



OBRC

Newsletter

QUARTER 4 | 2020

**August is National
Breastfeeding Month!**

**Educating Families on
Breastfeeding & Viruses**



**OBRC Breastfeeding
Trainings Are
Back In Session!**

Breastmilk at Childcare

**Harvard Medical Study
of Covid-19+ Moms**

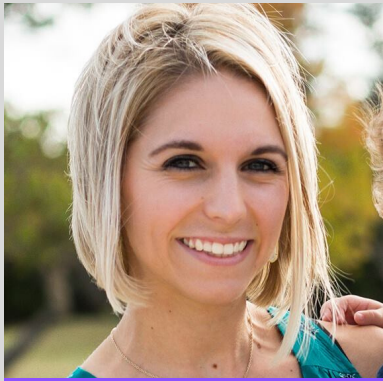
OBRC CORNER

Thank you for checking out our summer 2020 newsletter!



Becky Mannel

Oklahoma is opening back up, but the necessity to share information regarding the COVID-19 virus remains paramount. In this issue, we provide evidence-based options to various challenges in providing optimal breastfeeding support. These challenges were submitted to OBRC by hospitals and other facilities state-wide that provide care to breastfeeding families. To further help with these challenges we have updated our [resource page](#) and our [families page](#) on our website in order to allow families and staff to easily find materials they need to help promote and prolong breastfeeding.



Jaclyn Huxford

The COVID-19 pandemic led to an increase in collaboration between organizations and health care facilities. Our spring newsletter OBRC's was devoted to all things regarding COVID-19, breastfeeding and breastmilk. [Click here to read the spring newsletter](#). We are continuing to remind providers and the public that the Oklahoma Breastfeeding Hotline is a great way for breastfeeding families to access IBCLC care. In addition, our Lactation Clinic is available for in-person and telehealth visits. Call OU Physicians Women's Health today to schedule! 405-271-9494.

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

Phone: 405-271-6162

Sincerely,
The OBRC team

Let's Get Connected!

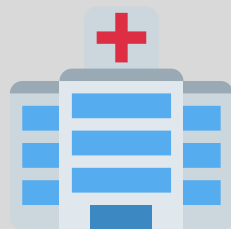
Click the below to visit to our social media pages for the most up-to-date information, updates, research, and more!



Amanda Parsons



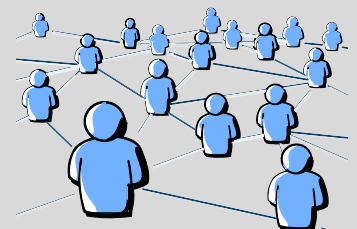
Sara Bellatti



Hospital Info
Contact List



OKLAHOMA
BREASTFEEDING
RESOURCE CENTER



Webinar
Contact List



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SERVING HEALTHCARE PROVIDERS IN OKLAHOMA

Viral Infections & Breastfeeding Families

Even as Oklahoma is opening back up, providers should continue to educate families about not only COVID-19, but also other viruses that can occur frequently, such as the Flu. If the recent events taught us anything, it is that as long as there is travel between countries, pandemics are possible. Additionally, the families should be educated on the importance of immunizations.

The education of breastfeeding safety while sick should not be only for those who are COVID+ but to all families. See the below video created by the WHO.

The Maternal Child Health division of the Oklahoma State Department of Health recently released results of their assessment of Oklahoma and its breastfeeding families. [Click here to view "Breastfeeding Facts at a Glance" created by the MCH's assessment division.](#)



COVID Mothers Study

Do you want to help other moms and babies? Take an 8-minute survey and help Harvard Medical School learn more about COVID-19. Your baby has to be at least a month old before you can fill out the survey. Your input is vital! [Click here to take the survey.](#)

This is for an academic research survey looking at the effects of maternity practices on moms, newborns and older infants. Click below to read more about the study. [English](#) or [Español](#)



Breastmilk Fed Toddlers in Childcare

Breastfeeding organizations across the nation are frequently receiving requests for help from mothers who had been told by their child care provider that they could not serve their child breastmilk after the child turned one year of age. The child care provider often says they "are not allowed" to provide human milk past the age of 12 months and "have" to give" cow's milk when baby turns one.

Childcare providers that follow the nutrition requirements outlined in the Child and Adult Care Food Program (CACFP) should be referred to memo number CACFP 17-2016, which states that *"breastmilk is considered an allowable fluid milk substitute for children of any age if a mother chooses to breastfeed her child past one year of age."*

NATIONAL BREASTFEEDING MONTH

World Breastfeeding Week



WABA | WORLD BREASTFEEDING WEEK 2020

WBW is celebrated every August 1st - 7th. This year's hashtag is [#WBW2020](#). This year's theme will be focusing on the impact of infant feeding on the environment and the imperative to protect, promote and support breastfeeding for the health of the planet and its people. This theme is aligned with thematic area 3 in the [WBW-SDG 2030 campaign](#) which highlights the links between breastfeeding and the environment/climate change. Together, we need to emphasise the link between breastfeeding and the environment.

WHAT CONTRIBUTES TO LOW RATES OF EXCLUSIVE BREASTFEEDING GLOBALLY?

Inadequate rates of exclusive breastfeeding result from social and cultural, health-system and commercial factors, as well as poor knowledge about breastfeeding. These factors include:

- caregiver and societal beliefs favouring mixed feeding (i.e. believing an infant needs additional liquids or solids before 6 months because breast milk alone is not adequate);
- hospital and health-care practices and policies that are not supportive of breastfeeding;
- lack of adequate skilled support (in health facilities and in the community);
- aggressive promotion of infant formula, milk powder and other breast-milk substitutes;
- inadequate maternity and paternity leave legislation and other workplace policies that support a woman's ability to breastfeed when she returns to work;
- lack of knowledge on the risks of not exclusively breastfeeding and of proper breastfeeding techniques among women, their partners, families, health-care providers and policy-makers.

National Breastfeeding Month



The 2020 National Breastfeeding Month theme is Many Voices United. Now, more than ever, we must come together to identify and implement the policy and systems changes that are needed to ensure that every family that chooses breastfeeding has the support and resources they need to succeed. Unequal access to breastfeeding supportive policies and environments have created persistent racial and ethnic disparities in breastfeeding initiation and duration. Our nation's families deserve better. Together, we can forge a brighter future.

The [United States Breastfeeding Committee](#) (USBC) serves to amplify and support the efforts of the field. Click the links below to explore and engage directly with each week's theme and host organization.

Throughout the month of August, the USBC will host NBCC Reimagined, a robust series of webcasts that will be available on-demand and free of charge.

[August 1-7](#)

[World Breastfeeding Week:](#)
[Support Breastfeeding for a Healthier Planet](#)

[August 9-15](#)

[Native Breastfeeding Week](#)

[August 16-24](#)

[Spotlight on Infant and Young Child Feeding in Emergencies](#)

[August 25-31](#)

[Black Breastfeeding Week:](#)
[Revive. Restore. Reclaim](#)

NEW ONLINE COURSES FOR STAFF AND FAMILIES

Class is Back in Session!

OBRC is proud to announce the reinstatement of its in-person classes! We have restructured them to allow social distancing and various procedures will be followed to keep everyone safe! [Click here for details.](#)

Making Breastfeeding Easier

August 6, 2020

Oklahoma City, OK 73117

[Click here to register!](#)

Making Breastfeeding Easier

September 16, 2020

Ponca City, OK 73117

[Click here to register!](#)

New 15-hour Online Breastfeeding Training for Health Care Staff

OBRC is proud to announce a brand new version of our 15 hour online training for healthcare staff! We acquired a new learning platform (Digital Chalk) and a new presentation format (Prezi). Additional information about this course ...

- \$90 per enrollment of each staff member
- \$45 per enrollment of each staff member for Oklahoma birthing hospitals who participate in our Becoming Baby-Friendly in Oklahoma project
- Covers all breastfeeding education for staff as required for Baby-Friendly Hospital designation (Step 2)

[Click here for details!](#)

Free Online Prenatal Breastfeeding Education for Patients

OBRC has launched its first online prenatal breastfeeding education. This educational session is completely free and available in English and Spanish. This course takes approximately one hour to complete and...

- Covers basic breastfeeding information for families
- Meets prenatal education requirements for Baby-Friendly hospitals (Step 3)
- Works best with **Chrome** browser

[Click here to view!](#)

Save The Date!

OBRC's 9th Annual BBFOK Summit

Friday
Feb. 26, 2021

Oklahoma City,
Oklahoma

Samis Center



WHAT DO YOU KNOW ABOUT BREASTFEEDING?

Click here for our FREE breastfeeding education for parents!
Everything you need to know, in one place!