



# OBRC

## Newsletter

QUARTER 4 | 2019

**How OBRC  
helps Oklahoma  
birthing hospitals  
prepare for BFHI  
assessment**

**ABM Protocol  
updates.**

**How Texting  
Meets the Needs  
of Generation Y**

**2019 National  
Breastfeeding  
Month & WBW  
Information**

**Breastfeeding  
Education in  
Oklahoma**



# OBRC CORNER



Becky Mannel

Thank you for checking out our summer 2019 newsletter. This year is half-way over and we have already made many changes to our trainings, policies, and programs.

Check out page 3 for exciting news about our Oklahoma Breastfeeding Hotline and page 6 for updates to popular breastfeeding protocols. See page 8 for National Breastfeeding Month information including the August COBA general meeting where we will discuss controversies about the Baby-Friendly Hospital Initiative and recognize Oklahoma's Baby-Friendly hospitals.



Petra Colindres

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



Sara Bellatti



**OKLAHOMA  
BREASTFEEDING  
RESOURCE CENTER**

## 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](#)





Jaclyn Huxford, IBCLC  
New Hotline consultant

In our last newsletter, we welcomed the newest lactation consultant to join the Oklahoma Breastfeeding Hotline team, Jaclyn Huxford. In this issue, we would like to fully introduce you to her!

Jaclyn, a mother of two breastfed daughters, obtained a BS in Nutrition from Texas State University and has worked in counseling, including weight loss, maternal, infant, and child nutrition, as well as a clinical nutritionist with the WIC program which led her to become an IBCLC. Her passion is to help moms overcome breastfeeding barriers and issues by providing sound information and support.

## New Phone, Who dis?

As of July 1, the Oklahoma Breastfeeding Hotline (OBH) PROUDLY announces that our services have expanded to include texting. Yes, you read that right - OBH can now provide breastfeeding care by text to better meet the needs of our Oklahoma mothers and families.

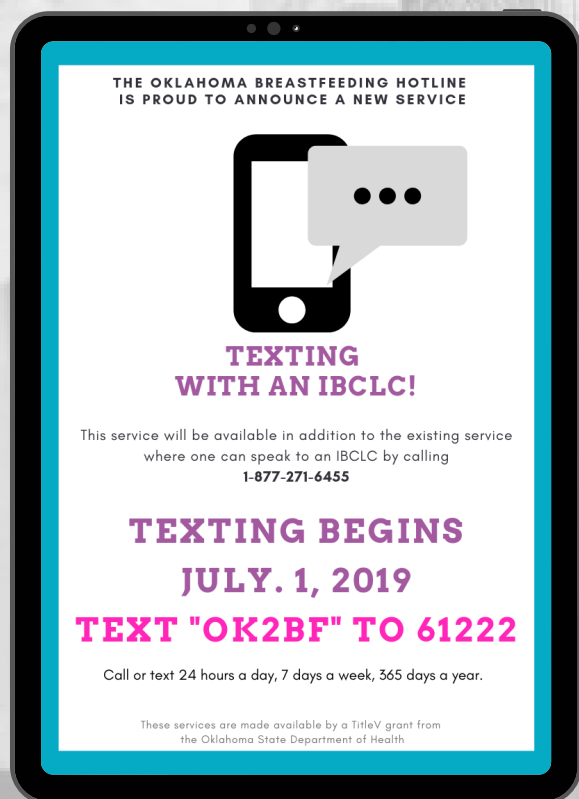
Why texting? We have recognized the need for texting for many years and this demand has drastically increased in the last few years. Our families have changed: they are more ethnically diverse and, as a younger generation, rely heavily on mobile communications.

Research has shown that two-way texting is helpful to clients as it is not seen as intrusive as a “demanding” phone call. Mothers also feel more comfortable knowing that someone will receive and text back to their questions/needs.

The millennial generation now communicates more by texting than email and/or phone calls. The increase in texting has obviously been in direct conflict with OBH’s call back system. And, because of this, OBH expanded to meet the needs of our clients.

So how does this new system work? OBH will offer texting in tangent with our current call back system. This plan will offer more flexibility to communicate with our Oklahoma mothers. Clients can enroll one of two ways: by either texting “OK2BF” to 61222 or by calling the Oklahoma Breastfeeding Hotline (877-271-MILK (6455)), where our team of IBCLCs can either return the call and/or text as is most appropriate. Our team will answer texts from 7a-7p, with urgent texts/calls to be answered 24/7. These times are similar to how the call back system works currently.

OBRC would LOVE for you to promote our new system to your hospitals/communities/families! We are here to help! If you want flyers to print out, or want us to mail some to you, please reach out to us! Our email: [obrc@ouhsc.edu](mailto:obrc@ouhsc.edu).

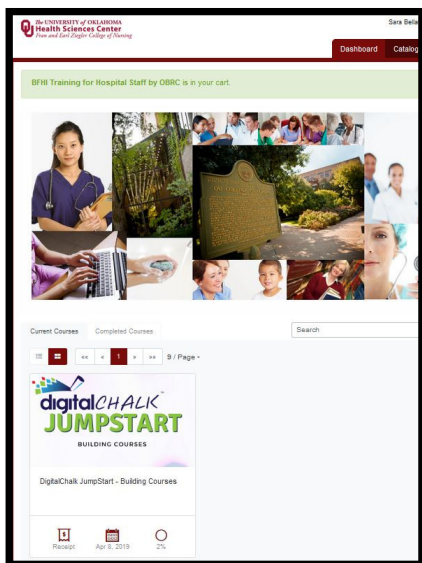


# BECOMING BABY-FRIENDLY IN OKLAHOMA (BBFOK)

## OBRC's NEW LEARNING MANAGEMENT PLATFORM FOR HEALTH CARE STAFF EDUCATION

The Baby-Friendly Hospital Initiative (BFHI) is a national designation program that seeks to help hospitals improve breastfeeding rates and, in turn, improve the health outcomes of mothers and infants.

The BFHI requires maternal health care staff to have 15 hours of breastfeeding education as well as 5 hours of supervised clinical experience. This requirement is listed as step two in the "10 Steps to Successful Breastfeeding", a creation of WHO and UNICEF.



In May 2019, OBRC launched a new learning management system for staff education, Digital Chalk. This new system allows staff to purchase and take the course all from one website! The course costs \$60, unless your hospital is part of the BBFOK program, whose members receive a 50% discount! Currently, this new system houses the same curriculum that was in the old system, Desire to Learn. However, OBRC will provide an updated and interactive version of this curriculum by 2020.

## OBRC's IN-PERSON BREASTFEEDING TRAININGS AVAILABLE "ON DEMAND"

OBRC knows that becoming a Baby-Friendly designated hospital can be stressful. We have helped many Oklahoma hospitals to implement the 10 Steps to Successful Breastfeeding and have learned a few tips and tricks along the way.

The experience that our team has in the BFHI process allows us to be a "coach" for your team. We offer free lectures, educational trainings, skills trainings and webinars. Additionally, these offerings can be tailored to fit the specific needs of your facility. Scroll to page 5 for a list of currently scheduled trainings, or call/email us to discuss your needs and to schedule something at your facility. [OBRC@ouhsc.edu](mailto:OBRC@ouhsc.edu) or 405-271-6162.

Upon request, OBRC will come to your facility and conduct a "mock BFHI assessment" and/or be on site during your official 2-day assessment by the Baby-Friendly staff.

Testimony: *"Thank you for all your support during our Baby-Friendly survey! You are such a valuable resource to me and our unit and I truly appreciate your presence during this journey."* - J.H.



**Did you miss the webinar that covered these topics?  
Click here to watch the video and/or see the PowerPoint slides.**

# 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:**

July 16, 2019 & Oct 3, 2019

Samis Education Center, OKC, OK

## **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:**

- Aug. 20 & 21

- Nov. 4 & 5

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.

## **Webinars for All!**

OBRC holds quarterly webinars or conference calls. 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.

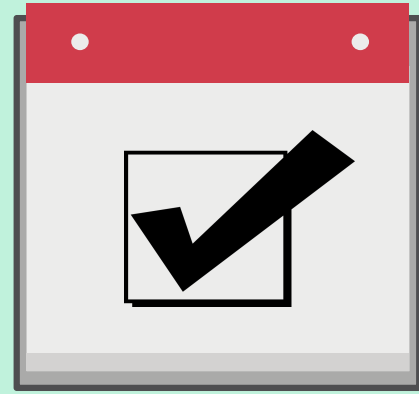
### **Upcoming dates:**

August 28: Optimizing the Patient's Breastfeeding Experience

September 11: Repeat of Optimizing the Patient's Breastfeeding Experience

October 9: Title TBA

[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

## ABM Updates to Protocol #12

*Transitioning the Breastfeeding Preterm Infant from the Neonatal Intensive Care Unit to Home*

Exclusive breastfeeding of preterm infants is highly recommended due to the benefits breast milk provides to baby's health and well-being.

Breastfeeding in the Neonatal Intensive Care Unit (NICU) prior to discharge is also recommended as it may increase the duration of breastfeeding (for moms who plan to breastfeed). This process can be assisted by rooming in for a few days prior to discharge.

ABM also recommends shared decision making of individualized feeding plans to correct any deficits that arose during baby's NICU stay. After discharge, monthly monitoring of the infant's nutrition is recommended for the first six months, then extend monitoring to every two months, until baby has reached one year in age.

The recommended areas of support for breastfeeding mothers of preterm infants are as follows:

- 1) exclusive breastfeeding (EBF)/human milk,
- 2) when baby sustains suckling/swallowing for five minutes, they may be ready to transition from the nasogastric tube to breastfeeding,
- 3) monitor mother's nipple soreness to reduce possibility of a decrease in EBF,
- 4) provide a well-rounded discharge summary to parents and their primary care physician/pediatrician, and
- 5) schedule follow up exams with a lactation professional for 2-3 days after discharge.

This ABM protocol also lists suggestions for feeding plans for pre and post discharge.

[Click to read more!](#)

## Guidelines for Vaccinating Breastfeeding Mothers

The May issue of Breastfeeding Medicine included a wonderfully comprehensive LactMed Update by Dr. Philip Anderson where he reviewed the information and study results of routine and specialty vaccinations and their impact on breastfeeding.

The article covered 23 different vaccinations (live and inactivated) and the studies of same, if any. The result of his research was that "No routine vaccines are contraindicated in nursing mothers" and named only two vaccines as exceptions, small pox and yellow fever.

To read the full article, see the May ABM issue or go to the OBRC web

[Article on OBRC Website](#)

## ABM Updates to Protocol #9

The Academy of Breastfeeding Medicine recently updated their protocol on Galactagogues. Galactagogues are medications or other substances believed to assist initiation, maintenance or augmentation of maternal milk supply. Because real or perceived insufficient milk supply is one of the most common reasons for premature cessation of breastfeeding, healthcare providers and families have looked for medications to help address this issue. The protocol includes a handy chart summarizing the most current evidence for commonly used galactagogues including dosage and side effects. Two key points:

1. Pharmaceutical galactagogues do increase baseline serum prolactin, and there is evidence for increased milk production with domperidone (and perhaps metoclopramide). [NOTE, in the U.S. domperidone is not approved by the FDA except for some specific circumstances.]
2. Before the use of a galactagogue, a lactation expert should thoroughly evaluate the entire feeding process and maximize nongalactagogue management.

[Click to read more!](#)



# GET INVOLVED

## July

**22nd - Oklahoma Women's Day**

by the Oklahoma Women's Coalition

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

[Click for more information](#)

## August

**3rd - COBA Summer General Meeting**

The Coalition of Oklahoma Breastfeeding Advocates (COBA) is kicking off National Breastfeeding Month by celebrating the Baby-Friendly Hospital Initiative (BFHI) in Oklahoma. The main event will be a presentation on the Baby-Friendly Hospital Initiative given by Vicky Harter, Nurse Manager for Integris Baptist Medical Center (IBMC). Vicky was instrumental in helping IBMC become the first Oklahoma City Baby-Friendly Hospital. The presentation will be followed by a question and answer session with COBA members and attendees titled: "Is Baby-Friendly Mother-Hostile?" COBA will also recognize the nine designated Baby-Friendly Hospitals throughout Oklahoma!

A pizza lunch and cake will be served to all in-person attendees! The meeting is free, open to all and will include a short business meeting with highlights from COBA's recent strategic planning session.

Please [click here](#) to RSVP to ensure enough lunch and cake.

**20th-21st - Breastfeeding Basics & Beyond**

Samis Education Center, Oklahoma City, OK

## September

**20th - Preparing for a Lifetime, 10th Anniversary Summit**

8:30a-4:00p; Moore-Norman Technology

Center Oklahoma City, OK

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



**KNOWLEDGE IS  
POWER!**

## CDC Breast Milk Storage Guide now in Spanish!

By following recommended storage and preparation techniques, nursing mothers and caretakers of breastfed infants and children can maintain the safety and quality of expressed breast milk for the health of the baby. These are general guidelines for storing human milk at different temperatures.

[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

# NATIONAL BREASTFEEDING MONTH & WORLD BREASTFEEDING WEEK

Please use the following hashtags in your social media posts:

#WBW2019  
#EmpowerParentsEnableBreastfeeding  
#WABA  
#worldbreastfeedingweek2019  
#SDGs  
#breastfeeding



WABA | WORLD BREASTFEEDING WEEK 2019  
1-7 AUGUST 2019

## National Breastfeeding Month

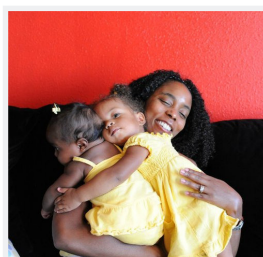
On August 6, 2011, the USBC officially declared that August is National Breastfeeding Month. In recognition of National Breastfeeding Month (NBM), each year the USBC hosts a social media advocacy and/or outreach campaign inviting breastfeeding coalitions, member/partner organizations, and individual supporters to join online actions and conversations to build support for the policy and practice changes needed to build a "landscape of breastfeeding support."

Click here to go to the USBC webpage for NBM which holds various learning opportunities, action opportunities as well as tools and resources to help spread the word about NBM.

## World Breastfeeding Week

The #WBW2019 slogan "Empower Parents, Enable Breastfeeding" was chosen to be inclusive of all types of parents in today's world.

Focusing on supporting both parents to be empowered is vital in order to realize their breastfeeding goals; hence the objectives of WBW are to inform, anchor, engage and galvanise.



## National Breastfeeding Month Weekly Themes & Accompanying Materials

### Week 1: Empowered Parents & Partners & World Breastfeeding Week (WBW)

Webinar Recording: "Creating Non-Traditional Partners to Support Breastfeeding Families" [Click Here.](#)

### Week 2: Investing In Our Future

Breastfeeding Infographic: Breastfeeding: Global targets 2025 [Click Here.](#)

### Week 3: Workplace & Work Life/School Life

Webinar Recording: "Exposed: Discrimination Against Breastfeeding Workers" [Click Here.](#)

### Week 4: Black Breastfeeding Week

The theme for black breastfeeding week is "The World is Yours: Imagine. Innovate. Liberate".

Blog: "Top Five Reasons We Need A Black Breastfeeding Week" [Click Here.](#)