



BREASTFEEDING BUZZ

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Free Education

MS CHAMPS Wins National Award

Mississippi CHAMPS won its third consecutive national award for reducing racial disparities in breastfeeding. MS CHAMPS stands for Communities and Hospitals Advancing Maternity Practices and is a program of CHEER. The Office of Women's Health launched the Reducing Disparities in Breastfeeding Innovation Challenge Award to reward programs for increasing breastfeeding rates, decreasing disparities, and successfully growing. MS CHAMPS won Phase 1 in 2021. In 2023, MS CHAMPS was awarded Phase 2. Now, MS CHAMPS has won all three challenges and has been awarded \$100,000. Director of the CHAMPS program, Anne Merewood, PhD announced, "We're really proud of this achievement, and most of all, what it means for the mothers and babies of Mississippi." The average rate of breastfeeding initiation at hospitals enrolled in the program has increased from 56% in 2015 to 69% in 2023. The average rate of exclusive breastfeeding has increased from 26% to 40%. For Black mother-infant dyads, the rate of breastfeeding initiation increased from 42% in 2015 to 57% in 2023. The rate of breastfeeding exclusively increased 16% for Black-mother-infant dyads from 14% to 30%. Each month, the gap in breastfeeding initiation between Black and white mother-infant dyads lessened by 0.05%. After MS CHAMPS began its involvement in Mississippi, the number of Baby-Friendly® designated hospitals increased from 0 to 29 and now over 75% of the state's birth takes place in Baby-Friendly® hospitals. In September 2023, The Centers for Disease Control and Prevention entered a \$6,000 cooperative agreement with CHAMPS to expand the program nationwide and enroll 100 hospitals.

April 1

Available on demand. Great Lakes Breastfeeding Webinar; Safe Sleep: Educating Lactating Families. Register at <https://glbw.thinkific.com/courses/march-2024>

April 2

11:00 a.m. – 12:00 p.m. or 5:00 p.m. – 6:00 p.m. GOLD Lactation Online Conference Opening Keynote Presentation: Diving into the Nuances of Clinical Sucking Skills: Bridging Infant Oral Function and Breast Physiology. Register at <https://www.goldlactation.com/conference/speakers/keynote-presentation>

11:00 a.m. – 12:00 p.m. USBC Webinar: Breast Milk Substitutes and Complementary Foods Marketing in the United States: Launch of the 2024 Country Report. Register at https://us06web.zoom.us/webinar/register/WN_JlqtDP9YR9a561kqtoNgnw#/registration

April 10

12:00 p.m. – 1:00 p.m. ROSE Maternal Health Equity Webinar Series: From Barriers to Belonging: Breastfeeding, Health Equity, and the Law. Register at <https://unc.zoom.us/meeting/register/tJAvdeirzopG93hOs6sPkizr61TjbX3XixO#/registration>

April 21

7:00 p.m. – 8:15 p.m. IABLE Clinical Case Discussion: Who is calling the shots? Supporting lactating individuals who plan to undergo hospitalization or surgery. Register at <https://lacted.org/shop/case202404/>

April 23

9:00 a.m. – 12:00 a.m. CHAMPS Breastfeeding Competencies Training (Virtual): Session #4: Birth and Immediate Postpartum. Register at <https://www.ticketleap.events/tickets/wweverymotherorg/CHAMPSBreastfeedingCompetenciesTraining>

April 24

12:00 p.m. – 1:00 p.m. ROSE Maternal Health Equity Webinar Series: Anti-Racism for BIPOC Allies. Register at <https://unc.zoom.us/meeting/register/tJltCoihpzMiGtFJlybWwTuy82Uf7rRq4-aj#/registration>

12:00 p.m. – 1:00 p.m. IABLE Clinical Teacher in Breastfeeding and Lactation Medicine Series: Teaching Breastfeeding and Lactation Medicine in the Clinical Settings. Register at <https://lacted.org/shop/clinician202404/>

Breastfeeding Support

WIC's Breastfeeding Program 601-981-2304

Mississippi Lactation Services, Dr. Christina Glick, M.D. 601-932-6455

The Infant Risk Center 806 352-2519
Dr. Thomas Hale's medication helpline

La Leche League of Metro Jackson, MS
<https://www.facebook.com/groups/LLofMetroJackson/>

Merit Health Woman's Hospital Lactation Center 601-933-6180

MS MILC Leagues For locations and information, see <https://www.msbfcc.org/ms-milc-league.html>

UMMC Children's of MS Lactation Medicine Clinic 601-984-5480



Mississippi
Breastfeeding Coalition

Meeting: April 18, 2024 at 12:00 p.m. Please join via Zoom at <https://us06web.zoom.us/j/86971779366?pwd=J1j9W4MHRmbSKyLkjlHIAWEpSUexeGf.1>
Meeting ID: 869 7177 9366
Passcode: 423232

