

Human Milk Insights

August 2019

The Human Milk Insights newsletter presents the latest breastfeeding topics and clinical practice solutions, addresses coding issues challenging the lactation community, features a lactation service, and announces upcoming webinars and conferences.

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FEATURED STORIES THIS MONTH

NEWS YOU CAN USE

- Human Milk and NICU
- Human Milk and Nutrition
- Human Milk and Medications
- Human Milk and Government Resources
- Human Milk and Organizations

HUMAN MILK EDUCATION

- Human Milk Monthly Clinical Education Webinar Series
- Neonatal Perspectives
- Talking Points flashcards
- Special Thanks/Welcome

CLINICAL PEARLS IN LACTATION

- August is for Celebrating Breastfeeding

TOOLS YOU CAN USE

- Resources for National Breastfeeding Month

SPOTLIGHT ON PRACTICE

- Laurie B. Jones, MD, FAAP, IBCLC, FABM

NEWS YOU CAN USE

HUMAN MILK AND ORGANIZATION

HUMAN MILK AND NICU

Cost-Effectiveness of NICU Infant Feeding

Sandy Beauman, MSN, RNC-NIC
Sandy Beauman discusses the cost of NICU feedings – using both mother’s own milk and donor human milk.

<https://blog.neonatalperspectives.com/2019/07/24/cost-effectiveness-of-nicu-infant-feeding/>

HUMAN MILK AND NUTRITION

CDC Grand Rounds Session on Nutrition

The CDC has provided a video recording of the June session of the Public Health Grand Rounds. The title is "Maternal, Infant and Early Childhood Nutrition — The Thousand Day Window of Opportunity" and discusses the role of a woman's nutrition during pregnancy through a child's second birthday.

<https://www.cdc.gov/grand-rounds/pp/2019/20190618-early-childhood-nutrition.html>

Guidelines on Eating Fish While Pregnant and Breastfeeding

The U.S. Food & Drug Administration has announced updated advice about eating fish for women who are or might become pregnant, breastfeeding mothers, and young children.

<https://www.fda.gov/media/102331/download>

HUMAN MILK AND MEDICATIONS

Breastfeeding in the Multiple Sclerosis Patient

An article in *Breastfeeding Medicine* discusses commonly used drugs to treat

multiple sclerosis and their impact on a mother’s breast milk.

<https://www.liebertpub.com/doi/full/10.1089/bfm.2019.0120>

HUMAN MILK AND GOVERNMENT RESOURCES

HRSA Resource on Breastfeeding Benefits

The Health Resources and Services Administration (HRSA)'s Maternal and Child Health Bureau has published an updated webpage titled "Understanding Breastfeeding Benefits." The webpage highlights the benefits of breastfeeding for children, women and society.

<https://mchb.hrsa.gov/maternal-child-health-topics/understanding-breastfeeding-benefits>

Breastfeeding Public Health Partners Toolkit

USBC has released the "Communities and States Identifying and Actualizing their Roles in Breastfeeding Support" toolkit. The toolkit aims to improve working relationships between state and local health departments; state, local, territorial, tribal and cultural breastfeeding coalitions; community-based organizations; and stakeholder groups.

<http://www.usbreastfeeding.org/bphp-toolkit>

WIC Promotion and Support of Breastfeeding Position Paper

The National WIC Association's revised position paper, "WIC's Promotion and Support of Breastfeeding: Making Breastfeeding Accessible and Equitable for the WIC Population" is now available.

<https://s3.amazonaws.com/aws.upl/nwica.org/wics-promotion-and-support-of-breastfeeding.pdf>

Report on Receipt of Breast Milk by Gestational Age

CDC has published a report titled "Receipt of Breast Milk by Gestational Age— United

States, 2017." The report includes analysis of 2017 birth certificate data describing the receipt of breast milk among extremely preterm (20–27 weeks), early preterm (28–33 weeks), late preterm (34–36 weeks), and term (≥37 weeks) infants.

<https://www.cdc.gov/mmwr/volumes/68/wr/mm6822a1.htm>

HUMAN MILK AND ORGANIZATIONS

World Breastfeeding Week – August 1-7, 2019

The theme for 2019 World Breastfeeding Week is *Empower Parents: Enable Breastfeeding*.

<http://worldbreastfeedingweek.org/>

Black Breastfeeding Week – August 25-31, 2019

The Black Breastfeeding Week 2019 theme is *The World is Yours: Imagine. Innovate. Liberate*. This year's theme is focused on bringing innovation and creativity to the black breastfeeding experience.

<http://blackbreastfeedingweek.org/>

National Breastfeeding Month – August

The 2019 National Breastfeeding Month theme is *Support Changes Everything*. The weekly themes are:

Week 1: *Empowered Parents & Partners*

Week 2: *Investing in our Future*

Week 3: *Workplace & Work life (or school life)*

Week 4: *Black Breastfeeding Week*

<http://www.usbreastfeeding.org/p/cm/ld/fid=839>

HUMAN MILK EDUCATION

Human Milk Webinar

On Wednesday, August 21st [Patrice Hatcher, MBA, BSN, RNC-NIC](#) will be presenting [Neonatal Abstinence Syndrome: Breastfeeding as a Supportive Treatment](#).

Complimentary registration is now open! For more information or to register, visit

www.MedelaEducation.com.

Feel free to email education@medela.com for a copy of the 2019 webinar schedule.

Neonatal Perspectives

This blog for NICU professionals features clinical information from neonatal consultants, industry news and popular topics. Click [here](#) to read the latest blogs.

Talking Points flashcards

Talking Point flashcards are scripted, evidence-based answers to common questions about:

- [Benefits of Exclusive Breastfeeding](#)
- [Providing Mothers' Own Milk to Infants at Risk](#)
- [Donor Human Milk](#)

Each section has an extensive reference list. These Talking Points flashcards summarize evidence for staff and standardize messaging for families. Click on the links above to download your copy today!

Special Thanks

On behalf of the Education Team, we would like to give a special thanks to one of our contributors. After writing for this publication for the last 3 years, Cindy Wagner, MS, RD, IBCLC, will be putting down her pen and retiring. We would like to thank Cindy for providing you, our readers, with the latest breastfeeding news.



Starting in September, the News You Can Use section of Human Milk Insights will feature [Katie McGee, RN, BSN, IBCLC](#). Katie is in private practice in the Chicago suburbs and is the project manager for the Rush Mothers' Milk Club, Chicago.

Katie will be providing content for the News You Can Use section of Human Milk Insights. Welcome Katie!



Back to School

Kids all over the country are returning back to school over the next two months. We would like to offer a promo code to you! Register for any of our online courses by visiting www.MedelaEducation.com and use promo code 19JS6TJ6 to enjoy \$15 off the registration fee.



CLINICAL PEARLS IN LACTATION

This column is for lactation practitioners to share clinical challenges and successes, observations and pearls with colleagues. To share a clinical pearl, [submit it here](#). If your submission is selected for publication in a future issue of Human Milk Insights, you will receive a \$25.00 VISA gift card.

August is for Celebrating Breastfeeding

August is the month to celebrate – *celebrate* breastfeeding! Not only does World Breastfeeding Week take place from August 1-7, the whole month is National Breastfeeding Month. This is the perfect time to increase awareness of breastfeeding benefits to both mothers and babies, and to mobilize support for protecting, promoting and supporting breastfeeding.

The theme for 2019's World Breastfeeding Week is "Empower Parents, Enable Breastfeeding". All types of parents exist in the world today and this slogan was chosen to show support for empowering *all* parents so they can realize their breastfeeding goals. When fathers, partners, families, workplaces and communities are aware of breast milk's benefits and combine efforts to provide care and support to mothers, breastfeeding improves.

Supporting breastfeeding is a team effort. The World Health Organization and UNICEF are calling for "family-friendly" policies – such as workplace support and paid parental leave for both mothers and fathers. These policies enable mothers to provide optimal nutrition to their children and allow for nurturing by both parents at the time of utmost impact, in early life.

Examine your own workplace for family-friendly policies and accommodations for breastfeeding mothers as well as fathers. Is there a private place for mothers to breastfeed or pump, a place to store milk? Is childcare available nearby? If the answer is "yes", celebrate the victory and share the success with others. If "no", then maybe now is the time for action.

We can continue to promote awareness and celebrate breastfeeding throughout the month of August. This year's theme for National Breastfeeding Month is "Support Changes Everything". The United States Breastfeeding Committee encourages breastfeeding coalitions, partner organizations, individual and corporate organizations to become active in building support for policy and practice changes necessary to create a "landscape of support".

In addition to the overall monthly theme, each week in August has a sub-theme. The first week is World Breastfeeding Week, "*Empowered Parents and Partners*". Week two is "*Investing in Our Future*". The third week is "*Workplace and Work/School Life*", and the month wraps up with Black Breastfeeding Week: "*The World is Yours: Imagine. Innovate. Liberate*". The USBC website goes into detail about the weekly themes and offers many resources for education and support.

This month, as we celebrate our victories of increasing breastfeeding awareness and providing support to mothers, we celebrate *all* mothers and their unique breastfeeding stories. Breastfeeding looks different for each woman. Let us remember that some women may experience World Breastfeeding Week and National Breastfeeding Month with pangs of sadness, pain, disappointment and even anger. We must remember to listen to, support and

encourage these mothers especially, who for myriad reasons were not able to meet their personal breastfeeding goals. Let them know that Breastfeeding Week and Breastfeeding Month is for them also. Every mother deserves to receive help from a knowledgeable lactation provider, the proper equipment and assistance when necessary, and emotional support when things don't go as planned. Let's call on healthcare providers, employers, insurers, policymakers, researchers and the community at large to support all mothers in reaching their personal breastfeeding goals.

There are many helpful tools and resources available for ways to create awareness and provide support during National Breastfeeding Month. Check out the "Tools You Can Use" column and join Medela Education on August 21, as [Patrice Hatcher, MBA, BSN, RNC-NIC](#) presents a webinar titled [Neonatal Abstinence Syndrome: Breastfeeding as a Supportive Treatment](#).

TOOLS YOU CAN USE

Resources for Breastfeeding Month

It's never too late to start celebrating National Breastfeeding Month. Here are a few resources to help generate ideas and spread awareness.

The United States Breastfeeding Committee:

- Social Media Toolkit:
<http://www.usbreastfeeding.org/p/cm/ld/fid=839>
- Store to purchase promotional materials:
<https://www.cafepress.com/usbreastfeeding>

From the Centers for Disease Control and Prevention:

- <https://www.cdc.gov/breastfeeding/resources/fact-sheets-infographics.html>

From the World Health Organization

- Breastfeeding infographics: <https://www.who.int/topics/breastfeeding/infographics/en/>
- Poster of the Ten Steps for Successful Breastfeeding:
<https://www.who.int/nutrition/bfhi/bfhi-poster-A2.pdf?ua=1>

Links to Medela's support:

- Webinar on August 21 titled Neonatal Abstinence Syndrome: Breastfeeding as a Supportive Treatment presented by Patrice Hatcher, MBA, BSN, RNC-NIC.
- The Mom's Room- Breastfeeding Support:
<https://www.medelabreastfeedingus.com/the-moms-room>
- My Medela App:
<https://www.medelabreastfeedingus.com/my-medela>
- 24/7 LC™ Breastfeeding Support- Instant access to live lactation consultants at your fingertips.
<http://www.medelabreastfeedingus.com/247-lc-breastfeeding-support>

SPOTLIGHT ON PRACTICE

This column is for lactation practitioners and facilities who wish to acknowledge the work of others. We invite you to submit suggested practitioners or facilities you would like to spotlight. If you have a suggestion, email education@medela.com.

This month we are spotlighting Laurie B. Jones MD, FAAP, IBCLC, FABM, Pediatrician and Lactation Consultant, Agave Pediatrics, Phoenix, AZ.

Dr. Laurie B. Jones, Pediatrician, IBCLC, Fellow and Communications Committee member of the Academy of Breastfeeding Medicine and founder of Dr. MILK (Mothers Interested in Lactation Knowledge) is a passionate advocate for breastfeeding. Her motivation for advocating and supporting breastfeeding comes from the many health benefits for mothers and infants. Dr. Jones has successfully channeled this passion into several initiatives.

A native of Rome, Georgia and a graduate of the University of Augusta, Medical College of Georgia, Dr. Jones relocated to Arizona and practiced in general pediatrics and newborn medicine. Her interest in breastfeeding medicine was intensified when she experienced breastfeeding challenges with her first child. She recalls struggling to get her newborn daughter to latch and wanting to stop breastfeeding. The skills of a third lactation consultant she saw proved effective as the latch issues were resolved. Dr. Jones was in awe of the lactation knowledge and skills the clinician had. She remembers thinking the clinician had a universe of lactation knowledge that she wanted. It was a humbling experience for her to realize her medical school curriculum did not teach about how the breast functions as an organ to produce milk. Thus, began her personal crusade to increase her knowledge of human lactation and physiology. Self-taught, she attended as many lactation meetings and conferences she could and became an IBCLC in 2010.

In 2009, Dr. Jones founded Dr. MILK, a support and education platform for physician mothers to reach their breastfeeding goals. The work day challenges of long hours with minimal break times, fragmented schedules, limited access to pumping rooms and surgical schedules encountered by medical residents and physicians identifies them as a 'high risk' breastfeeding group. Dr. MILK was created to make breastfeeding a positive experience for physician mothers so they can promote it whole-heartedly with their own patients and to enhance their own knowledge about lactation. The group has a private, closed Facebook page with active members numbering over 20,000, with some members meeting monthly. 10-15 members moderate the page regularly and earn clinical hours toward their IBCLC credential. "We are an army of dedicated breastfeeding physician mothers supporting one another all over the world", says Dr. Jones. Information about the program was published in Breastfeeding Medicine (Jones LB, Mallin EA. Dr. MILK: support program for physician mothers. Breastfeed Med. 2013; 8(3):330-2) and presented at the GOLD Lactation Online Conference in 2014.

Dr. Jones currently holds appointments at the University of Arizona School of Medicine and Creighton University's satellite campus in Phoenix as Assistant and Associate Professor of

Pediatrics, where she teaches second year medical students the biology of the breast and physiology of lactation. Additionally, she instructs Family Practice, OBGYN, and Pediatric residents in the Phoenix area about breastfeeding by utilizing the American Academy of Pediatrics Residency Curriculum. Dr. Jones's efforts are about creating and teaching future physicians, male and female, to be good family doctors and to be knowledgeable about lactation and breastfeeding.

Dr. Jones resides in the Phoenix area with her two school-aged children and their two cats. She says Arizona is a great place to raise children with the many outdoor activities the area offers. Dr. Jones is an avid hiker and volunteers as a trail steward to help residents and visitors experience a local reserve. Her dedication in practicing evidence-based lactation care is apparent in her pediatric practice and in her teaching commitments with medical students and resident physicians. She is the force behind the Dr. MILK initiative and their many champion clinicians that help families reach their breastfeeding goals. Dr. Jones says, "Every mother who wants to breastfeed should receive evidence-based care and support from their providers. A personal mission of mine is to assist physicians and healthcare providers on a journey to increase their knowledge and skills about breastfeeding." Dr. Jones should be applauded for the work she has accomplished. We wish her well as she continues to positively impact breastfeeding.