



Kane County Breastfeeding Coalition

www.kanehealth.com/breastfeeding.htm

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World Breastfeeding Week August 1-7, 2014

A Winning Goal – For Life!

Coordinated by World Alliance for Breastfeeding Action

The Kane County Breastfeeding Coalition works to engage community members to improve public health by providing breastfeeding information and support to new and expectant parents. The Coalition provides information during pregnancy in order to allow parents to make informed choices about breastfeeding. The Coalition then supports that choice as soon as the baby is born.

The theme of World Breastfeeding Week is “A Winning Goal – For Life!” and runs from August 1st through August 7th. These are some of the Kane County Breastfeeding Coalition wins:

- Kane County’s first Human Milk Depot is open at Advocate Sherman Hospital—ready for mothers who register to donate breast milk for preterm infants. Their first shipment was just delivered to the Indiana Milk Bank!
- Cadence Delnor Hospital is piloting outpatient breastfeeding services for expectant mothers.
- Rush-Copley Medical Center, the VNA, Well Child Center (Elgin) and Advocate Sherman Hospital all provide Breastfeeding Pumping Rooms for employees to use when they return to work.
- Advocate Sherman and Rush-Copley Medical Center have formally begun the process for becoming certified as Baby-Friendly Hospitals, preparing to meet national criteria for breastfeeding support to mothers and newborns.
- Currently 87.1% of infants born in Kane County hospitals are breastfeeding when they are discharged to home—higher than the Illinois rate of 75.2% or the US rate of 76.6%!
- Becoming more baby friendly in the office is now easier, thanks to the “Can-Do-Five” Toolkit launched by the Kane County Breastfeeding Coalition. Providers can look at the ideas in the kit at www.candofive.org and pick five to implement in their office today!

- A FREE DVD is available featuring renowned speaker, breastfeeding expert, author, professor and practicing pediatrician, Dr. Jennifer Thomas, MD, IBCLC, FAAP, FABM who addressed Kane County health care professionals at Breastfeeding Conference—Call 630-264-7653 to receive your copy!
- A survey of third-trimester pregnant mothers is currently under development by the Kane County Breastfeeding Coalition, to better understand their needs and expectations for breastfeeding support as we proceed with breastfeeding initiatives.
- The Kane County Breastfeeding Coalition just launched a “39 Seconds and Counting” Campaign, reaching out to obstetric providers with a pilot tool box of resources to increase prenatal breastfeeding education and support. Research shows that the earlier a breastfeeding decision is made, the more likely the newborn will initiate and sustain breastfeeding. Expect more “39 Seconds and Counting” messages soon!

These are some of the ways Kane County Breastfeeding Coalition members will celebrate World Breastfeeding Week:

- **Family Focus**: Family Focus will promote world breastfeeding week with stories from mothers in their programs. There will be a poster in the entryway highlighting some of their mothers’ breastfeeding stories and experiences in order to encourage new moms to at least attempt breastfeeding.
- **Cadence Delnor Hospital**: Look for balloons and posters in South entrance of the hospital Atrium and in the New Life Maternity entrance! Cadence Delnor Hospital will celebrate this week by recognizing nursing mothers with a Tea for their Monday Breastfeeding Support Group. They will also recognize the nurses who support breastfeeding mothers on a daily basis. To bring awareness to staff and others at the hospital, there will be a booth about breastfeeding in the cafeteria and an article in “Corridors,” which is the cover page for employee sign-in
- **Rush Copley Medical Center** “I eat at Mom’s!” The Family Birth Center at Rush Copley will hand out breastfeeding certificates to patients along with "I eat at Mom's" t-shirts. The Family Birth Center will be decorated with baby dolls dressed in “I eat at Mom’s” t-shirts holding balloons that say “Breastfeeding Does a World Good.” They will recognize staff and doctors who are breastfeeding champions, and staff will receive pens with breastfeeding logos. Also, Ameda will present a breastfeeding in-service.

To educate staff and visitors, Rush Copley Medical Center will highlight World Breastfeeding Week with a bulletin board outside of the cafeteria and with a message on the cafeteria flat screen and with signs in the employee pump room. All hospital employees will receive an email with the names of their International Board Certified Lactation Consultants (IBCLC) and a description of IBCLC’s and Peer Counselor’s roles in educating and supporting breastfeeding. Staff are also encouraged to bring in pictures of their breastfed babies to display.

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- **VNA Health Care:** VNA will promote breastfeeding as affordable health care that creates unity between the VNA Health Center and Women Infants and Children (WIC) goals! Look for “Affordable Health Care” balloons located throughout the VNA promoting breastfeeding as affordable health care. To educate VNA patients and staff, the OB department bulletin board will be updated with current breastfeeding information
- **Well Child Center:** The Well Child Center will hold a FREE event at the Gail Borden Public Library. There will be fun and games as well as bilingual lactation consultants available.
- **Greater Elgin Family Care Center:** Will be having a baby shower for our "moms to be" on July 26th. Each mother will receive a packet with materials about breastfeeding and the celebration of Breastfeeding Awareness Week.
- **Kane County Health Department:** The KCHD will have balloons, a Stall Street Journal with facts and figures about breastfeeding, as well as a breastfeeding quiz with prizes for employees who complete the quiz. The Department will also offer recognition certificates to staff who support and educate mothers in breastfeeding.

Join us! We meet on the first Thursday of every month at 8am. For more information about the Kane County Breastfeeding Coalition please visit www.kanehealth.com/breastfeeding.htm or contact Terry Roman at (630) 264-7653 for meeting information.

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