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Subject: WIC Update August 5
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Hi Everyone,
Just a few things to share this week.
Kathleen

Success Story from the esteemed SCF clinic providing WIC services to six Iliamna villages.

SCF-3-year-old child living in one of the Iliamna Lakes villages has been experiencing pica since his first birthday. Substances consumed include rocks, drywall, and insulation. Height and weight on track for age, though is an extreme picky eater. Hgb, lead and calcium levels were WNL. Child has difficulty controlling his words and movements. Mother is deeply concerned about her son's health. Through WIC certification, child was referred to a pediatrician and behavioral health professional, who evaluated the child and then submitted a referral for a full neurological-psychological evaluation to rule-out ADHD, autism, other developmental disorders.

1. Updated Directory is attached. Please keep this internal for WIC use only.

2. Happy World Breastfeeding Week!

We look forward to hearing from you about WBW events as they occur in your regions of the state. We will highlight WBW activities on upcoming Friday Updates.

August is National Breastfeeding Month!

Public Health Breastfeeding Webinar Series Kickoff



NACCHO Hosts Public Health Breastfeeding Webinar Series

The Public Health Breastfeeding Webinar Series, funded through a cooperative agreement with the Centers for Disease Control and Prevention, will promote promising practices and share lessons learned from the Reducing Breastfeeding Disparities through Peer and Professional Support Project (Breastfeeding Project). Between January 2015 and June 2016 the Breastfeeding Project awarded \$2.9M to support 72 community implementations of evidence-based and innovative breastfeeding support projects across the US. This represents the largest nationally coordinated implementation of community-level breastfeeding support initiatives. With a focus on identifying public health solutions and promoting equity in breastfeeding for underserved communities, themes covered throughout the series will include:

- creating continuity of care in the community,
- engaging and retaining hard to reach groups,
- ensuring sustainability through billing, and
- building sustainability through policy, systems and environmental changes.

CDC continuing education for the series (modules 2-6) is pending.

Webinar 1: ***Breastfeeding in the Community: Implementation that Works!***

Date: August 31, 2016

Time: 2:00 – 3:30 pm ET

[Register Now!](#)

Description

Join the NACCHO Breastfeeding Team to discuss outcomes and lessons learned from the Reducing Breastfeeding Disparities through Peer and Professional Support Project, the largest nationally coordinated implementation of community-level breastfeeding support initiatives. NACCHO provided training, technical assistance and funding to local health departments, community based organizations, hospitals, and clinics across the nation. This interactive webinar will pinpoint what worked in the field and identify implications for current and future public health breastfeeding initiatives in the community!

Learning Objectives

Attendees will be able to:

1. Differentiate between clinical and public health perspectives as it relates to breastfeeding promotion, protection, and support.
2. Identify core program components needed to implement a local level breastfeeding support program.
3. List at least two barriers and facilitators to community implementation of breastfeeding support programs in underserved communities.

Register now for the **[Breastfeeding in the Community: Implementations that Work!](#)** Webinar.

Visit breastfeeding.naccho.org to get information on upcoming dates and topics in the Public Health Breastfeeding Webinar Series.