

News from the MA Breastfeeding Coalition

Our mission is to improve public health by transforming our culture: making breastfeeding the norm through education, advocacy, and collaboration

MBC and HVMA study healthy newborn growth

MBC has been working with Dr. Elsie Taveras, Assistant Professor at Harvard Medical School, on a study of healthy growth in newborns. The study, called First Steps for Mommy and Me, is based at three Harvard Vanguard Medical Associates pediatric offices. MBC developed new breastfeeding support materials just for the study including the Telephone Triage Tool for Neonates to help nurses field breastfeeding support calls. MBC also created a folder of educational materials which are distributed in the hospital to all mothers whose newborns will receive pediatric care at one of the HVMA study sites. The packet encourages moms to seek breastfeeding help if they need it. It includes two testimonial ads (see photo for example) and a checklist to help moms monitor their own breastfeeding performance. Research shows that women often give up breastfeeding without seeking help, even when help is available. Our testimonial ads feature photos by contributing photographers



from *Mothers* magazine. If the ads are successful, they will be launched more widely. The Telephone Triage Tool and Breastfeeding Checklist for Newborns are currently available on our website. <http://www.massbfc.org>

Volume 1, Issue 1

Newsletter Date:
Spring 2008

Late Breaking News!

MBC will be holding our first fundraising walk - and we are looking for volunteers and walkers.

Date: Sat, August 9th

Time: 10-12

Loc: Boston Common

Please visit our website for more details!

Special thanks to



MA: 1 of 3 states without legislation protecting breastfeeding

Please contact your state senator and representative and ask them to support these bills.

Visit our advocacy page at <http://www.massbfc.org/advocacy/> for tips and suggestions.

- * S78, now S2438 An Act Relative to the health Benefits of Breastfeeding, Sen. Susan Fargo. Engrossed by the Senate, currently in the House Ways and Means Committee.
- * S1210 An act to provide for the licensing and regulation of lactation consultants, Sen. Jarrett Barrios. Currently in the Senate Health Care Financing Committee
- * S1223 legislation to provide information on the health benefits of breastfeeding, Sen. Susan Fargo
- * H1568 legislation to permit breast-feeding of children in public, Rep David Linsky
- * H1439 legislation to permit breast-feeding of children in public, Rep Paul Frost. Hearing just occurred in Judiciary Committee

Planning for the 2008 Conference is well underway

With winter over, our annual conference planning is under way. Based on your positive feedback from last year, the conference will again be held at the Mass Medical Society, in Waltham MA. While some of the conference details are still being wrapped up, here are some of the highlights you can expect for 2008.

Date: October 6th, 2008

Time: 8:30-4:15

Keynote - Promotion and support of breastfeeding in clinical settings:

Perspectives of mothers and clinicians: *Elsie Taveras MD, MPH*

Delayed lactogenesis: *Kathleen Marinelli, MD, IBCLC*

Research panel: *Moderated by Anne Merewood, MPH, IBCLC*

Afternoon Breakout Sessions

- 1) Breastfeeding the medically complex infant
- 2) Breastfeeding in Scandinavia: a successful model
- 3) Practical management of late pre-term babies
- 4) Breastfeeding confidence in African-American mothers

This year, there will be two afternoon workshops on breastfeeding basics: one just for physicians, taught by physicians, and one for nurses and anyone else who needs to brush up on their breastfeeding knowledge.

DPH to release updated breastfeeding guidelines for hospitals

In the spring of 2006, the Massachusetts Department of Public Health revised hospital licensure regulations that govern maternal and newborn services. Significant changes to the regulations include requirements related to access to advanced lactation care, appropriate documentation of infant feeding plans and progress, discharge planning for

community-based lactation support, and an enhanced program of continuing education in breastfeeding management for maternal-newborn staff.

Later this spring, the Department of Public Health will be releasing an updated version of its Guidelines for Breastfeeding Initiation and Support to all hospitals that provide maternal-newborn

services. The guidelines are intended to complement and support the revised maternal-newborn licensure regulations, and to provide hospitals more detailed information on how to implement them successfully. For more information, contact Rachel Colchamiro, State Breastfeeding Coordinator, at rachel.colchamiro@state.ma.us

The first Baby Café in US opens in Melrose, MA

Affiliated with the UK-based Baby Café Charitable Trust, the first US Baby Café opened last May in Melrose, MA. Started by Lucia Jenkins, RN, IBCLC, and backed by the Breastfeeding Support Center at Melrose-Wakefield Hospital, the Baby Café is a free, drop-in, breastfeeding resource.

The Melrose Baby Café, typically hosts 25 mother-baby pairs twice a week. Housed in donated space at the Hope Alliance Church, it offers comfy couches, tea, and snacks in a friendly supportive environment. Staffed by Lucia or Sharon Julien, RN, IBCLC, and assisted by a WIC peer counselor, moms can weigh

their babies and get professional lactation help, as well as relax, share tips, and socialize.

The success of the program is evident, with breastfeeding duration and exclusivity rates way above MA state averages. Many Boston hospitals and local pediatricians refer mothers there.

'Ban the Bags' in *Mothering Magazine*

Take a look at the March/April issue of *Mothering Magazine* for an in-depth article written by Marsha Walker on our Ban the Bags campaign. Co-chaired by Anne Merewood and Marsha, the national campaign's goal is to eliminate the distribution of commercial discharge bags from

hospitals. Complete with photos from our rally at the state house and the ads created to get the word out, the whole story is detailed in the ten-page article. It includes numerous practical suggestions of how mothers can help eliminate the bags. If your hospital still gives out commer-

cial discharge bags, take the story to work as a conversation starter. If you are working to remove these bags, remember to visit the Ban the Bags website at www.banthebags.org. Read the entire story, available [online to digital subscribers](#) and on newsstands everywhere.

Mothers' Milk Bank of New England (MMBNE)

MMBNE has had a busy year. Please visit our new webpage for details: www.milkbankne.org. Also, thanks to all of your votes and support, we recently won the Ideablob contest for \$10,000, which will be used to purchase equipment and for education (details at <http://ideablob.com/>

[posts/157](#)). We have also been speaking at conferences and in-service training programs throughout New England. Please visit our website for scheduled grand rounds and lectures. We plan to begin dispensing milk from the Mothers' Milk Bank of Ohio this spring and to have our

MMBNE recently won the Ideablob contest for \$10,000, which it will use to purchase equipment

New England lab set up for processing milk in the next year. Your input, involvement, time, energy and expertise are welcome.

Member Spotlight — Carla Moquin

Carla Moquin is the President of the Parenting in the Workplace Institute. The Institute, based in Framingham, MA, researches and provides resources for programs in which employees can bring their babies to work (until around six months of age or when the babies start to crawl) and care for them at the same time that they do



their jobs. More than 80 organizations around the country have established baby programs. Structured baby programs are highly successful and provide extensive business benefits with only negligible costs for the organizations. Babies tend to be highly content in the work environment due to regular social interaction, highly-responsive care by parents, physical contact, and higher

rates of breastfeeding. The Institute is currently working with MBC to develop a pilot program to implement baby programs in MA-based companies.

If you know an MBC member who should be highlighted in our newsletter, please send me an e-mail with their name, contact information, and a brief description of their accomplishments.

newsletter@massbfc.org



Massachusetts Breastfeeding Coalition

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e-mail: info@massbfc.org
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All Coalition meeting dates, locations, and directions, are posted on our website.

Mailing Address Line 1
Mailing Address Line 2
Mailing Address Line 3
Mailing Address Line 4
Mailing Address Line 5



Help Support Breastfeeding—Join or Donate to MBC Today!

YOUR DUES AND DONATIONS ARE TAX-DEDUCTIBLE.

Annual Membership Dues Structure (September 1-August 31)

Name/Title: _____ Organization: _____
Address : _____
City: _____ State: _____ Zip: _____
Email address: _____ Phone: _____

Membership type (circle selections):

New member Renewal

Individual --\$30

Non-Profit organization--\$60

For Profit organization-\$120

Additional Contribution \$ _____

Total (Dues +contribution): \$ _____

Thanks for your support!

Send your check, payable to: MA Breastfeeding Coalition, 254 Conant Road, Weston MA 02493