



# BREASTFEEDING BUZZ

December 2024  
Volume 8 Issue 12

## Free Education

### December 12

9:00 a.m. – 4:00 p.m. CHAMPS: 2024 Mississippi CHAMPS Conference. Register at <https://2024mississippichampsconference.vfairs.com/>

### December 18

9:00 a.m. – 11:00 a.m. Center for Public Health Continuing Education University at Albany State University of New York: The Impact of Social Media on Breastfeeding/Chestfeeding. (Rescheduled from October 8, 2024).

Register at <https://www.albany.edu/impact-social-media-breastfeedingchestfeeding>

### December 18

12:00 p.m. – 1:00 p.m. IABLE Webinar: Clinician Teacher in Breastfeeding and Lactation Medicine: Healthcare System Support for Lactating Dyads – Barriers and Opportunities. Register at

<https://lacted.org/shop/clinician202412/>

### Available Now on Demand

Great Lakes Breastfeeding Webinars: Beyond the Red Tape: Assessment in Private Practice and Father Empowerment: Beneficial for Everyone. Register at <https://mibreastfeeding.org/webinars/>

## Christina Chunn's MPHA Poster Presentation

Christina Chunn, MPH, CHES, IBCLC from the Mississippi University for Women prepared a poster reflecting the results of a qualitative study entitled, "Provider Practices Around Breastfeeding Promotion" which she recently presented at the MPHA conference. Chunn helped found the East Mississippi Breastfeeding Coalition and was a La Leche League Leader before she became a professor at the Mississippi University for Women. Although breastfeeding initiation rates have increased in recent years in Mississippi, families have not successfully been able to sustain breastfeeding for a long duration. This is critical as Mississippi has the highest infant mortality rate in the country. The results of this study, which consisted of eight healthcare providers that practiced in nine counties throughout the state, found the following themes. During the COVID-19 pandemic, individual hospital and clinic policies had significant impacts on breastfeeding families. The formula shortages brought about more families (rather than healthcare providers) initiating conversations about breastfeeding; however, they felt much anxiety about being able to make milk. The most commonly cited barrier to breastfeeding was lack of support from partners and family members. Healthcare providers explained they felt frustration about the lack of time they had to support breastfeeding families and overwhelming caseloads. The respondents noted they had personal breastfeeding experiences and cited their personal experience, rather than their medical training, as contributing to their confidence in assisting families. Another recurring theme was that although training has taken place to healthcare workers, healthcare providers continue to distrust breastfeeding.

The study concluded in terms of the implication for public health, healthcare providers' personal efforts towards breastfeeding need to be made a priority as they significantly impact the professional help they can provide. The study recommended healthcare providers receive more training on breastfeeding and how to broach the topic of breastfeeding with families. Until this can be completed, healthcare professionals need to have community lactation education resources available to which they can refer families.

## Breastfeeding Support

**WIC's Breastfeeding Program** 601-981-2304

**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.msbf.org/ms-milc-league.html>

**UMMC Children's of MS Lactation**

**Medicine Clinic** 601-984-5480

## Mississippi Breastfeeding Coalition

### NOTE DATE CHANGE FOR VIRTUAL CHRISTMAS PARTY

**Meeting:** December 10, 2024 at 12:00 p.m.

Please join via Teams at

<https://bit.ly/MSBFCmeeting>

