

# Breastfeeding USA

## Horizons

### Breastfeeding USA Represented at Recent ILCA Conference

By [Sharon Knorr](#), BSMT(ASCP), IBCLC, RLC

Ah, Southern California sunshine, warm breezes, palm trees and the setting for this year's ILCA (International Lactation Consultant Association) [Conference](#) in San Diego. **Patty Jacobs** and I attended as representatives of Breastfeeding USA, providing information at our booth for many hours each day. And a lovely booth it was, thanks to Patty, who made sure that we looked both warm and fuzzy and professional at the same time. We had many, many compliments on our photo display and the diversity it embraces. Our brochures are glossy and colorful, explaining our mission and beliefs. We gave them out to one and all, along with some cute bookmarks, each with a catchy breastfeeding phrase and a little charm. These were especially appreciated by the WIC attendees who were on the lookout for gifts to take home for their peer counselors.

Most important was that we had the opportunity to chat with many of the conference attendees. We explained our new organization, mission, the path to becoming a BC, how we support our counselors, and how our counselors function in their communities. The response was overwhelmingly positive. We also made contacts with many vendors, organizations, and people prominent in the lactation field. Several vendors gave us reading materials and DVDs to preview. We met representatives from organizations such as [IBLCE](#), [ILCA](#), and [HMBANA](#). I believe our information and display made a good impression.

While in San Diego, we received word that [Breastfeeding USA](#) now qualifies as a 501(c)(3) organization. We held a celebratory party in my

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August 2011

Issue 1, Volume 4

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de la pantalla para acceder a

room, along with about a dozen friends and supporters. Everyone was happy to get together and let their hair down after the long, session-filled days and evenings. Another fun happening was the premiere showing of a new [breastfeeding film](#) by David Stark called *BabyBabyOhBaby: Nurturing Your Gorgeous and Growing Baby by Breastfeeding*. It is beautifully filmed and captures many memorable moments in the lives of families.

By Sunday, everyone was tired, but happily so. It was wonderful to see old friends and make quite a few new ones. Getting to know my fellow BOD member, Patty, was a joy after speaking with her so many times on the phone. The experience left me energized and determined to make sure that Breastfeeding USA reaches its full potential as a positive force in the lives of mothers and babies.

**PS from [Patty Jacobs](#):** I love breastfeeding conferences, and ILCA was no exception for me. There's a certain vibe when you're around hundreds of people all committed to one thing, breastfeeding. It was a great thrill to exhibit for Breastfeeding USA and introduce our new organization for the first time to hundreds of lactation professionals. Sharon and I were each able to attend some conference sessions and met many wonderful new friends of Breastfeeding USA.

For example, I had a great conversation with Pauline Sakamoto of [Mother's Milk Bank](#) of San Jose, California, who is a past president of [Human Milk Banking Association of North America](#). I let her know she could count on us to support the work of human milk banks. I met several Breastfeeding USA members too and was able to put faces with names. A very enthusiastic Canadian wanted to know how she could start a Breastfeeding Canada!

Although our feet were sore from hours of standing and walking across the gigantic hotel property, we worked hard, and I think left a good impression of Breastfeeding USA.

una traducción al español  
con el enlace "translate."

## Messages from Our Facebook Page

### ***What is your favorite memory of breastfeeding?***

"The middle of the night nursings when the house is all quiet and the only sound I hear is my baby." *Eme Zoller*

"My baby boy was born with pneumonia and was in the NICU for 8 days. So my favorite memory was the first time I COULD ACTUALLY nurse when my baby boy was well enough not to need the breathing tube or feeding tube. He latched on like a champ!" *Terry O'Neill Kearton*

## Member Features

BFUSA members can join a [Yahoo! chat group](#) and [view past issues](#) of Breastfeeding USA Horizons on the website.

## From the Editor's Desk

*Breastfeeding USA Horizons* aims to be a source of inspiration for members,



**Patty Jacobs** (L) and **Sharon Knorr** (R) represented Breastfeeding USA at the ILCA Conference, July 13-17, 2011.

## The Importance of Mother-to-Mother Support

by [Beth Lichy](#), PhD

Nowadays, breastfeeding mothers have access to more types of support than ever. A new mother may consult with a doctor, midwife, lactation consultant, family member or online website for answers to her questions about breastfeeding. The [Surgeon-General's Call to Action](#) includes the statement: "Strengthen programs that provide mother-to-mother support and peer counseling."

What makes this type of breastfeeding support so important?

Breastfeeding mothers who have "been there, done that" are in a good position to relate to others who are in similar situations. They are usually peers who are meeting each other as equals. Breastfeeding USA Counselors (BCs) are mothers who themselves have nursed for a minimum of one year. BCs have often experienced the same joys, challenges and barriers to breastfeeding as the mothers they are helping. They can serve as credible role models for mothers who need to build confidence and self-esteem in their new role as mothers.

information about breastfeeding throughout the United States and updates on breastfeeding research throughout the globe. To share comments or ideas for articles, please email [editor@breastfeedingusa.org](mailto:editor@breastfeedingusa.org)

*Kathy Kerr*, Editor

**The mission of Breastfeeding USA is to provide evidence-based breastfeeding information and support, and to promote breastfeeding as the biological and cultural norm.**

Learn more about [Breastfeeding USA](#).

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Most health-care professionals do not have enough time to get to know their clients and to listen to their stories. For new mothers, interactions with peers can help build lasting relationships and develop the trust necessary for sharing emotional and physical needs. In addition to providing technical support, BCs listen to mothers' birth stories, customs, fears and hopes for the future of their families. When a new mother hears from others who have successfully coped with difficulties, she is likely to feel less alone and to be more optimistic about the future. She will hear new perspectives and learn new ways of handling situations. She will gain confidence in herself and learn to follow her own instincts as a mother.

Breastfeeding Counselors also benefit from giving mother-to-mother support. The BC feels rewarded by knowing that she has had an impact on other mothers. She feels competent when she sees that her skills and knowledge contribute to solving problems. The BC takes part in creating a social support network of breastfeeding mothers that has a meaningful impact on our society.

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## Becoming a Volunteer

### Breastfeeding Counselor

We are looking for motivated women to apply to [become volunteer Breastfeeding Counselors \(BCs\)](#). BCs offer evidence-based information and support to women in their communities through a variety of venues, depending on what is most appropriate in that locality. These may include in-person meetings or classes, and phone or e-mail counseling. Counselors may participate in or help moderate our online forums as representatives of Breastfeeding USA. They may also provide administrative support to volunteers, participate in advocacy activities, translate materials into other languages, or provide other mission-based services.

As valued contributors to the organization, the Bylaws afford Breastfeeding Counselors [rights and privileges as voting members](#). This includes nominating and voting directly for board members, attendance at board meetings, participation on committees, and inclusion in annual meetings, where they may vote on issues that directly affect them. This is a grassroots style of nonprofit governance.

We will provide Breastfeeding Counselor candidates with online core education modules covering all aspects of breastfeeding and lactation. Breastfeeding Counselors are expected to keep up-to-date on current issues in lactation and must fulfill the annual continuing education requirement to maintain their accreditation with Breastfeeding USA. We will provide our Breastfeeding Counselors with opportunities for continuing education as well as ongoing support.

There are two educational paths for accreditation. One is for mothers with no formal training or experience in helping mothers with breastfeeding, the second is an accelerated course for mothers with experience and training helping mothers. Experienced women will be given the opportunity to test into the accelerated course. Please see the [Personal Experience and Application Requirements for Becoming a BreastfeedingUSA Counselor](#). The comprehensive course will use [Counseling the Nursing Mother](#) as the primary text.

If you are interested in learning about our Breastfeeding Counselor education program, please visit [here](#) for more information. Applications are accepted online at a secure and private section of our website. Each applicant is also required to obtain two personal recommendations.

Once an application and the recommendations are reviewed, we set up a personal interview with each applicant. Education is interactive with other candidates and tutors, and provided at the national level. The Education Department can be contacted at [Education@breastfeedingUSA.org](mailto:Education@breastfeedingUSA.org).

***We welcome your help in fulfilling our mission.***

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## Hand Expression of Breastmilk

**From the Breastfeeding Resource and Information  
Department (BRAID)**

By [Sharon Knorr](#), BSMT(ASCP), IBCLC, RLC

Often we hear that mothers don't want to hand express, preferring to instead pump their milk. If no pump is available, it is assumed that the mother will not succeed. When premature infants are born, the biggest push is to get the mothers pumping as soon as possible with a hospital-

grade pump. But recent studies point to the advantages of using simple hand expression to increase milk production and the chance that breastfeeding will continue in spite of difficulties.

A [study](#) at the University of California at San Francisco randomized dyads having latch and suck problems to either pumping for 15 minutes or hand expressing for the same amount of time. The immediate outcomes were very similar, but two months later, 96.1% of the mothers who had hand-expressed were still breastfeeding versus 72.7% of those who had pumped. In a study done by Stanford University, mothers of preemies who hand-expressed colostrum at least six times daily for the first three days of life produced 45% more milk later on than mothers who hand-expressed less than two times daily. Their pumping schedules were the same. After eight weeks, those who added hand expression to pumping were producing more milk than would be needed to feed a healthy three month old. This evidence implies that adding hand expression and breast compressions during pumping would be great tools to help these mothers, who often suffer from rapid drops in production, to maintain their supplies until their babies can go to breast and feed normally. Thus, it is a good idea to encourage mothers to learn how to hand express – it really can make a difference.

[Hand Expression of Breast Milk Allows Longer Breast-Feeding](#) by Laurie Barclay, MD  
Arch Dis Child Fetal Neonatal Ed. Published online July 11, 2011.

For More Information:

[Maximizing milk production with hands on pumping](#)

[Combining hand techniques with electric pumping increases milk production in mothers of preterm infants](#)

[Randomised trial comparing hand expression with breast pumping for mothers of term newborns feeding poorly](#)

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## World Breastfeeding Week



World Breastfeeding Week (WBW) is celebrated annually from August 1-7 in more than 120 countries, to encourage breastfeeding and improve the health of babies worldwide. This event commemorates the 1990 [Innocenti Declaration](#) to protect, promote, and support breastfeeding.

The theme for 2011 is *Talk to Me! Breastfeeding - a 3D Experience*. Traditionally, conversations about breastfeeding have been mostly between parents and those who work in health-care related fields. Global partners of World Breastfeeding Week are calling for the importance of breastfeeding to be broadcast beyond health clinics, doctor's offices, and delivery rooms to the public at large. Broadly communicating about the impact of breastfeeding will help ensure that young people around the world will understand the importance of breastfeeding long before they become parents.

This year, the global participants in WBW help raise breastfeeding awareness beyond the maternity ward, providing information to help others understand that breastfeeding is the normal way to nurture and nourish infants. Breastfeeding USA uses the social networking website [Facebook](#) to share ways we can effectively communicate the importance of breastfeeding to all people, from children and youth to grandparents!

For more information about World Breastfeeding Week and related activities, please see the following Web pages:

[World Alliance for Breastfeeding Action \(WABA\) World Breastfeeding Week press release](#)



[UNICEF celebrates Global Breastfeeding Week by taking the message beyond health clinics](#)

[World Breastfeeding Week website](#)

[World Breastfeeding Week Facebook page](#)

[International Lactation Consultant Association WBW pages](#)

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## The Big Latch On

In celebration of World Breastfeeding Week, the West Contra Costa Chapter of Breastfeeding USA participated in the [Big Latch On](#), an effort to break the record for simultaneous breastfeeding worldwide, on August 7 in El Sobrante, CA. The event included a children's clothes swap.

