

# OLCA NEWS

Ohio Lactation Consultant Association



Visit our web site at [www.Ohio-OLCA.org](http://www.Ohio-OLCA.org)

## The President's Corner

May 2008

Welcome warmer weather – it's always good to be able to get outside and enjoy the spring!

First, what a great conference! We definitely had thought-provoking speakers and a great networking for breastfeeding advocates. Much thanks to Dee Keith and the OLCA board for all their hard work in "birthing" another wonderful "breastfest".

All our hard work is paying off- the most recent statistics show an all time high in breastfeeding initiation rates in the U.S., now reaching 77%. It's a great feeling to know that the word is spreading, women are making the decision to breastfeed.

Don't sit back too long to bask in the success, we still have our work cut out for us in keeping them breastfeeding for at least 6 months.

Our spring cleaning at OLCA involves reviewing and updating our policies, procedures and by-laws. After the June meeting, we will be posting our revisions on the web site and ask for your input. Be looking for updates in mid to late June.

Our next meeting is Saturday, June 14<sup>th</sup> at Mt. Carmel Hospital, 10:00am with our CERP offering by Lisa Sandora, MA, IBCLC on Infant Oral Anatomy beginning at 1:00pm.

Again, please don't be shy about letting the board and me know what your ideas, suggestions and great ideas are. We are just a "contact us" click away on [www.Ohio-OLCA.org](http://www.Ohio-OLCA.org).

Donna Walls, RN, IBCLC  
President, OLCA

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## Remember

OLCA has a new permanent address! In the past the official address has been the home address of the president. You can imagine the problems with this ever changing address, so we now have a permanent address:

**OLCA**  
**6077 Far Hills Ave. PMB# 288**  
**Centerville, Ohio 45459-1923**

# WHO's WHO IN OLCA

## OLCA Officers

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OLCA NEWS is the newsletter of the Ohio Lactation Consultant Association. Opinions expressed by the authors of articles summarized, quoted, or printed in full in the OLCA NEWS represents the opinions of those authors, and do not necessarily reflect the official policy of OLCA.

## Meeting Dates

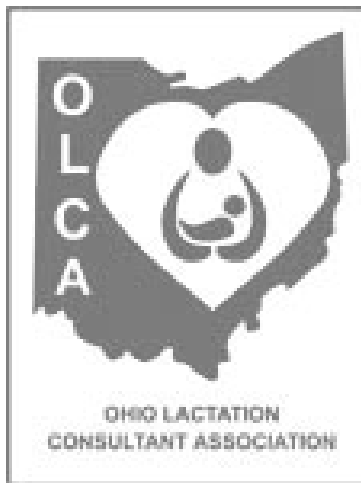
**OLCA Board Meeting Friday June 13 th 2008 at 6:00 pm**  
**Member meeting on Saturday, June 14 th, 2008**  
**Business meeting @10:00 am to 12 noon,**  
**followed at 1:00pm with our CERP offering by**  
**Lisa Sandora, MA, IBCLC talking on oral anatomy.**  
**Meetings will be at Mt. Carmel Medical Building, Columbus.**

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OLCA member meeting will be September 13 th, 2008  
from 10:00 am to 12 noon.  
Followed at 1:00 pm by our CERP offering by Dr. Valentine  
on the milk bank and research on donor milk..

OLCA Board Meeting November 7 th. 2008  
Member meeting on Saturday November 8 th, 2008 from 10:00 am to 12 noon.  
Followed at 1:00 pm by our CERP offering by Donna Walls speaking  
about the road to Baby Friendly.

**Why don't you come and join us?**  
**OLCA needs You!**



# **Ohio Lactation Consultant Association Grant Recipients for 2008**

## **Monroe County WIC Program**

### **April Glotfelty, Jamie Gehrig, Donna Parr, Amanda Seifert**

The Monroe County WIC Program will use their grant funds to purchase air. Specifically, they are going to buy airtime on two local radio stations in Monroe County during World Breastfeeding Month. The radio stations will script and produce the commercials at no additional charge and run them during their highest rated shows.

## **Coshocton County Memorial Hospital**

### **Sally Gartner**

Sally has worked tirelessly to eradicate the formula-company sponsored discharge packs at her hospital and replace them with a breastfeeding friendly bag. She has made amazing strides, which will be evident to all of you in the next OLCA newsletter where her project will be published. She has once again applied for an OLCA grant to cover some of the expenses of the project, namely the purchase of the actual bag. The items being placed in the bags are mostly donations. Her breastfeeding initiation rate has increased from 50% to 57.6% since the inception of the bags.

## **Belmont County WIC Program**

### **Claire Shorts**

The Belmont County WIC Program is hosting their annual "Mom's Night Out" during World Breastfeeding Week with guest speakers, dinner, games, and prizes. The event is covered by local media, both TV and print. The WIC office will use their OLCA grant to provide slings this year as their speaker will be speaking on the benefits of baby wearing.

## **Lorain County Breastfeeding Coalition**

### **Jan Koepp and Tina Schulin**

The Lorain County Breastfeeding Coalition was formed in 2006 and has already accomplished a long list of achievements. They are planning to use their OLCA grant to create a decal to distribute to local businesses to designate that they are breastfeeding friendly. The decal will be made by a local printing company at cost. Coalition members will develop a survey to determine the businesses that would welcome such a designation and interview the establishments to develop criteria for being breastfeeding friendly.

## **The Breastfeeding Center**

### **Betsey Studer**

Betsey Studer is the owner of the Breastfeeding Center in Massillon, Ohio. She is planning to create a lending library for mothers in her "Moms, Babes and Kidz" group. The books and videos will cover topics mostly related to successful breastfeeding, but also include selections on attachment parenting, co-sleeping, and a subscription to Mothering Magazine.

**Erie County WIC Program  
Emily Parenti and June Myers**

The Erie County WIC program with their breastfeeding peer helpers are planning their first annual Breastfeeding Baby Fair to be held on July 26<sup>th</sup>, 2008. The Fair is going to have many local agencies represented. Activities for children and family portraits are also planned. They will create gift bags to give to breastfeeding mothers in attendance. They are also exploring many other avenues to help cover the many expenses the event will incur.

**Northeast Ohio Lactation Association  
Jan Koepp**

The Northeast Ohio Lactation Association is receiving an OLCA grant to support their World Breastfeeding Week day at the Cleveland Metro Parks Zoo on August 4, 2008. The grant will be used to fund publicity and advertising for the event.

**Southview Maternity Center  
Barbara Wegford, Karen Dodson, Belinda Masters, Donna Walls**

The Southview Maternity Center is planning to provide incentives to their prenatal patients that participate in the breastfeeding education program. The incentive chosen will be a 5 pack of "onsies" for the infant. The staff hopes to encourage active prenatal learning related to breastfeeding basics.

**Akron Children's Hospital Family Resource Center  
Elizabeth Maseth, Patrice Mangan, Carol Frient**

The Lactation Consultants at Akron Children's Hospital are going to use their OLCA grant to provide exceptional evidence-based breastfeeding information through their Family resource Center. The current resources are in dire need of updating, and the group has made many excellent choices to purchase.

**Greene County Career Center GRADS Program**

**Nancy Cohen, Linda Sessler, Kristy Williams, Crystal Allen, Jo Ellen Newell**

Nancy Cohen is the Breastfeeding Coordinator for the Greene County WIC Program. She is involved in a project with the Greene County Career Center GRADS (Graduation, Reality, and Dual Role Skills) Program to make baby slings for WIC participants and GRADS mothers. The use of a sling as a parenting tool is especially important in high-risk families, including teen parents. They will use their OLCA grant funds to purchase material and supplies to make baby slings. Each GRADS student will make their own sling, and many will make an additional sling to be given to the WIC office to distribute to a WIC participant. Their goal is to make 120 slings during the 2008-2009 school year, with approximately 75 GRADS students.

# OLCA Recognition Awards

## **Breastfeeding supportive health care professional-**

Dr. Harriet Feick, MD and Dr. Marc Belcastro, DO

## **Breastfeeding supportive business**

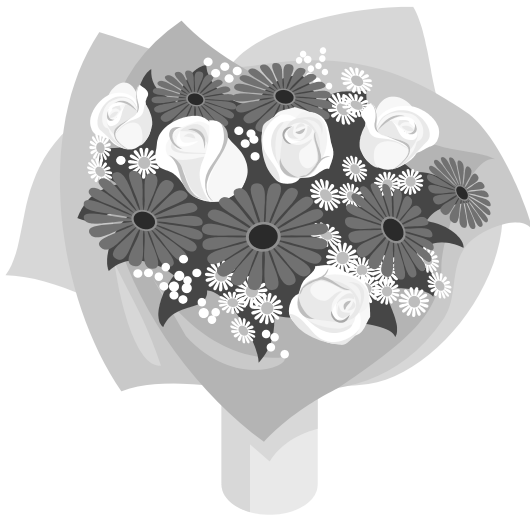
Burger King, Fremont and Cafe Brioso, Columbus

## **Breastfeeding supportive government health care program employee**

Kim DeDino, RD, CLC

## **Breastfeeding supportive public health agency**

Dayton and Montgomery County Public Health Administration



*OLCA Thanks everyone for supporting the breastfeeding mothers and babies in Ohio!*

## **IT'S ALL IN THE BAG!**

Okay! I admit I stole the idea for the title of this article from an article that was written about this project when the idea was just being put together. This article appeared on the Pregnancy Today website. Their title was "It's in the Bag". I changed on word so that I wouldn't be completely copying their title, but the title is so perfect I had to use it!

The goal of the Breastfeeding Coalition of Coshocton County and myself is to somehow replace the discharge bag that the formula company gives to breastfeeding mothers with a "breastfeeding friendly" discharge bag that did not include anything about formula, bottles, artificial nipples, or pacifiers. A bulk email was sent to companies that sell breastfeeding products to see if we could get samples and perhaps even a bag donated for the advertising. In other words, this would be the same principle for which the formula companies do this, except that this bag would be advertising "breastfeeding friendly" products. We thought we had a company that would do this, but due to financial constraints that did not happen at the time. In late 2006, I went to my nurse manager to see if she would object to my applying for a grant to do this. At that time she suggested that I work up a sample bag to see just exactly how much it would cost. She said we could possibly do this as a patient care item. I was actually able to develop a bag for under \$9.00 each. We decided to allow \$10.00 per bag, including contents, and we have been distributing these bags since January of 2007.

The bottom line is this is do-able! My hospital is a small, rural hospital, doing approximately 350 deliveries per year. Those of you who are from larger hospitals could probably do a bag for less than I have because the more you buy the cheaper it is. We did run into a problem along the way – the formula rep tried to undermine this project on the basis of the small cooler bag for transporting pumped breast milk that is included in the formula bag that was not included in our bag at first. I am happy to report that I have now obtained a grant for the small cooler bags to go along with our bag – so we fixed that! I admit this is not "baby friendly" but it is a step in the right direction. We still give formula discharge bags to our bottle feeders. As of now, if a breastfeeding mother specifically asks for the formula "breastfeeding support" bag, we give it to them – but they rarely ask. If a breastfeeding mother asks for formula to go home, we will give them a 4-pack, but again – they rarely ask. I find that there is some resistance to "baby friendly" as it is seen as too radical. While I would love to see my hospital go "baby friendly", I know it is light years away as I imagine it is for many of you. For the time being, this is a compromise.

Here are the "nuts and bolts" of this project – I was able to find a nice insulated cooler tote bag for the outer bag for \$4.10 each if you buy at least 100 at a time (again, this is cheaper the more you buy). We decided on no logo so that moms would have a nice bag that they could keep using. We do have a zipper pull with a pair of baby feet impressions on it that says, "The CCMH Birthing Centre Made a Great Impression." The zipper pull has a nametag on the back. I contemplated for awhile on what to put in the bag. I wanted it to be just as nice or nicer than the formula bag. I thought about including a manual pump, but decided we could not afford to give the pump to people for free (we offer at least a manual pump to everyone, but it is a charged item, although

probably the only people that see a split out charge for the pump would be those that self pay). I finally decided on something practical that everyone could use. Breastfed babies seem to use more diapers, so I decided on a full pack of diapers, a full pack of diaper wipes, and a full box of Curity breast pads as the basic items in the bag.

Your materials management departments can help you with many things you might put into the bag, as they many times belong to buying groups where they can get better prices. Here is a list of the things we purchased for the bags:

Bag	\$4.10
Zipper Pull	\$0.60
Diapers	\$1.49
Diaper Wipes	\$1.12
Box of Curity Breast Pads	\$1.14
2 Pump & Save Plastic Bags (.22 ea)	\$0.44
2 Pump Wipes (.20 ea)	\$0.40
Microwave Steam Bag for cleaning pump parts	\$0.50
<u>Breast Milk Storage Refrigerator Magnet</u>	<u>\$0.15</u>
Total	\$9.94

“Breastfeeding friendly” companies have donated sample products to the bag for advertising. I get literature on Engorgement, Sore Nipples, etc. from the pump company that we use. If you can do it, it is a good idea to have both major pump companies represented with literature and/or sample products. The local medical supply company offers a coupon for 50% off one nursing bra, we have a sling company that offers free shipping and handling, and we include an on-going offer that a nursing wear company makes for \$10 off a \$50 order. I print the coupons and literature for these companies. Most companies will gladly give you a supply of catalogues, brochures, etc. to advertise their products. The Birthing Centre also prints informational flyers on where to get weight checks, breastfeeding support, etc. I have also received donations of literature and items to put in the bag from agencies that promote breastfeeding. I do include “*Diapers of a Breastfed Baby*” by Kay Hoover and Barbara Wilson-Clay, which are 30 cents each, but I do not consider that as part of my costs, because we gave that to all breastfeeding mothers before we started giving away the bags.

Of course I am writing this article as part of receiving the grant from OLCA to help with the project. I want to take this opportunity to thank OLCA for their help. As I stated earlier, I received a grant for the small cooler bags that were not included in our bag to begin with. The small cooler bag I came up with is \$10 each – it is very nice and designed specifically for the transport of milk. However, if enough of us started doing this, we might be able to get a company to come up with a prototype that might be a little more cost effective than this.

I really feel if this idea caught on and a lot of us started doing this it would help us all to promote breastfeeding. Good luck! Thanks again OLCA!

## OLCA Minutes of the February 9, 2008 Member Meeting

Donna called the meeting to order at 10:15 AM.

Corrections to minutes:

NE—Cleveland Clinic Healthcare Systems, not all Cleveland hospitals, are considering going Baby Friendly and are putting together a Letter of Intent.

SE—Southview Hospital information belongs in SW report.

SW—RISC website is Cincinnati, not Greater Miami Valley, activity. Change coarse to course.

Page 4—change IBCLCE to IBLCE. Correct spelling of Cohen and Greene County.

Page 8—change WHO approved to WHO compliant. Amend to follows WABA guidelines for conferences.

Tracey moved to accept the minutes as correct and Deb seconded. Motion carried.

Madonna stated that she is the OLCA representative to the Ohio Breastfeeding Association. Donna clarified that there is no official coalition and OLCA has not voted on a representative. Unofficial reps are on both unofficial coalitions. OLCA's official position is neutral Liz stated that Madonna's role is of a liaison. OLCA's mission does not include forming or being on coalitions.

Membership report—Pat stated that the membership list is on the website and is being corrected. Labels are now going out for Breastfest.

Treasurer's report—The balance is \$16,112.00 including CD's. There were questions about how much needs to be held for Breastfest. A new savings account will be considered. OLCA accounts need to be changed to business accounts and updated at the bank. Laura and Donna will take care of that together. There was a discussion about opening a CD and when to do it. Membership declined the use of a debit card. Pat moved to accept the treasurer's report and Tracey seconded. Motion carried.

Legislative report—Ann attended the USBC meeting. She met with Carolyn Mahoney's Aide who said her bill is still out there. It needs more co-sponsors to be considered. There are only 20 and it needs 200. This bill is to get the FDA to evaluate breastpumps and give tax incentives to employers who support breastfeeding. It would help if OLCA members contacted Sherrod Brown and George Voinovich. Do not use snail mail as it must be inspected now and that delays the government mail quite a bit. Find your Representatives and Senators on the web at [www.senate.gov](http://www.senate.gov) or [www.house.gov](http://www.house.gov)

Moms Rising spoke at the USBC conference. They are in support of the fair pay rule. There are only 180 days after the pay scale differentiates to redress the injustice. Men are still paid more than women in the same positions. Moms Rising is asking that this be changed to 180 days after

Madonna discussed a UNICEF-WHO course for “hospital decision makers” which is 10 to 12 hours. She said the CDC has finished a survey of maternity centers. (Results will be available the 2<sup>nd</sup> Tuesday in June.??) Linda and Ann are to develop a form letter requesting more surveys.

Area Rep Reports—NW--Michelle sent her report. The next perinatal regional meeting will be in Sandusky on March 4. There will be a consortium conference on Tuesday, May 13 at St. Charles Hospital.

SW—Susan announced that they have had two Early LC Care Specialist courses attended mostly by RN's. The Greater Miami Valley Coalition sent letters of support to both state coalitions encouraging cooperation. Sharon Smart's LC position was eliminated under new administration. A midwife position was also eliminated and the birth rate has dropped significantly. Her hospital was purchased by Kettering Healthnet. Sharon is now at Wilson Memorial in Sydney. South-view does not have a return date set for their Baby Friendly designation. At issue is the use of the nursery and training for all hospital staff. WHO has curricula for this. Mary Jo Rosenbower from Children's Hospital in Dayton will be speaking about their Milk Bank Depot. She is getting more donors. There will be mandatory presentations on Family Centered Care which increases breastfeeding rates. There is commitment from administration. Dee will send a written report on safe sleep. There is a need to educate on the hazards of babies sleeping with animals, relatives, caregivers and anyone except mom. Educational material is needed that recognizes that people sleep with babies and how to do it safely. Vermont has a good brochure. Linda will try to show SIDS people what maternal and health people know. The Gates Foundation has a grant to provide cribs for low income families. Joy has a self study module on safe sleep that stresses sober, non-smokers, safe sleep surface, exclusive breastfeeding. Dee said the Tri-State Breastfeeding Association's RISC group is gmail, not yahoo. riscs@gmail.com groups.

SE—Jean said they are getting ready for next year. The breastfeeding bags instead of formula bags will continue. One pediatrician wanted both given so the patient got the cooler bags. They are asking Kiwanis to give them cooler bags to use. Athens WIC managed care plan is paying for single user pumps.

Central—Deb said OSU hospital has an education blitz for hospital staff in charting, helping moms, skin-to-skin. The lactation team got an award of excellence. The milk bank has dispensed 72,000 ounces on human milk to 26 hospitals since July 1. They will be opening more milk depots. The Elizabeth Blackwell Center is transitioning to Symphony and Lactina Classics in hospital only. Their helpline and consults are at an all time high. Dublin Methodist Hospital is now open. The first baby has been born in the 98 bed hospital. February 12 is the USBC teleconference.

NE—Liz announced that Noreen Edwards said that Akron Children's Hospital has a Pediatric Hospitalist in the ER. Tri-County Breastfeeding Connections will have a conference with Tom Hale in October. The cost will be about \$95. She has a suite at Breastfest with rooms available if anyone needs a room. Cleveland Clinic Foundation has filed a letter of intent to become Baby Friendly. University Hospital has started using donor milk. Ashtabula County has peer helpers and Operation Baby Wearing and Bellies and Babes programs. Tina and Jan in Lorraine County got grants to give triage tools to ER's and Drs. They provided a progress report. The Akron area has started a journal club. Their first session was on reglan therapy and the next session will be on McKenna's definitive report.

Lynne listed speakers for future meetings. Lisa Sandora will be speaking at the June meeting on oral anatomy.

the disparity is discovered. Moms Rising is a nationwide grass roots campaign.

Karen, Loma and Dee attended a breakfast presentation.

Pennsylvania passed legislation on co-sleeping that is not good. It requires hospital patients to sign papers about the dangers of co-sleeping and physicians are put in charge of implementing this. This does not recognize the difference in warning of dangers and educating about safe sleep.

A 12 week maternity leave is being proposed. The Civil Rights Commission has been asked not to present this without the fiscal piece. The fiscal piece needs to say that this has minimal impact on employers and schools. This is not legislation, just interpretation of current law..

Linda was ill and could not be here with the library. Georgette is taking materials that need to be returned to the library.

Dee gave a report from the Ohio Breastfeeding Alliance. She stated that seven of the eleven Ohio leaders attended. They will be meeting with the Ohio Breastfeeding Coalition in the next 6 to 8 weeks. They have sent a response to ODH for an agenda. The USBC syllabus is used for planning and developing and action plan. They are working with a consulting firm. An annual meeting is planned for April 18 from 1 to 4 PM. Details are posted on the website. A merger between the two groups is still being sought. ODH has offered to mediate between the two groups. The groups are trying to work together.

Linda Smith gave a presentation about the achievements of the USBC.

Liz moved to adjourn the meeting and Pat seconded. Donna adjourned the meeting at 12:30 PM.

Submitted by Nancy Howe

# OLCA Education



## Schedule:

9:45 am	Arrival Time
10:00 am	Business meeting
12:00 pm	Sign in for CE credit
1:00 pm	Program
3:15 pm	End

## Location:

Mt. Carmel Medical Center  
Medical Staff Building  
Second Floor Meeting Room  
111 Davis Street  
Columbus, Ohio

## Audience:

Lactation Consultants, MDs, RNs, LPNs, RDs, LL Leaders, and others who are helping mothers and infants achieve successful breastfeeding.

## Directions to Mount Carmel:

Mount Carmel West—793 State St., Columbus Ohio 43222—Located west of downtown Columbus, just north of I-70 and west of SR315.

### From I-71 traveling south:

Take I-71 to I-70 west  
Take Rich/Town St. exit 99C  
Turn left on Town St.  
Turn right on Green St.

### From I-71 traveling north or I-70 traveling west:

Take Rich/Town St. exit 99C  
Turn left on Town St.  
Turn right on Green St.

### From I-70 traveling east:

Take Broad St. exit 97 Turn left on Broad St., travel 1.5 miles then turn right on S. Davis

## Parking

There is an available parking lot on Saturday that is east of the medical staff building on Green Street. (Davis Street is only a pathway between buildings in this area. The Medical Staff Building entrance is south of the emergency vehicle entrance and north of the nursing school area. It is southwest from the parking garage and west of the Green Street outdoor parking area)

**Pat Bucknell, IBCLC  
OLCA Membership Chair  
204 James Circle  
Avon Lake, OH 44012**

**OLCA NEWS**

**Time to renew if box is marked**



**Ohio Lactation Consultant Association Membership Form (use for ADDRESS CHANGES too)**

Name: \_\_\_\_\_ Title (e.g. IBCLC, RD/LD, RN, LLL) \_\_\_\_\_

Place of Employment: \_\_\_\_\_

Preferred Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ County: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

Fax Phone: \_\_\_\_\_ E-mail Address: \_\_\_\_\_

\_\_\_\_\_ Enclosed is my \$25.00 check to O.L.C.A. for membership\* \_\_\_\_\_ Address change only

\_\_\_\_\_ Do not include my name on mailing lists provided to external organizations.

**Mail to: Pat Bucknell, IBCLC  
OLCA Membership Chair  
204 James Circle  
Avon Lake, OH 44012**

\*OLCA is a 501C(6) Corporation and membership may be deductible. Check with your tax advisor