Building Bridges for Breastfeeding Duration

A BEST PRACTICE EDUCATION AND NETWORKING OPPORTUNITY

June 24, 2020/Rochester, Minnesota

- Offer evidence based breastfeeding practice.
- Discharge mothers confident in breastfeeding.
- Build bridges between hospitals, WIC and other partners.

Program

The WIC program has received a USDA/FNS Regional Office Grant to provide this Building Bridges workshop free of charge in Minnesota.

Getting breastfeeding off to a good start is key in making sure that mom meets her personal breastfeeding goals and that we achieve the Healthy People 2020 goals for breastfeeding.

This highly acclaimed program addresses multiple issues regarding the care and education of the breastfeeding dyad that hospital staff, WIC staff, clinic staff and community advocates face on a daily basis. The course is appropriate for:

- All MCH staff, particularly labor, delivery, mother-baby, and NICU
- Obstetricians, midwives, pediatricians, OB/pediatric/family nurse practitioners, physicians, dietitians
- Obstetrics / pediatrics office staff
- MCH administrators
- Public health, including WIC staff and peer counselors, home visitors and others.
- Community breastfeeding advocates, students in health care professions, doulas and others.

Credits

Attendees will receive 3.50 L CERPs and nursing CEUS.

Program Objective

To promote collaboration between hospitals, WIC Programs, and community partners in providing lactation support services.

Topics

- A look at national goals and initiatives for breastfeeding
- A new approach to latch
- Pitfalls to getting breastfeeding off to a good start
- Ideas for making breastfeeding help easier and quicker for staff while getting them involved
- Baby’s Second Night
- A quick look at common problems like sleepy babies, inability to latch, sore nipples, the late preterm infant, the use of nipple shields, and the issue of guilt
- The Baby Friendly Hospital Initiative
- Making change through building bridges between WIC, hospital and community partners
Healthy People 2020 Breastfeeding Goals

- Increase the proportion of infants who are:
  - breastfed ever to 81.9%
  - breastfed to 6 months to 60.6%
  - breastfed at 1 year to 34.1%
  - breastfed exclusively at 3 months to 46.2%
  - breastfed exclusively at 6 months to 25.2%

- Increase the proportion of employers that have worksite lactation support programs to 38%

- Reduce the proportion of breastfed newborns who receive formula supplementation within the first 2 days of life

- Increase the proportion of live births that occur in facilities that provide recommended care for lactating mothers to 8.1%

Instructors

Rhonda Wudtke, RN, IBCLC
Rhonda has worked in maternal-child health since 1998, as an RN in labor/delivery, mother/baby, and the special care nursery- level 2E. She began her career as an IBCLC in 2003, and currently works as a hospital IBCLC at UnityPoint Health – Methodist in Peoria, IL. Her practice includes the inpatient & outpatient settings and a weekly mom support group. UPH-Methodist is currently on D4 of the Baby Friendly Hospital Initiative Pathway. Rhonda serves as the chair of the Breastfeeding Council and Patient Education Subcommittee at her hospital. She is also serving as a member of the Maternal/Child Council and Tendercare Council - leaders in making process changes to provide the most current evidence-based care to the patients served. In 2019, Rhonda led a Late Preterm Infant subcommittee to address care on the mother/baby unit to avoid unnecessary separation of moms and babies.

Colleen Batt, MS, RD, IBCLC
Colleen started her career as a clinical dietitian in hospitals. She then worked in public health nutrition in the early years of WIC, in 1977-79. In the mid-80s, while working as a hospital dietitian in Indiana, she helped the hospital develop sponsorship of the WIC program in a two county region. Her interest in breastfeeding came from her experiences in breastfeeding her three children. She became the WIC Coordinator in Tippecanoe County in 1989 and an IBCLC in 1990. Colleen served as a member of the Indiana State Department of Health WIC Program breastfeeding committee, developed the Tippecanoe County WIC Program and developed a staff trained to help mothers with breastfeeding. She has served on the National WIC Association (NWA) board of directors and on the NWA breastfeeding committee.

Registration: Send registration to delacruz.elizabeth@co.olmsted.mn.us
Contact: Questions: oleary.wendy@co.olmsted.mn.us
Program Location: Rochester Community and Technical College Heintz Center
1926 College View Road East Room HB H1100
Parking: Park in the Heintz West Lot and enter through door H 15.
Morning: 7:30 am sign in. Workshop 8:00 am to 11:30 am
Afternoon: 12:30 sign in. Workshop 1:00 to 4:30
Optional: There will be road construction in the area. Construction updates will be sent to your email address.

For purposes of registration, program planning, continuing education credits and evaluation, registrant contact information may be shared between Olmsted Medical Center, the Olmsted County WIC Program, the Minnesota WIC Program and the speakers / LEC.

Hosted by Olmsted Medical Center and Olmsted County WIC Program
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