



**OKLAHOMA  
BREASTFEEDING  
RESOURCE CENTER**

# Becoming Baby-Friendly in Oklahoma: Tour of OBRC's new website

## January 9, 2019 Webinar

Presented by: Oklahoma Breastfeeding Resource Center Team  
Becoming Baby-Friendly in Oklahoma Project



A dark grey arrow points to the right from the left edge of the slide. Below it, several thin, curved lines in shades of blue and grey sweep across the left side of the slide.

## Disclosure

- I **DO NOT** have a financial interest/arrangement or affiliation with one or more organizations that could be perceived as a real or apparent conflict of interest in the context of the subject of this presentation.

# The OBRC Team



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## Meet Our Team



[Becky Mannel, MPH, IBCLC, FILCA](#)



[Petra Colindres, MA, RD/LD, IBCLC](#)



[Sara Bellatti, MS](#)



[Amanda Parsons, MA, RD/LD, IBCLC](#)



# Announcements

## ► *Happy New Year!*

### *Oklahoma Breastfeeding Hotline Survey*

- Purpose: to define needs of our Oklahoma mothers and families
- Link located [here](#), or url:  
[https://ouhsc.qualtrics.com/jfe/form/SV\\_1KUd24GgwtGpkd7](https://ouhsc.qualtrics.com/jfe/form/SV_1KUd24GgwtGpkd7)
- Will close on Jan 31!

## ► *January is:*

- *Martin Luther King Day*
- *National Bath Safety Month*
- *National Blood Donor Month*

# Strong and Healthy Families Expo

Friday, January 18, 2019 10am – 2pm

OU CHILDREN'S PHYSICIANS PRESENTS

**GROW  
HEALTHY  
& STRONG  
EXPO 2019**

FREE EVENT!  
GAMES  
WELLNESS EXAMS  
FARMERS MARKET  
...AND MORE!

JAN 18, 2019  
10AM - 2PM

With special guests Oklahoma Breastfeeding Hotline celebrating its 10 year birthday party!

THE CHILDREN'S HOSPITAL ATRIUM  
1200 CHILDREN'S AVENUE OKLAHOMA CITY, OK 73104

VISIT [FACEBOOK.COM/OKBREASTFEEDINGRESOURCECENTER](https://www.facebook.com/OKBREASTFEEDINGRESOURCECENTER) FOR MORE INFORMATION

- The Children's Hospital Atrium, OU Medical Center
- Celebrating 10 years of the Oklahoma Breastfeeding Hotline!

*Helping families make healthy choices  
a part of their every day lives*



# Announcements – Coalition of Oklahoma Breastfeeding Advocates (COBA)

- ▶ GRAND OPENING CELEBRATION OF COBA'S Baby Café
  - ▶ Saturday, February 2, 2019
  - ▶ Cole Community Events Center, OKC
  - ▶ Details to follow
- ▶ COBA's New Events Calendar:  
<https://www.okbreastfeeding.org/>
- ▶ **Let COBA know about your breastfeeding-related event or to receive updates by email.**
  - ▶ Email [info@okbreastfeeding.org](mailto:info@okbreastfeeding.org)

# Educational Opportunities

- ▶ **2-Day Training: Breastfeeding Basics & Beyond**
  - ▶ March 4-5, OKC (location is TBD)
  - ▶ June 24-25, Tulsa (location TBD)
- ▶ **1-Day Training: Making Breastfeeding Easier**
  - ▶ January 31, April 25, July 16, October 3
  - ▶ Samis Education Center, OKC
  - ▶ Organizations can schedule on demand at their location
- ▶ **15-Hour Online Breastfeeding Training for Healthcare Staff**
  - ▶ Meets Baby-Friendly USA requirements for didactic training
  - ▶ \$30/person for BBFOK participating hospitals; \$60/person for others
  - ▶ Approved for 15 contact hours for nurses
  - ▶ Email OBRC to enroll staff: [obrc@ouhsc.edu](mailto:obrc@ouhsc.edu)

**OBRC no longer offers  
BCEP courses or  
materials.**



# Save the Date: BBFOK Summit: Feb 22, 2019



Joan Meek, MD, IBCLC

► Chair, AAP Section on Breastfeeding

1. *Why Do We Still Need to Make the Case for Breastfeeding?*
2. *The Breastfeeding Friendly Practice*



Cathy Carothers, BLA, IBCLC

► Former ILCA President and Past Chair of USBC

► Developer of National WIC Breastfeeding Curriculum

1. **Talk it Up: Building Connections with Clients and Colleagues**
2. **Mother Knows Breast: Helping Moms Build Confidence in their Milk Production**



**OKLAHOMA  
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Visit our Facebook page: Oklahoma Breastfeeding Resource Center





# Follow us on Social Media!!!

## Facebook

- Fb.com/OKBreastfeedingResourceCenter

The screenshot shows the Facebook profile for the Oklahoma Breastfeeding Resource Center. The profile picture is a circular logo with a breastfeeding scene. The cover photo is a purple and white graphic with the text: "OKLAHOMA BREASTFEEDING HOTLINE (877) 271-6455 (MILK) Speak to a board certified lactation consultant 24/7 for: Low Supply Medication Safety Breast/Nipple Pain". The page includes a "Call Now" button and a "This hotline is free of charge!" announcement. The bio states: "Improving care of nursing moms & babes - Educating MDs, RNs, RDs & more - Community outreach for support Follow us & spread the love".

## Instagram

- Oklahoma Breastfeeding

The screenshot shows the Instagram profile for Oklahoma Breastfeeding. The profile picture is a circular logo with a breastfeeding scene. The bio states: "Oklahoma Breastfeeding Medical & Health Improving care of nursing moms & babes - Educating MDs, RNs, RDs & more - Community outreach for support Follow us & spread the love obrc.ouhsc.edu/". The page shows 7 posts, 35 followers, and 164 following. The grid of posts includes a baby's face, a "READY, SET, BREASTFEED!" graphic, and a "MOMS NEED" graphic.



# Future BBFOK Webinars

- ▶ All webinars are 12-1pm on Go To Meeting (usually 2<sup>nd</sup> Wednesdays)
- ▶ February 22: BBFOK Summit! (no webinar this month)
- ▶ **March 13:** Evidence Behind Baby-Friendly Steps 7 and 8: Rooming-In and Feeding on Cue
- ▶ **April 10:** Update on Online Training for Healthcare Professionals



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