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Sent: Wednesday, July 29, 2015 6:34 PM
To: Kent, Dana L (HSS)
Subject: Staying Abreast: Weekly Wednesday Wire

Please note: *Inclusion of an item in this e-newsletter does NOT imply endorsement or support of such item by the United States Breastfeeding Committee, unless specifically noted.*

Weekly Wednesday Wire: July 29, 2015

USBC Updates

Help Spread the Word and Participate in National Breastfeeding Month 2015!

In celebration of National Breastfeeding Month (NBM) in August, the USBC will host a social media advocacy campaign with a variety of online actions and conversations to raise awareness and advocate for the policy and practice changes breastfeeding families need. The campaign will focus on a specific sector/system of support each week, with an aligned legislative/policy goal. Twitter "target tools" and advocacy action alerts will inspire education and action to support breastfeeding families. There are many ways to participate:

- Follow us on Twitter and "like" us on Facebook; share or retweet campaign posts with the hashtag #NBM15.
- Tweet key targets with our easy-to-use template messages: visit the campaign webpage each week to access our "target tools."
- Join the #WellnessWed Twitter chats each Wednesday of the month, from 2-3 p.m. ET.
- Help spread the word with our campaign promotion templates and shareable graphic!

Member News

Revised Breastfeeding Guidelines, from AWHONN

The Association of Women's Health, Obstetric, and Neonatal Nurses has released updated evidence-based guidelines, entitled "Breastfeeding Support: Preconception Care through the First Year, Third Edition (2015)." Updates in this version include recommendations for breastfeeding promotion and support for mothers of preterm and vulnerable newborns, recommendations for supporting women from preconception care through the baby's first year of life, and developmental and sociocultural factors that influence the decision to breastfeed.

PHACT Campaign, from APHA

The American Public Health Association has kicked off its annual Congressional recess "Public Health Action (PHACT)" campaign to educate policymakers on the importance of public health. The campaign webpage includes fact sheets on each advocacy priority and on how each state ranks on public health funding and health indicators.

Partner News

Perinatal Care Certification Applications Open, from TJC

The Joint Commission is offering a new Perinatal Care Certification to recognize accredited organizations looking to elevate their perinatal health care services. The certification program will cover labor through postpartum care in order to improve and maintain the health of newborns and their mothers. To achieve Perinatal Care Certification, an organization must meet strict criteria related to the care of mothers and babies, with key requirements including:

- Integrated, coordinated patient-centered care that starts with prenatal care and continues through postpartum care.
- Patient education and information about perinatal care services available to meet mothers' and newborns' needs so mothers can make informed decisions about care, treatment or services.
- Ongoing quality-improvement processes for the program, from prenatal to postpartum care. This includes program-specific, quality-improvement requirements in addition to The Joint Commission's Perinatal Care core measure set.

News from the Field

Maternal Report of Advice Received for Infant Care, from *Pediatrics*

The results of a study on the advice given to new mothers have been published in *Pediatrics*, entitled "Maternal Report of Advice Received for Infant Care." Survey questions assessed advice received from doctors, birth hospital nurses, family, and media regarding immunization, breastfeeding, sleep position, sleep location, and pacifier use. The study found that mothers commonly report receiving either no advice or recommendation inconsistent advice from each of the four sources studied. By identifying care practices with low prevalence of recommendation consistent advice from potentially important advisers, the findings highlight opportunities for future intervention.

Preemie Matters National Policy Summit, from IPA & NCfIH

The Institute for Patient Access and National Coalition for Infant Health recently hosted the Preemie Matters Summit. During the summit Congressional leaders, neonatal providers, nutrition and development experts, parents, advocates, and CNN anchor and mother of premature twins, Nancy Grace, gathered to establish policy priorities.

Obesity Website, from RWJF & AHA

The Robert Wood Johnson Foundation and the American Heart Association's Voices for Healthy Kids project maintain the website PreventObesity.net, a resource for individuals and organizations dedicated to childhood obesity prevention. Individuals can also stay connected to the movement by signing up to become a leader.

Collective Impact Connection

Seeing the System in All Its Complexities, from FSG

At an event hosted by WGBH, the United Way, and FSG on May 19, 2015, leaders from Boston organizations gathered to hear Peter Senge (author, *The Fifth Discipline*), John Kania (managing director, FSG), Molly Baldwin (CEO, Roca), and Alan Khazei (CEO and founder, Be The Change, Inc.) reflect on what it takes to be a system leader and offer their perspectives on the importance of this thinking when working on critical social issues. Today's leaders face complex problems that often require different skills and capabilities. Learn more about system leadership and how this approach can help you navigate complex systems and organizations, by viewing the video released from the event.

State/Community News

State "Bans the Bags" in All Hospitals, from Delaware

Delaware has become the third state to "Ban the Bags" in all hospitals. The "Ban the Bags" campaign grew out of efforts in Massachusetts to stop formula company marketing tactics in hospitals. Delaware Governor Jack Markell also has declared August as National Breastfeeding Month and the week of August 1-7 as World Breastfeeding Week in Delaware. His signed proclamation urges all Delawareans to adopt policies and practices that accommodate breastfeeding mothers.

News & Views

WBOC 16 (CBS local): "Delaware Hospitals to Stop Giving Free Formula to New Moms"

USA Today: "Growing use of laborists nationwide to deliver babies"

BBC: "Why did some animals evolve milk and breastfeeding?"

About Staying Abreast: Weekly Wednesday Wire

The USBC e-Newsletter, *Staying Abreast*, is published in a weekly news brief format, called the *Weekly Wednesday Wire*. Past issues are archived on the USBC website.

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