



Breastfeeding Buzz

February 2020

Volume 3, Issue 2

BREASTFEEDING CLASSES

February 4

- 11:00 a.m. Yazoo Co WIC Food Center

February 11

- 10:00 a.m. Simpson Co. Health Dept

February 12

- 10:00 a.m. & 3:00 p.m. Medical Mall

February 13

- 10:00 a.m. Rankin WIC Food Center

February 18

- 5:00 p.m. Yazoo Co. WIC Food Center

February 19

- 11:00 a.m. - Madison Co. WIC Food Center

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 helpline for medications information

Merit Health Woman's

Hospital Lactation Center 601-933-6180 or 601-933-6493

GROUP SUPPORT

SIPPS Baby Café - Thursdays

11:00 a.m. to 1:00 a.m. at Mississippi Urban League

Mother & Baby Time - Tuesdays

10:00 a.m. to 11:00 a.m. at Merit Health River Region Hospital

Effectiveness of Prenatal Breastfeeding Apps (Including Coflective)

Statistics proved that even at Baby-Friendly Hospital Initiative designated birthing hospitals with high rates of initiating breastfeeding, low-income minority women remained less likely to exclusively breastfeed in the hospital. *Breastfeeding Medicine* Volume 14, Number 10 reported the results of a study performed in Cleveland, Ohio at clinics serving primarily low income, publicly insured, and African American prenatal women regarding the effectiveness of iPad-based apps to promote in-hospital exclusively breastfeeding rates among minority women. Research had already demonstrated that breastfeeding rates among minority women had been increased through specific interventions including: peer counseling, breastfeeding teams consisting of a peer counselor working with a health professional, group prenatal classes, breastfeeding-specific office appointments, and hospital and WIC policy changes. Two iPad interventions studied included: (1) the Coflective App (Mississippi WIC provides) which is a free downloadable app that helps mothers identify a supportive breastfeeding champion and (2) a positive messaging intervention that offered breastfeeding information with pictures reflecting the racial and ethnic characteristics of those being studied in a question and answer format. The research found no statistically significant differences between participants receiving the champion intervention compared to the positive messaging intervention. The study did conclude that use of the two iPad apps significantly increased the proportion of prenatal women who intended to exclusively breastfeed and the postpartum mothers who chose to exclusively breastfeed as 45.3 percent of the champion participating and 53.7 percent of the positive messaging participants who did not intend to exclusively breastfeed in-hospital actually did.

FREE EDUCATION

February 3-7

Microbirth Webinar: Breast Milk Scientific.

Register at <https://microbirth.teachable.com/>.

February 11

1:00 - 2:30 CDC-USBC Bi-Monthly Webinar Series.

Register at

<https://register.gotowebinar.com/register/42237757379515393>.

February 19

1:00 - 2:00 p.m. Medela Webinar: Routine

Evaluation of Gastric Residuals: A Clinical

Necessity or a Nuisance. Register at

<https://www.medelabreastfeedingus.com/professionals/Education/Programs/Detail/729>

February 26

12:00 - 1:00 p.m. CHAMPS Webinar: Crossing the T

and Dotting the I's in Designation: Organization

and the Final Push. Join at

<https://meetingvisuals.webex.com/meet/pr22057465>.

Breastfeeding Coalition Meeting

February 13: 12:00 - 1:00 p.m. at WIC Central

Office 805 S Wheatley St, Ridgeland, MS 39157

in the large conference room

