



# OBRC

## Newsletter

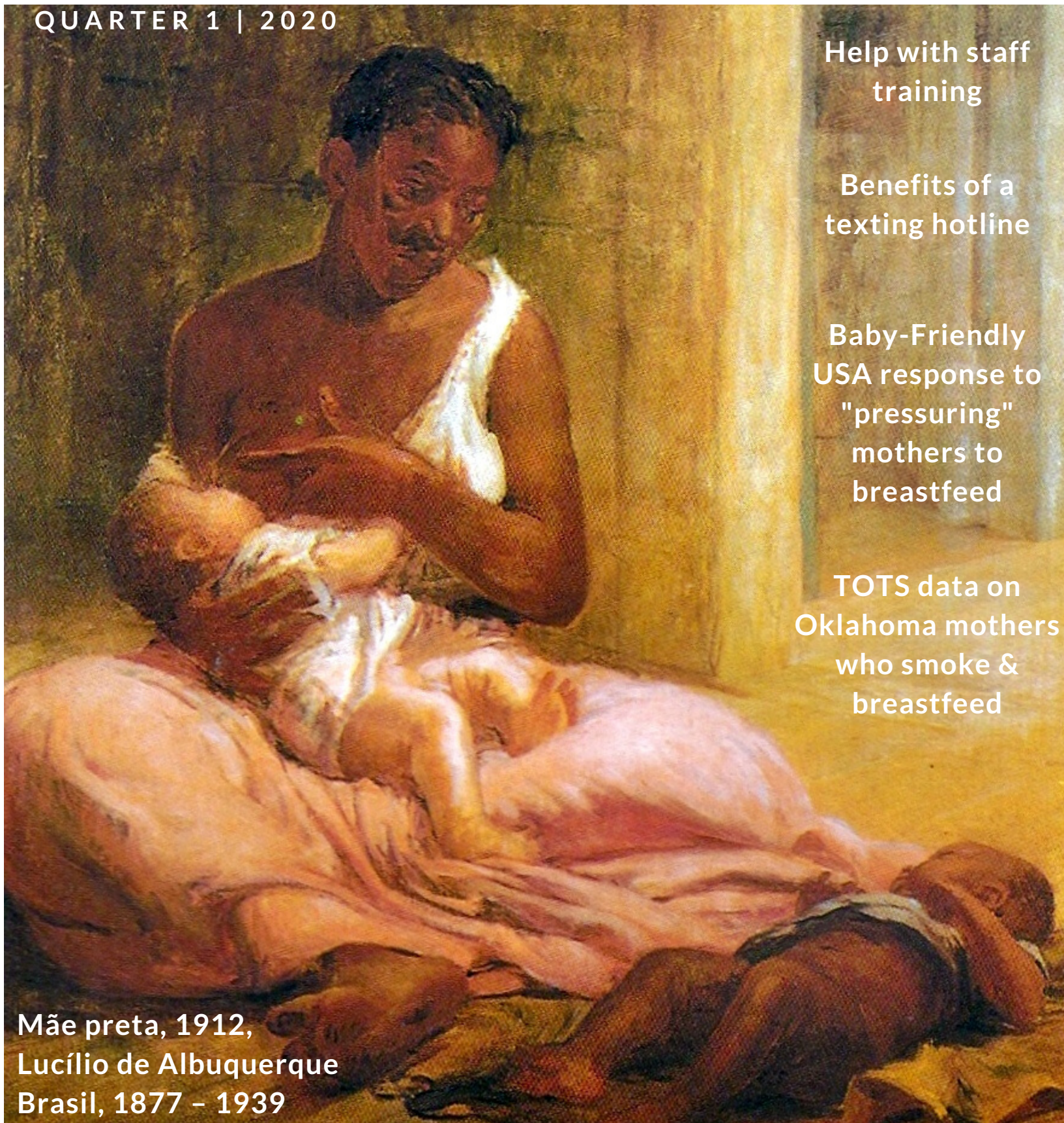
QUARTER 1 | 2020

Help with staff  
training

Benefits of a  
texting hotline

Baby-Friendly  
USA response to  
"pressuring"  
mothers to  
breastfeed

TOTS data on  
Oklahoma mothers  
who smoke &  
breastfeed



Mãe preta, 1912,  
Lucílio de Albuquerque  
Brasil, 1877 - 1939



# OBRC CORNER

Thank you for checking out our fall 2020 newsletter!

In just the last few months, OBRC has experienced a major change as our Assistant Director, Petra Colindres, moved to Miami, FL, at the beginning of August. Our current part-time lactation consultant, Amanda Parsons, will take over Petra's clinic obligations and Jaclyn Huxford will take over the management of the Breastfeeding Hotline and other activities. We are excited to have Amanda and Jaclyn step into these roles. Check out page 4 for more details.

School is back in session and OBRC is proud to say that we have had a flood of students taking advantage of our one-week lactation rotation! We have been asked to give a reoccurring lecture to OU Pediatric interns so all will have had some initial education in their first 6 months of training.

Thank you for working with us! If you like what we're doing, have an idea, or need some training, feel free to drop us a line. Our email and phone are always available:

Email: [obrc@ouhsc.edu](mailto:obrc@ouhsc.edu)

Phone: 405-271-6162

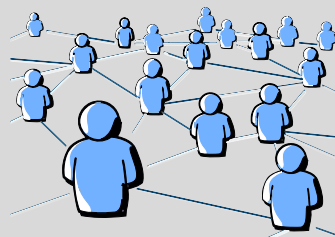
Sincerely,  
The OBRC team

## Let's Get Connected!

Click the below to visit to our social media pages for the most up-to-date information, updates, research, and more!



Hospital Info  
Contact List



Webinar  
Contact List



BF Families  
Contact List



Facebook



YouTube



Instagram



Becky Mannel



Jaclyn Huxford



Amanda Parsons



Sara Bellatti

## Farewell, Petra 🥲

Petra Colindres, Assistant Director of OBRC and manager of the Oklahoma Breastfeeding Hotline, has left OBRC to support her husband's new career opportunity in sunny Miami, Florida. Miami welcomed the Colindres family with open arms and a hurricane warning! The family and their property are all safe and damage free.

Petra has accepted a faculty position at Nova Southeastern University. There she will be teaching nutrition for the Kiran C. Patel College of Osteopathic Medicine, as well as doing intensive inpatient/outpatient consults for the feeding disorder clinics as part of the Mailman Segal Unicorn Clinic.

OBRC will miss Petra very much. She has been a driving force for breastfeeding promotion and care within our organization and the state.



Petra's "farewell" party

We are going to miss seeing your beautiful face & hearing your fun "mom life" stories. We will especially miss Doughnut Fridays, Where's Petra's Keys, coffee runs and all the yummy snacks you made.

Good luck to you and your family in this new adventure! We Love You!!

## Benefits of a Texting Breastfeeding Hotline

Everyone is texting these days and so are we! Whether it is a question about taking a medication while breastfeeding or questions about the beginning stages of mastitis, a quick text can sometimes be more convenient than a phone call.

Texting provides mothers a private, calm, and easy way to communicate with and IBCLC without having to coordinate schedules for a phone call. Texting may seem less personal but most mothers today do not remember life without texting so it is a primary method of communication for many.

With our soft launch we have had a lot of positive feedback. The hotline team has been working hard and we hope to spread the word to have more mothers texting with our IBCLCs. Clients can enroll in the texting option one of two ways: by texting "OK2BF" to 61222 or by calling the Oklahoma Breastfeeding Hotline 877-271- MILK (6455).

[Download our new flyer here!](#)

### Have breastfeeding questions?



#### Talk to the Oklahoma Breastfeeding Hotline!

**Call: 1-877-271-6455 (MILK) or  
Text: OK2BF to 61222**

to speak (for free!) to an  
International Board Certified Lactation Consultant (IBCLC)  
24 hours a day, 7 days a week, 365 days a year.

Text to opt-in and receive messages from the Hotline.

Staff reply to all non-urgent questions 7a -7p.

Urgent calls/texts are returned 24/7.

You may have to pay for texting from your cell service.



THE OKLAHOMA BREASTFEEDING HOTLINE IS AN OKLAHOMA BREASTFEEDING RESOURCE CENTER PROGRAM SUPPORTED BY THE MATERNAL AND CHILD HEALTH SERVICES TITLE V BLOCK GRANT AND THE OKLAHOMA STATE DEPARTMENT OF HEALTH (OSDH)



# SERVING BREASTFEEDING FAMILIES IN OKLAHOMA

## Congratulations, Amanda & Jaclyn!

Amanda Parsons MA, RDN/LD, IBCLC is new to the role of Assistant Director of Clinical Operations but has been providing outpatient lactation and nutrition services at OU Physicians for the past year. Overall, Amanda has over 10 years' experience in nutrition counseling, maternal and child health, public speaking and corporate wellness.

Amanda is passionate about supporting pregnant and postpartum women! Her goals are to empower moms to make informed infant feeding decisions, provide support to women learning to successfully initiate breastfeeding and create strategies for moms working to overcome challenges.

Amanda strives to be sensitive to each mother's goals and needs throughout her breastfeeding relationship and enjoys using evidenced based practice to create real-life solutions for the whole family.



**Amanda Parsons, RDN/LD IBCLC**  
**Assistant Director, Clinical Operations**

Jaclyn Huxford, IBCLC is the new Assistant Director of Technical Operations with the Oklahoma Breastfeeding Resource Center. She not only is the Hotline manager, she also is adding in the Becoming Baby-Friendly in Oklahoma movement. Part of her role includes keeping the OBRC online trainings current and relevant to help those needing ongoing breastfeeding education.

Jaclyn Huxford is a nutritionist and lactation consultant with over 6 years of experience in aiding families in their breastfeeding needs. She is passionate in helping mothers feed their babies while providing sound information and support.

Her time working in public health has molded her counseling skills to help families work through any breastfeeding challenges that may arise. She has been a moving force with the Oklahoma Breastfeeding Hotline to reach more families with the new texting option for communication.



**Jaclyn Huxford, IBCLC**  
**Assistant Director, Technical Operations**

### CLINIC SCHEDULE

**OU Physicians, Women's Health, Lactation Clinic**  
Availability: Monday - Friday  
Call to schedule: 405-271-9494  
(Delivery at OU not required!)

**Variety Care 10th Street Health Clinic**  
Availability: Monday & Wednesday Afternoons  
Call to schedule: 405-632-6688  
(Must be current patient of a Variety Care physician)

### BREASTFEEDING HOTLINE

**Call: 1-877-271-6455 (MILK)**  
**Text: OK2BF to 61222**

IBCLCs are available to talk  
24 hours a day, 7 days a week, 365 days a year

Staff reply to all non-urgent questions 7a -7p.  
Urgent calls/texts are returned 24/7.

You may have to pay for texting from your cell service.

# BECOMING BABY-FRIENDLY IN OKLAHOMA (BBFOK)

## OPTIMIZING EXPERIENCES FOR BREASTFEEDING FAMILIES

On August 28, OBRC's Sara Bellatti and Becky Mannel hosted a webinar on how to optimize the hospital or clinic experience for a breastfeeding family.

This webinar outlined ways [figure 1] to improve the clinical environment to provide the best care and increase breastfeeding initiation and duration.

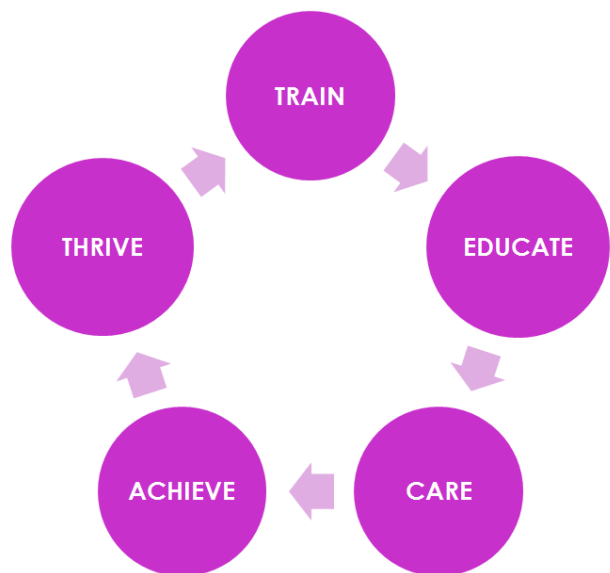


Figure 1

Click the below links to watch the webinar and to view the slides. In addition to providing evidence-based information on improving breastfeeding families' experiences, this presentation is also great to help with staff "buy in" for the Baby-Friendly Hospital Initiative.

**Webinar link:** <https://www.youtube.com/watch?v=uqqOfXxIM6w&feature=youtu.be>

### Power Point Slides

**link:** <https://obrc.ouhsc.edu/Portals/1308a/Assets/documents/WebinarSlides/Opt.Hop.Exp.4BF.Families%20Cdraft%2CFINAL.pdf>

## WE NEED YOU! BREASTFEEDING DATA REQUEST

Please help OBRC obtain up-to-date knowledge of your hospital or clinic breastfeeding policies and practices. Below is a link for a quick 12 "yes/no" survey. These simple questions will allow OBRC to track information regarding staff education, staff training, prenatal education materials, etc.

The below image of Oklahoma counties [figure 2] shows the areas where OBRC is aware of maternal/child health staff and/or physicians are being trained. Taking our survey will allow us to see what counties may be in need of breastfeeding information and staff training.

We are currently booking trainings for the 2020 calendar year. Please contact us via phone or email to schedule your on-site staff training today!

### Survey link:

[https://ouhsc.qualtrics.com/jfe/form/SV\\_bPoKhjU31JCOAEI](https://ouhsc.qualtrics.com/jfe/form/SV_bPoKhjU31JCOAEI)

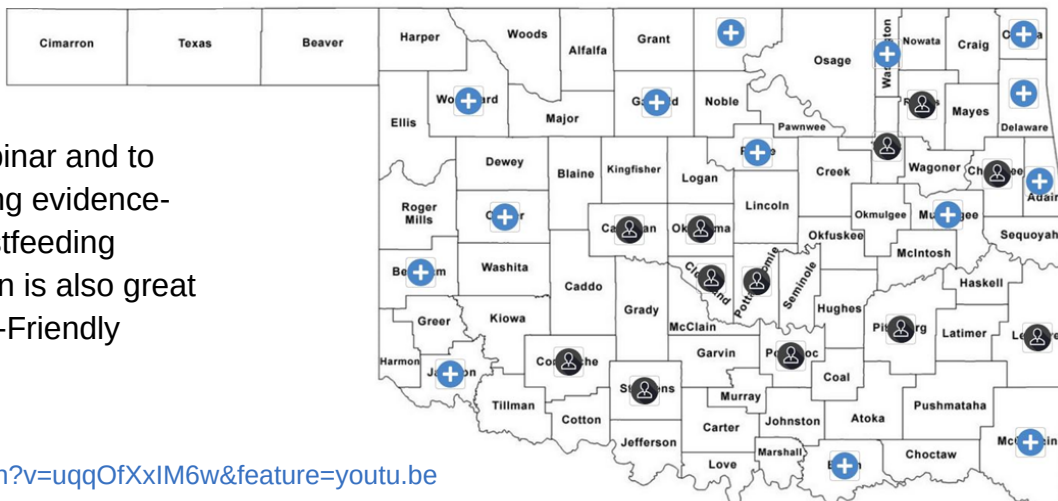


Figure 2

# UPCOMING EDUCATION

## Making Breastfeeding Easier (MBE)

A one-day (8a-4:30p) breastfeeding education class for healthcare providers.

7.5 nursing contact hours (can be converted to CERPs)

Cost: FREE!

### Upcoming classes:

**October 17** - PRIVATE SESSION for Saint Anthony

**November 20** - PRIVATE SESSION for Cherokee Nation

**2020 Dates:** Mar. 12, Jun. 18, Aug. 20 & Nov. 5

## Breastfeeding Basics & Beyond (BBB)

A two-day breastfeeding education class for healthcare providers.

11.8 nursing contact hours.(can be converted to CERPs)

Cost: FREE!

### Upcoming classes:

**December 9 & 10, 2019** (Tulsa)

**May 13 & 14, 2020** (Tulsa)

*OKC dates pending!*

These classes are funded by a Title V grant provided by the Oklahoma State Department of Health.

<https://obrc.ouhsc.edu/Events-Training>

If interested in either class, please register at our website under our Events & Training tab:

Note: If OBRC does not have a class listed near you, we would love to come to you! In addition to the two courses outlined above, OBRC can also provide various trainings to fit your needs.

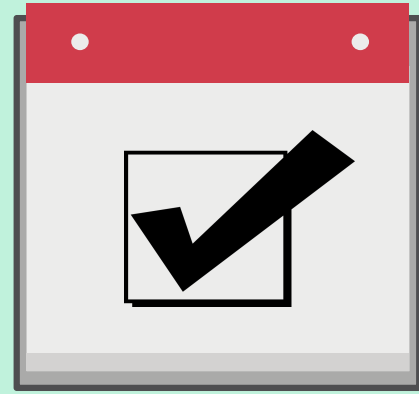
## Webinars for All!

OBRC holds regular webinars or conference calls. The topics vary and all content is evidence-based. Come join in the fun! Check the OBRC [website](#) for previous webinar power points, resources, upcoming dates, times, and topics.

**Upcoming 2020 dates are being scheduled.**

Please send us ideas on topics you would like us to cover!

[Click here to be added to our webinar email list.](#)



## Save The Date!

# OBRC's 8th Annual BBFOK Summit

## Friday Feb. 28, 2020

## Oklahoma City, Oklahoma

# BREASTFEEDING UPDATES

## Baby-Friendly's Response to Huff Post Article

On October 8, 2019, Baby-Friendly USA released a response to the September 19, 2019, Huff Post article *"The Pressure To Breastfeed Can Hurt Moms. And Doctors Are Finally Realizing It"*. The Huff article highlighted one mother's bad experience prior to being discharged from a Baby-Friendly hospital.

A summary of the incident in question is as follows. The mother delivered at a Baby-Friendly facility. After birth, she had skin-to-skin contact with her daughter and saw a hospital lactation consultant who helped her with the infant's latch. Then in the middle of the night, the baby woke, had trouble latching, and screamed inconsolably. The mother called the nurse and asked for "a bit of formula to tide them over until they could get a better handle on breastfeeding." The nurse told her that this would require a doctor's order. Because it took so long to get the doctor's order, the mother asked her husband to sneak some formula into the hospital.

Although this incident was unfortunate, articles like this allow supporters of the BFHI to address concerns or misconceptions regarding Baby-Friendly and to share ways to prevent repeats of incidents that have arisen. "The problem in this case was not that this mom was unduly pressured to breastfeed," said Trish MacEnroe, Baby-Friendly USA CEO. "It's that she didn't get the help and support she needed –help that is fundamental to Baby-Friendly practice standards. A screaming baby in the middle of the night should be basic nursing care." It is important to remember...

- Frequent review of staff education and skills could prevent issues and miscommunication.
- Remembering to focus on BFHI goals in addition to the policies may lower stress felt by staff who are worried about "going against policy".
- The laid-back baby-led breastfeeding technique is very comfortable for new mothers and is one solution for this situation.

[Click for Huff Post article](#) [Click for BFUSA article](#)

## Breastfeeding Rates of Mothers Who Smoke

The TOTS Brief released in May 2019 examined data obtained from surveys between 2012-2016 on Oklahoma mothers smoking rules. Approximately 9,008 mothers responded to the survey about their rules regarding smoking around their children and their breastfeeding duration. 18.4% of surveyed Oklahoma mothers smoke in their homes and vehicles.

The premise of this survey was to ascertain the affects of secondhand smoke (SHS) on the health of Oklahoma toddlers. The data showed that 18.9% of responding mothers had no rules about smoking in the home and 56.6% had no rules about smoking in their vehicle.

Results showed that "mothers with home smoking rules had significantly higher rates of breastfeeding at six months than mothers with no home smoking rules (39.7% compared to 13.5%, figure 3)". The data also showed that "mothers with vehicle smoking rules had significantly higher rates of breastfeeding at six months than mothers with no vehicle smoking rules (41.9% compared to 18%, figure 3)".

It is difficult to not notice the correlation between having rules about smoking and the higher number of such mothers who also breastfed for 6 months. The introduction of such rules is something of note that could be discussed during a prenatal visit when mothers indicate that they or someone in their home smokes.

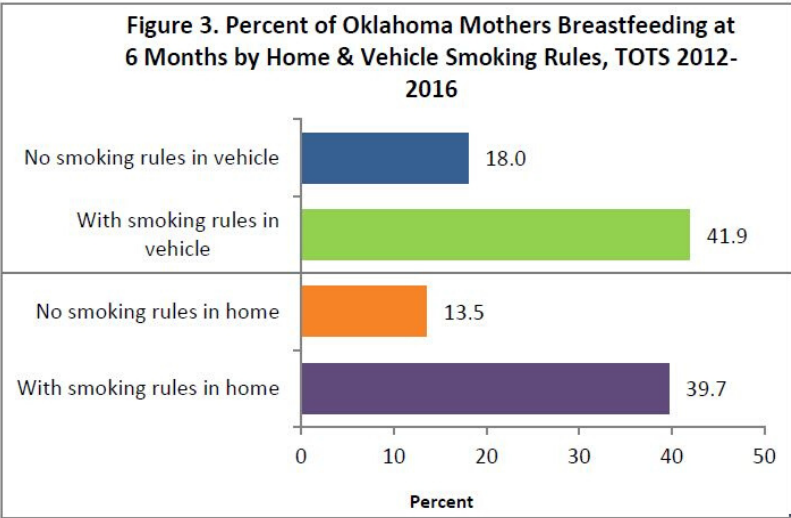


Figure 3

[Click to read more!](#)



# GET INVOLVED

## October

**26th - PUMPKins for Preemies**  
by the Oklahoma Mothers' Milk Bank  
10:00a-1:00p  
Oklahoma Mothers' Milk Bank Parking Lot  
901 N Lincoln Blvd., OKC, OK

## November

**7th - Safe Sleep Train the Trainer**  
OKC County Health Department  
[Click here for more information](#)

## December

**9th-10th - Breastfeeding Basics & Beyond**  
OSU Tulsa Campus, Tulsa, OK  
[Click here to register](#)

**Have an event we can share in our next quarterly newsletter? Send event info for dates between Jan-Mar 2020, including date, time, location, and contact info to: [obrc@ouhsc.edu](mailto:obrc@ouhsc.edu)**

## Breastfeeding Exempt from Public Nudity/Indecency Laws!

The *Free the Nipple* movement has hit Oklahoma and, like many new laws, has been met with strong emotions from supporters of both sides. It is important to know that Oklahoma's public decency and public nudity laws are still in effect regardless of the U.S. 10th Circuit Court of Appeals decision, therefore, women cannot be topless in public areas. Thankfully, in Oklahoma, breastfeeding is exempt from public indecency laws. That means that breastfeeding mothers can legally breastfeed in any place where they have the legal right to be.

## RD, IBCLC Needed at WIC

Know anyone who might be interested in applying for a WIC Breastfeeding Resource Specialist position?

[Click the below for details.](#)

<https://www.jobapscloud.com/OK/sup/bulpreview.asp?R1=191016&R2=UNCX&R3=425>



**KNOWLEDGE IS  
POWER!**

## Oklahoma AAP Chapter's Section on Breastfeeding



OBRC is excited for our colleague, Malinda Webb, MD, FAAP, (below) who has taken on the role of Chapter Breastfeeding Coordinator (CBC) for the Oklahoma Chapter of the American Academy of Pediatrics (AAP).

Dr. Webb, who is currently practicing General Pediatrics at Stillwater Pediatrics, has revived the Breastfeeding and Lactation Section for the Oklahoma AAP Chapter and she graciously included OBRC on her section's webpage! [Click here](#) to be directed to the site.

If you would like to learn more about the AAP and its activities here in Oklahoma, [click here](#) to read the 2019 Oklahoma Blue Print to learn about the Chapter's advocacy agenda and policy goals.



Malinda Webb, MD, FAAP  
Okla. Chapter Breastfeeding Coordinator (CBC)

## Oklahoma Mothers' Milk Bank Newsletter

[Click here](#) to read about the latest information regarding Oklahoma's own milk bank.

