

Nutrition & WIC Update

KANSAS NUTRITION AND WIC SERVICES



Motivating Moms to Breastfeed

Sheena Dallman, Smith County Health Department



Written after attending Certified Lactation Counselor training in 2017 sponsored by the state agency

Throughout the week spent at the Certified Lactation Counselor training, I gained an overall deeper understanding of many aspects related to breastfeeding. Two of the topics covered were the different types of learners and how to motivate pregnant women to choose breastfeeding. The information from these two topics I plan to use often as a breastfeeding peer counselor. Knowing about the different types of learners will help me to know how to best approach and present information to each client. Tying this information together with the information on how to motivate pregnant women to breastfeed will help me counsel our clients as they first come in to receive services.

The first strategy that I am going to keep in mind is to approach them as if exclusive breastfeeding is the expected choice. We are still facing trying to “normalize” breastfeeding and sometimes we worry about offending a client. A second point made was that women’s decision to breastfeed was found to be significantly associated with contacts made by a WIC peer counselor. This makes our job extremely important! Women want to be told the truth about breastfeeding and want validation to boost their confidence. As we make contact with clients, it is important to remember to include the father or a mother’s support person as this can make a significant difference in if the mother is successful. They are often eager to learn and may remember key points that the mother may not. With this knowledge, I hope to be able to better support our clients during their breastfeeding journey.

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Make Fear Your Homeboy

Anne Hayse, RD, LD, Johnson County Department of Health and Environment

Written after attending FNCE 2017 in Chicago sponsored by the state agency

I am incredibly thankful for the opportunity to attend the Food & Nutrition Conference Expo (FNCE) 2017 in Chicago. I left feeling refreshed, renewed and ecstatic to be a dietitian. There were around 13,000 attendees which was a record for FNCE as the Academy celebrated their 100 Year Centennial.

I was able to chat with many other RDs in the lectures, walking, on the shuttle busses, in restaurants... everywhere! Of course we talked about where we work and 100% of the RDs reported their love for the WIC program. Their experience ranged from a couple days during their internship rotations, to a former WIC client, to having worked in WIC for many years. Each and every one of them responded with a gush "I love WIC!" "Me too," I said!

Over and over again I was reminded of how important we are "on the front line and in the trenches" as they say, working with clients. We are the gurus! We have the knowledge, opportunity and knack for delivering information quickly. We cannot forget that in all the clicking of buttons and assigning of risk factors, we are the nutrition experts for our clients. We must preserve and elevate the minutes or moments when real connection happens. When we are able to discuss what meal times look like for them, a food trend they heard on TV, a challenge they are being faced with on what their children will not eat, etc. I am energized to ask those questions more as we are all trained, open-endedly. Sometimes I think our clients do not always know which questions to ask and so they say they have no questions. We cannot forget, they often are not foodies or other dietitians scouring Instagram and reading nutrition studies on listservs. How can we spark them up in their daily lives using the WIC food packages to make a meal for their family? How can we lead them to improve their and/or their families health? How can we lend an ear about those early days of breastfeeding? How can we give some ideas to making feeding their toddler fun?





Make Fear Your Homeboy(continued)

The presentation I'd like to briefly highlight is not one about food and nutrition (well, I think everything can apply to food and nutrition so that's not entirely true). This presentation was entitled "Fear Bootcamp: How to Take Action and Make Fear Your Homeboy" by Judi Holler. She has embraced social media so go ahead and search for her if you're interested; she has some great hashtags, such as #fearslayer.

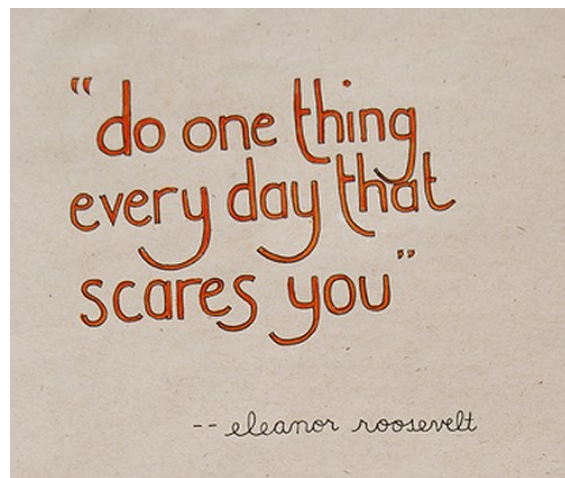
Judi's take is that fear is normal and unavoidable. We spend too much time trying to not be afraid. "The only fearless people are 5 year olds and sociopaths. Fear is ok and it keeps you safe." "Feel the fear and do it anyway," she challenges. "Stop thinking about what could go wrong and start thinking about what could go right!" She helped the audience list a goal or goal (s) and then brainstorm through the steps to list: Excuses, What Could Go Wrong, How You'd Recover, Cost of Inaction & What Could Go Right? What would you do if you weren't afraid?

"Because fear is my homeboy I will..."

Ask this mom if she is ok.

- Propose this idea I have in the WIC meeting.
- Volunteer for the project.
- Write an article for the newsletter.
- Read the eWIC Toolkits.

We owe it to ourselves, our clients and each other to make fear our homeboy! "Nothing great comes from lollipops and roses!" It's ok to have fears and struggles, greatness comes from it! I hope this might inspire you too. Maybe it will give you a chuckle since we also spend most of our time being too serious. And then you can get serious about making fear your homeboy! Thank you.





Skin to Skin: An important part of breastfeeding

Lisa Shoop, RN, Montgomery County Health Department



Written after attending a state agency-sponsored CLC course in Manhattan, KS in 2017

Skin to skin is an important first step in breastfeeding. It not only helps calm and regulate the baby's vital signs and blood glucose, it is the first step for successful milk production. Prolactin and oxytocin are the two hormones needed to "make and move" milk in the mother. Early stimulation of the mother by the baby is needed to begin this process. Skin to skin immediately after birth and continued, helps to ensure that the mother will have great milk production for the duration of her breastfeeding journey. If the mother is having trouble with latch and the baby begins to fuss, placing the baby on mothers' skin can help calm the baby before trying to latch again. Skin to skin is also a special way to help mother and baby form that bond of love. One of the most important pieces of education that we can give to our expectant mothers is that skin to skin should be a top priority.

SEK Promotes Breastfeeding through Peer-to-Peer Promotion

As part of SEK's 2017 Breastfeeding Promotion Plan, staff took pictures of Moms with their babies and posted them to breastfeeding boards in the clinics. Moms wrote notes of encouragement to other Moms and said things like, "don't give up," "it gets easier," "it's worth it," "it's great bonding time," and "get help if you need it."





Copyright/Fair Use Issues and Resources for Images

Alice Henneman, MS, RDN, Nebraska Extension in Lancaster County

NO COPYRIGHT !

Just because a photo doesn't have a copyright sign by it on the web doesn't mean it is copyright-free. Unless you are given permission to use it, assume it is copyrighted. For information about copyright and resources to free food images, check out this Food Reflections newsletter from University of Nebraska-Lincoln Extension at <http://bit.ly/2eJHtFx>.

(Note from Patrice Thomsen: Nebraska Extension offers great resources on their website. This item is taken from one of Alice Henneman's posts to the Society of Nutrition Education and Behavior list serve. It is worth the effort to use the link to read her information about copyright and her links to various sources of free food images. Notice that even though the images are free, there might be specifications about how to cite a particular image.

As before, I urge you to sign up for her e-newsletters. I particularly like "Cook It Quick" and "Food Reflections". Go to the website homepage

food.unl.edu and look for the link to subscribe to newsletters. There are several different newsletters that might be of interest to WIC staff.

SUBSCRIBE TO OUR NEWSLETTERS!

(Note from Pat Dunavan: Another great source for copyright free images is the WIC Works Resource Library.

Check out their photos at: <https://wicworks.fns.usda.gov/topics-z/image-gallery> and https://wicworks.fns.usda.gov/wicworks/Sharing_Center/gallery/photos.htm

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