COVID-19 vaccinations are safe for lactating parents. Here are a number of resources you can review and share with families. They all recommend the vaccine for lactating parents. The first two links below are to the pdf articles that were included in the email that sent this newsletter out.

- <https://www.acog.org/news/news-releases/2021/07/acog-smfm-recommend-covid-19-vaccination-for-pregnant-individuals>
- <https://www.acog.org/womens-health/faqs/coronavirus-covid-19-pregnancy-and-breastfeeding>
- <https://www.smfm.org/covidfamily>
- <https://pediatrics.aappublications.org/content/pediatrics/early/2021/05/11/peds.2021-052336.full.pdf>
- <https://www.cdc.gov/breastfeeding/breastfeeding-special-circumstances/vaccinations-medications-drugs/vaccinations.html>

If you have any questions, requests for specific education, or something you'd like to include in a future newsletter, please contact us!

Also, if you received this email from a colleague and would like to be added to the distribution list, please contact Kara.

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Kelley Bowden, MS, RN, Perinatal Outreach Education Coordinator, bowdek@mmc.org