



# OBRC

## Newsletter

QUARTER 2 | 2019

**HOTLINE NEEDS  
ASSESSMENT SURVEY  
RESULTS**

**BBFOK SUMMIT  
PHOTOS**

**HOT TOPICS IN  
BREASTFEEDING**

**UPCOMING  
EDUCATION  
OPPORTUNITIES**



# OBRC CORNER



Becky Mannel

Thank you for checking out our spring 2019 newsletter. The year is off to a great start and we are excited to see what 2019 has in store. The 7th annual BBFOK summit was a success and we are already planning for 2020!

We would like to say a BIG thank you to all our partners! Without your willingness to collaborate OBRC would not be able to flourish like we have. If you are interested in partnering and working with OBRC, please contact us.

We're thankful to have the opportunity to support the state of Oklahoma and to help our current, past, and future mothers, infants, and families. 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



Petra Colindres

## **\*NOTICE\***

The mPINC survey is currently in the field. This is an important survey for birthing hospitals. If your hospital did not get the survey, please send those questions to the CDC mPINC inbox: [mpinc@cdc.gov](mailto:mpinc@cdc.gov).



Sara Bellatti

## Let's Get Social!

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



Facebook

[OKBreastfeedingResourceCenter](#)



YouTube

[Oklahoma Breastfeeding Resource Center](#)



Instagram

[Oklahoma Breastfeeding](#)



Firstly, we would like to say a tearful farewell to our most seasoned hotline consultant, Paula Freeman. Paula has been a Hotline IBCLC since July 2008. She was inspired to enter the field of lactation by her first-born's pediatrician. Paula served on the hotline for 10 years! If you have worked with Paula or talked to her on the hotline and would like to send some farewell comments, please email us!



Paula Freeman, IBCLC  
Retiring Hotline consultant



Jaclyn Huxford, IBCLC  
New Hotline consultant

With every ending, there is a new beginning and with that in mind OBRC would like to welcome the newest lactation consultant to join the Oklahoma Breastfeeding Hotline team, Jaclyn Huxford!

Last fall, Oklahoma's breastfeeding families provided insight through our state-wide survey. Thank you to all who participated and helped!

The survey was made available in English and Spanish and distributed through social media, email and newsletter by various organizations, including OU Children's. We asked for participants who have breastfeeding in their past, present or future to participate and received 525 responses!

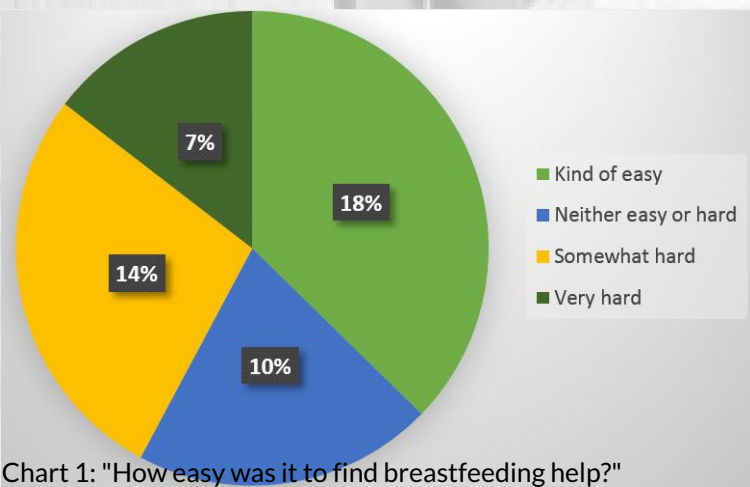


Chart 1: "How easy was it to find breastfeeding help?"

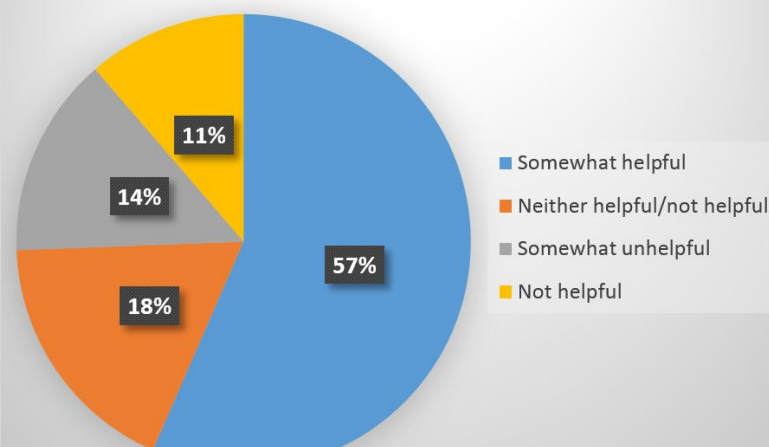


Chart 2: "How helpful were those you consulted?"

An outstanding 81% of respondents stated they reached their breastfeeding goals (or were still breastfeeding at the time of the survey). However, when asked about finding breastfeeding support, only 51% of respondents were able to easily find help and continue to breastfeed.

It is the goal of OBRC to ensure that information and resources are readily available to assist all breastfeeding families. The survey revealed the specific challenges encountered in obtaining help which included 1) availability of support (*Chart 1*) and 2) the quality of support received (*Chart 2*).

Initiating this survey allowed us to confirm that Oklahomans sought breastfeeding help via, 1) lactation consultants (LC), 2) family/friends, and 3) internet/social media. Similarly, the ideal preferences for seeking help were ranked as follows:

- 1) a clinic visit with an LC,
- 2) texting with an LC,
- 3) a 24-hour hotline staffed by LCs, and
- 4) a virtual consult with an LC

In response to this survey, the Oklahoma Breastfeeding Hotline will soon be launching a new amenity for callers, TEXTING! This summer, we plan to launch a 1-year pilot of a texting system, which was recently approved by The University of Oklahoma, Health Science Center's risk assessment team. Please be on the look out for announcements when we become ready to go public!

# BBFOK SUMMIT

Thank you to all who attended our annual Becoming Baby-Friendly Summit. We hope to see you again on 2/28/2020!

## Mom & IBCLC Panel: Support After Discharge



## Samis Education Center Oklahoma City, OK



## Newly Designated Baby-Friendly Hospitals

### Hillcrest Medical Center



### INTEGRIS Canadian Valley Hospital



## Oklahoma's First Re-designated Baby-Friendly Hospital

### Claremore Indian Hospital



# 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:**

April 25, July 16, Oct 3, 2019

Samis Education Center, OKC, OK

## **Breastfeeding Basics & Beyond (BBB)**

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

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

Cost: FREE!

### **Upcoming classes:**

- June 24-25, Tulsa @ OSU Tulsa Campus

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

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

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

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.

## **BBFOK Webinars**

Webinars held monthly at 12pm second Wednesday of every month. Topics will vary- join in the fun (Check the OBRC website for previous webinar power points & resources.) Dates, times, and topics follow:

### **Upcoming dates:**

- **April:** Newsletter Month!

- **May 8:** How to use our new online training for healthcare professionals.

-**June:** Evidence on Baby-Friendly Steps 9 &10

[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

## Tricare Adds Coverage for Human Breast Milk

For the first time ever, Tricare is covering the purchase of human breast milk from an accredited HMBANA milk bank, according to a policy update released on March 18, 2019.

The new coverage, which is retroactive to Jan. 1, could save mothers of premature or sick infants thousands of dollars if their baby requires breastmilk but they are unable to provide it. The average costs vary from \$5/oz to \$150/day; however, this new coverage will be up to a maximum of \$4.50/oz.

Coverage will be provided to active duty family members as well as retirees. Coverage percentages will vary between Tricare Prime, Tricare Select and Tricare Reserve Select.

[Click to read more!](#)

## Tulsa breastfeeding incident highlights need for more education

On March 13, 2019, a woman was sitting on a bench inside of a Tulsa municipal courthouse breastfeeding her child. The mother was approached by a court officer who told her that she had to breastfeed her child in the restroom. Breastfeeding in public is legal in all 50 states, therefore public education on this topic is paramount.

Please remember to consult the COBA & OSDH sites for state and federal laws as well as information for breastfeeding when returning to work. Violations to rights to public feeding can be reported to OSDH 1-888-655-2942 and violations to pumping at work to the Department of Labor at 1-866-487-9243.

[COBA site](#)

[OSDH site](#)

[Tulsa World article](#)

## OBRC now serving Variety Care patients



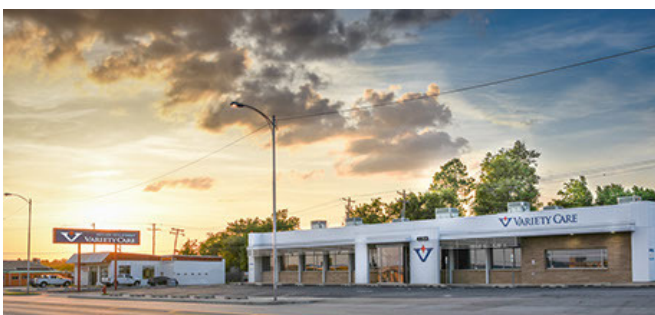
OBRC is proud to partner with Variety Care to provide lactation support at the 10th Street Medical Center (below)! Our own Petra Colindres, (left) is the current on site provider.

### Variety Care 10th Street Medical Center

**Address:** 4023 NW 10th St, Oklahoma City, OK 73107

**Phone:** 405-632-6688

**Hours:** Tuesday: 8:00a-12p & Thursday: 1:30p-5p



## The BFHI "10 Steps" and racial disparities

A recent Pediatrics article by Merewood, et. al. discussed racial disparities in breastfeeding and how following the 10 steps can decrease these disparities.

One of the main ideas established by this article is that when hospitals allow rooming-in with infants and uninterrupted skin to skin within the first hour, moms are more likely to initiate breastfeeding as well as continue exclusive breastfeeding. This article explicitly stated that the rates of African American women who were offered these two events after birth had an increased rate in breastfeeding.

The NICHQ also reports when there is appropriate staffing and education for healthcare providers, rooming in can be a safer option for moms and their infants, which ultimately leads to greater initiation and exclusivity of breastfeeding.

[Merewood article](#)

[NICHQ article](#)

# GET INVOLVED

## April

### 22nd - Oklahoma Women's Day

by the Oklahoma Women's Coalition

12:30p-3:30p; State Capitol, 4th Floor Rotunda

[Click for more information](#)

## May

### 1st - Prenatal Breastfeeding Basics Class (\$10)

9:30a - 12p; 4th floor Lactation Center

OU Children's Hospital

### May 9th - Preparing for a Lifetime (PFL) Quarterly Meeting

8:30a - 10:30p; OSDH Rm. 328

RSVP to Janette Cline: [janettec@health.ok.gov](mailto:janettec@health.ok.gov)

### May 16-18th - Passion for Birth Lamaze Educator Workshop

8a - 5p; OU College of Nursing, Oklahoma City, OK

[Click to register](#)

### May 16th - Preparing for a Lifetime - Breastfeeding Workgroup Quarterly Meeting

10a - 11:30a; OSDH Rm. 915

RSVP to Nancy Bacon: [nancyb@health.ok.gov](mailto:nancyb@health.ok.gov)

### May 23rd - COBA Spring General Meeting & Joint COBA Breastfeeding Friendly Worksite Quarterly Meeting

11a - 1p; OKC/Tulsa Teleconference

Send questions to: [info@okbreastfeeding.org](mailto:info@okbreastfeeding.org)

## June

### 1st - Prenatal Breastfeeding Basics Class (\$10)

9:30a - 12p; 4th floor Lactation Center

OU Children's Hospital

### 4th & 14th - Prenatal Breastfeeding Class

6p-8p; INTEGRIS Bass Baptist Health Center

### 14th & 15th - United States Breastfeeding Committee (USBC) National Breastfeeding Conference

Bethesda, MD

Have an event we can share in our next quarterly newsletter? Send event info for dates between July-Sept 2019, including date, time, location, and contact info to: [obrc@ouhsc.edu](mailto:obrc@ouhsc.edu)



## KNOWLEDGE IS POWER!

### Attention IBCLCs

IBLCE® has updated the Scope of Practice for International Board Certified Lactation Consultant® (IBCLC) Certificants as well as the Clinical Competencies for the Practice of International Board Certified Lactation Consultants (IBCLCs).

The process to update these key documents included a careful review of the most recent practice analysis by the IBLCE Certification Committee.

[Click to read more!](#)

### Title V Needs Assessment Survey

Want to have a say in the direction of Maternal and Child Health (MCH) programs in Oklahoma?

Just a few minutes of your time will help shape programs and guide funding of resources for Oklahoma's pregnant women, mothers, and children.

To participate, scan one of the below QR codes or [Click Here](#).

For questions, contact the below.

Phone: 405-271-6761

Email: [paulp@health.ok.gov](mailto:paulp@health.ok.gov)



ENGLISH



ESPAÑOL