

1. Bronx Health Link Marks World Breastfeeding Week

(August 1, 2009) The Bronx Health Link (TBHL), a nonprofit educational clearinghouse focused on the health concerns of the borough's underserved residents, is marking World Breastfeeding Week, August 1-7, by reminding new mothers of the tremendous benefits of breast over bottle feeding, and urging employers, hospitals and elected officials to guarantee mothers' rights to breastfeed and pump milk as needed. All leading medical authorities recommend exclusive breastfeeding until six months of age. Studies show that breast milk strengthens the infant's immune system, and exclusively breastfed babies are less likely to get ear infections, gastrointestinal infections, rashes, food allergies, diarrhea, asthma, diabetes, and obesity, and are at lower risk of Sudden Infant Death Syndrome (SIDS). In addition, mothers who breastfeed have a lower risk of developing type II diabetes and osteoporosis.

"With women and babies in the Bronx facing so many serious health challenges, breastfeeding is a no-cost, self-empowered way to give your baby the best chance at a healthy start – and to give yourself improved health," said Joann Casado, Executive Director of The Bronx Health Link. "It's critical that hospitals play their part by doing everything possible to encourage women who want to make that choice, and that employers follow New York State law and allow mothers the time they need to breastfeed or pump milk." Casado also urged the New York State Health Department to fully implement the Breastfeeding Mother's Bill of Rights, passed by the legislature last month, which guarantees mothers' breastfeeding rights in maternal care facilities and bans commercial interests from influencing new mothers' choice of breastfeeding.

2. Health Department Announces Partnership with National Breastfeeding Helpline

Women in New York City can now access free counseling and information by calling 311

NYC Department of Health & Mental Hygiene

<http://www.nyc.gov/html/doh/html/pr2009/pr053-09.shtml>

(August 6, 2009) To commemorate World Breastfeeding Week — a worldwide acknowledgement of the importance of breastfeeding for mothers and children — New York City has launched a new effort to support it. Starting this week, mothers in need of breastfeeding help can call 311 for immediate access to the National Breastfeeding Helpline. The live phone service, operated by the National Women's Health Information Center of the U.S. Department of Health and Human Services, provides breastfeeding assistance from trained peer counselors.

... while the benefits for both mother and child are clear, breastfeeding is not always easy. More than 87% of New York City women initiate breastfeeding after giving birth, according to a 2007 Health Department survey, exceeding the national Healthy People 2010 breastfeeding goal of 75%. But these levels drop off quickly. Only 67% of mothers continue breastfeeding for eight weeks, and only 32% say they breastfeed exclusively for that long. Many women say they worry that they're producing too little milk, or that

breast milk doesn't satisfy their baby's hunger. Others say they stop because they need to return to work.

Most women want to breastfeed, and most can succeed at it. But studies suggest that support from family, friends, health care providers and employers can make a big difference in how long mothers breastfeed and whether they breastfeed exclusively. In New York State, employers must provide time and a space to pump breast milk. Both New York City and New York State have laws that protect a woman's right to breastfeed in public.

As part of its continued effort to promote breastfeeding, the Health Department works with pediatricians, obstetricians and other health providers who care for pregnant women and children in neighborhoods with high rates of poverty and illness — specifically the South Bronx, North and Central Brooklyn and East and Central Harlem. Among the materials distributed to health care providers are laminated breastfeeding coaching cards for new mothers to take to the hospital before delivery.

The Health Department recently produced a comprehensive resource for breastfeeding mothers ("The New York City Mother's Guide to Breastfeeding") as well as a research report titled "Breastfeeding or formula? Women's infant feeding experiences in North and Central Brooklyn." Both publications are available through 311, and the agency's website has a wealth of educational materials for mothers and for health care providers: www.nyc.gov/html/doh/html/csi/csi-breast-feed.shtml#pem.

The National Breastfeeding Helpline is available Monday through Friday from 9 a.m. to 6 p.m. After hours, callers may leave a message and receive a phone call during business hours. Over-the-phone peer counseling is available in English and Spanish. For more information or to order breastfeeding materials, visit nyc.gov/health or call 311.

3. Breastfeeding: A Vital Emergency Response: Are you ready?

Objectives of World Breastfeeding Week 2009:

- * To draw attention to the vital role that breastfeeding plays in emergencies worldwide.
- * To stress the need for active protection and support of breastfeeding before and during emergencies.
- * To inform mothers, breastfeeding advocates, communities, health professionals, governments, aid agencies, donors, and the media on how they can actively support breastfeeding before and during an emergency.
- * To mobilise action and nurture networking and collaboration between those with breastfeeding skills and those involved in emergency response.

Rationale:

- * Children are the most vulnerable in emergencies – child mortality can soar from 2 to 70 times higher than average due to diarrhoea, respiratory illness and malnutrition.
- * Breastfeeding is a life saving intervention and protection is greatest for the youngest infants. Even in non-emergency settings, non-breastfed babies under 2 months of age are

six times more likely to die.

* Emergencies can happen anywhere in the world. Emergencies destroy what is 'normal,' leaving caregivers struggling to cope and infants vulnerable to disease and death.

* During emergencies, mothers need active support to continue or re-establish breastfeeding.

Emergency preparedness is vital. Supporting breastfeeding in non-emergency settings will strengthen mothers' capacity to cope in an emergency.

For more information, visit <http://worldbreastfeedingweek.org/>.

4. CONFERENCE ON BREASTFEEDING

Fri., Sept. 11, 8 AM – 1 PM

There will be a conference on breastfeeding at Jacobi Hospital on September 11 from 8 AM to 1 PM. For more information, call Theresa Landau, Morrisania D&TC, at (718) 960-2817 or Theresa.Landau@nychhc.org.

POLICY ISSUES

5. Action Alert: Urge Governor Paterson to Sign Breastfeeding Bill of Rights

(Aug. 5, 2009) The Bronx Health Link joins other breastfeeding advocates in urging you to fax Governor David Paterson to urge him to sign the Breastfeeding Bill of Rights (sponsored by Sen. Liz Krueger), which passed both houses of the state legislature last month. Excerpts from our letter to the Governor:

The Bronx Health Link, a nonprofit clearinghouse for health and human service delivery professionals in the Bronx, strongly urges you to sign the Breastfeeding Mothers' Bill of Rights (S.1107-A/A.789-B).

Many doctors' practices and health care facilities fail to provide pregnant women and new mothers with the detailed information on the many benefits of breastfeeding that they need to make an informed choice. This visionary legislation will address that information void by requiring such information be provided to every woman who seeks care during pregnancy. The bill will also guarantee these women's right to control all the stages of decision-making about breastfeeding from the time of delivery and will remove several common barriers to women wishing to make that choice. For example, women would have the right to breastfeed one's baby any time in any medical facility and to obtain both medical advice and support for the ability to breastfeed – which all too often is absent.

At the Bronx Health Link, an important part of our work is reaching out to bring informational workshops to pregnant women and new mothers – particularly low-income women of color who are at greatest risk for poor health outcomes -- about the benefits of breastfeeding and ways to solve problems that can develop while nursing. Within the

limits of our budget, we reach dozens of women a year in the Bronx, but this is a small fraction of the number of women giving birth each year who urgently need this information. This legislation will nonetheless go a long way toward filling that gap, both by requiring that written information be provided to all pregnant women statewide, and by establishing the right for women in a maternal health care facility “to have someone with specialized training in breastfeeding give you information and help you when you need it.”

Finally, this bill will begin to reverse the very dangerous practice in many hospitals and clinics of giving pregnant women and new mothers commercial information, coupons and samples of infant formula, all designed to promote the use of these products as opposed to breastfeeding. By requiring that all such facilities provide “breastfeeding information free of commercial material” and establishing the right “to be discharged from the facility without coupons or free samples intended to discourage breastfeeding, unless specifically required by you,” this bill will correct the current imbalance in information and incentives that can induce women to make decisions that undermine their own health and that of their infants.

In summary, the Bronx Health Link urges that you sign this bill as an important step toward both protecting women’s medical self-determination on this key aspect of child-raising and dramatically improving the health of many of the most vulnerable women and children in this state.

6. Hospital Practices Impact Breastfeeding

Childbirth Connection

(May 7, 2009) Based on findings from Childbirth Connection’s national Listening to Mothers II survey, a study published in this month's issue of American Journal of Public Health by Eugene Declercq and colleagues finds that hospital provision of "Baby-Friendly Steps" for fostering breastfeeding is positively associated with the likelihood that a woman achieved her goal of exclusive breastfeeding. Supplemental hospital feedings of water or formula were especially associated with not reaching this goal. Survey results suggest that more than 400,000 women who want to exclusively breastfeed at the end of pregnancy do not reach this goal every year – a troubling missed opportunity that better hospital practices could address.

The study abstract is available at

<http://www.ajph.org/cgi/content/abstract/99/5/929?maxtoshow=&HITS=10&hits=10&RESULTFORMAT=&fulltext=childbirth+connection&searchid=1&FIRSTINDEX=0&sortspec=relevance&resourcetype=HWCIT>

7. Traveling Mothers Face Hurdles in Pumping Breast Milk

New York Times - by Sara J. Welch

<http://www.nytimes.com/2009/02/10/business/10breastfeed.html?emc=eta1>

(Feb. 10, 2009) No longer are there tales of airport security guards forcing a

breastfeeding mother to pour a two-day supply of her baby's milk into the garbage or another to taste her own milk. But a business trip still presents an array of challenges for breastfeeding mothers. The first remains airport security. While the Transportation Security Administration has updated its rules since those well-publicized incidents involving rules about carrying liquids aboard a plane, the latest guidelines are purposely unspecific to give the security officer discretion. They allow women to take a "reasonable quantity" on board, said Christopher White, a T.S.A. spokesman.

But Caren Begun, a public relations executive in Jersey City who had a baby last year, said the lack of specificity made it difficult for her to figure out what to do. "On the Web site, they say you can travel with reasonable quantities of breast milk, but=2 0what does that mean?" Ms. Begun asked. "How much milk can I bring on board? What about ice packs? Will I have to taste the milk to show it's safe? I got a different answer from everyone."

...Although it is not known how many breastfeeding women travel for work, statistics suggest it is not uncommon. The most recent figures from the Census Bureau show that slightly more than half of all American women with a baby under a year old are in the work force. And nearly one-third of infants in the United States are fed nothing but breast milk for the first three months of their lives, according to the Centers for Disease Control and Prevention....

RESEARCH

8. Breastfeeding Linked to Better Health for Mothers, Study Finds

Daily Women's Health Policy Report

http://www.nationalpartnership.org/site/News2?abbr=daily2_&page=NewsArticle&id=16665&security=1201&news_iv_ctrl=-1

(April 23, 2009) Women who have breastfed have a lower risk of developing high blood pressure, diabetes and cardiovascular diseases during menopause, according to a study scheduled to be published in the May issue of *Obstetrics & Gynecology*, the *New York Times* reports. According to the *Times*, previous research has suggested that breastfeeding might reduce the risk of osteoporosis, breast and ovarian cancers, and type 2 diabetes.

The study -- led by Eleanor Bimla Schwarz, an assistant professor of medicine at the University of Pittsburgh -- examined data on 139,681 women enrolled in the Women's Health Initiative and found a link between the duration of breastfeeding and health benefits during post-menopausal years. The researchers found that women who breastfed for more than one year throughout their lifetime were nearly 10% less likely to have a heart attack or stroke during their postmenopausal years compared with women who had never breastfed. In addition, women who breastfed were less likely to have diabetes, hypertension and high cholesterol. Even women who had breastfed for only one month had lower rates of diabetes, high blood pressure and high cholesterol, according to the study. In addition, women who reported breastfeeding for more than one year were 20%

less likely to have diabetes, 12% less likely to have hypertension, 19% less likely to have high cholesterol, and 9% less likely to have a heart attack or stroke.

Schwarz said, "We've known for a long time that [breast-feeding is] important for the baby's health, but we now know it's important for mothers' health as well." Some experts warned that although the study demonstrates a correlation between breastfeeding and health benefits, it could show that women who breastfeed lead healthier lives than those who do not, the Times reports. Nieca Goldberg, medical director of the New York University's Women's Heart Center, said women who breastfeed "may be healthier women who take better care of themselves." According to Goldberg, the hormone oxytocin, which is crucial to milk production, could play a role because it is known to relax blood vessels and might make them more resistant to plaque build-up. In addition, women who breast-feed burn more calories by producing milk, helping them eliminate fat accumulated during pregnancy (Rabin, New York Times, 4/22).

9. Maternal Eating Disorders and Infant Feeding and Growth

Medscape

<http://www.medscape.com/viewarticle/702947?src=emailthis>

(May 29, 2009) The participants were drawn from a large, longitudinal cohort study conducted in the United Kingdom. Researchers attempted to evaluate differences in growth, breastfeeding rates and duration, and feeding difficulties in 3 groups: infants of mothers with eating disorders; a comparison group comprising infants of mothers with other psychiatric disorders; and a control group, also drawn from the cohort.

The mothers studied gave birth between 1991 and 1992. Over 14,000 women were enrolled....Women with eating disorders were more likely to initiate breastfeeding and were less likely to stop in the first year, compared with women from the control group. Women with other psychiatric disorders were more likely to discontinue breastfeeding in the first year than were control women.

Reference: Micali N, Simonoff E, Treasure J. Infant Feeding and Weight in the First Year of Life in Babies of Women With Eating Disorders. *J Pediatr.* 2009;154:55-60.e1. Epub 2008 Sep 10.

10. Studies Find Maternity Leave Before, After Birth Improves Health of Infants, Women

Daily Women's Health Policy Report

http://www.nationalpartnership.org/site/News2?abbr=daily2_&page=NewsArticle&id=14763&security=1201&news_iv_ctrl=-1

(Jan. 9, 2009) Two new studies from University of California-Berkeley researchers found that pre-birth maternity leave and longer post-birth maternity leave are associated with better health for both infants and women, the San Francisco Chronicle reports. The first study -- funded by the U.S. Health Resources and Services Administration and published in *Women's Health Issues* -- is the first study to assess birth outcomes among

women who work full time, according to the Chronicle. The study assessed 447 Southern California women who work full time, comparing women who took leave after 35 weeks' gestation with those who worked up until the time of their delivery date. Researchers found that women who worked up to the time of their delivery date were four times more likely to have a caesarean section, which can lead to complications and a longer recovery period for women, according to lead author Sylvia Guendelman, professor of maternal and child health at the university.

Guendelman said, "We don't have a culture in the United States of taking rest before the birth of a child because there is an assumption that the real work comes after the baby is born." Researchers noted that financial obstacles can deter women from taking pre-birth maternity leave because many women do not receive full-time pay while on leave.

The second study, published in *Pediatrics*, examined data from 770 women who work full time, finding that women who took less than six weeks of maternity leave were four times less likely to breastfeed. The American Academy of Pediatrics and numerous studies recommend breastfeeding, which is associated with a reduced risk of allergies, obesity and sudden infant death syndrome in infants. The study also found that women in managerial positions or those who had more autonomy or flexibility at work were more likely to breastfeed. Guendelman said, ..."These new studies suggest that making it feasible for more working [women] to take maternity leave both before and after birth is a smart investment."

11. Breastfeeding Cuts Baby Girls' Pneumonia Risk

Reuters Health - by Joene Hendry

http://www.nlm.nih.gov/medlineplus/news/fullstory_80534.html

(Feb. 17, 2009) Breastfeeding appears to reduce the risk for severe lung infection and associated hospitalization among infant girls, but not among infant boys. The finding comes from a study of babies in Buenos Aires, Argentina, by Dr. Fernando Polack, from Vanderbilt University in Nashville, Tennessee, and colleagues. Boys may derive some protection from breastfeeding, noted Polack, but this study may have been too small to sufficiently identify this benefit. Still, the results mirror previous research conducted in Argentina and the United States, Polack told Reuters Health, and when taken together indicate that "mothers of girls should pay close attention to the importance of breastfeeding to protect their infant's lungs."

The investigators assessed how breastfeeding altered the risk for pneumonia and hospitalization among 323 infants who developed an acute respiratory infection at an average age of 4.6 months. Overall, 77 percent of the infants were breastfed, Polack's team reports in the *Pediatric Infectious Disease Journal*. Viral pneumonia developed in 23 percent of the formula-fed girls versus 5 percent of the breastfed girls. Hospitalization was necessary more frequently among formula-fed girls (38 percent) compared with breastfed girls (18 percent). These associations held after taking onto account other risk factors for respiratory infection such as tobacco use at home, siblings 10 years old and younger, living in a crowded environment, age younger than 3 months, the presence of

other viral infections, and a history of asthma among family members....

Reference: The Pediatric Infectious Disease Journal, February 2009

RESOURCES

12. Toolkit Helps Employers Tailor Workplace Breastfeeding Programs and Policies

MCH Alert

<http://www.mchlibrary.info/alert/2009/alert072409.html>

(July 24, 2009) Investing in Workplace Breastfeeding Programs and Policies: An Employer's Toolkit provides resources to help employers understand the components of breastfeeding programs, get started, and measure success. The toolkit was produced by the Center for Prevention and Health Services, National Business Group on Health with support from the U.S. Department of Health and Human Services Office on Women's Health and the Health Resources and Services Administration's Maternal and Child Health Bureau. Resources include breastfeeding program options, employer case studies, and materials for employees. The toolkit is available at http://businessgrouphealth.org/healthtopics/breastfeeding/docs/BF_entire_toolkit_FINAL.pdf.

This toolkit was adapted from the 2008 Health Resources and Services Administration and Every Mother Inc. publication titled The Business Case for Breastfeeding: Steps for Creating a Breastfeeding Friendly Worksite. Available at <http://www.womenshealth.gov/breastfeeding/programs/business-case>.

13. Business Case for Breastfeeding Project Begins 2009 With Ten New State Coalitions

(Jan. 15, 2009) The Business Case for Breastfeeding, a project funded by the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau (MCHB), with additional funding from the HHS Office on Women's Health, is beginning Year 2 with the selection of ten new State Breastfeeding Coalitions. The states were selected through a competitive process from among 21 outstanding applications across the country.

During 2009, HCD International, Inc., prime contractor for the project, and Every Mother, Inc., subcontractor, will be providing training and technical assistance for the following ten selected states: Alaska, Arizona – Navajo Nation, Iowa, Kansas, Michigan, New York, Pennsylvania, South Carolina, Vermont, and West Virginia. Each state will host the training team in a two-day comprehensive “Train the Trainer” program, “Implementing The Business Case for Breastfeeding in Your Community,” for coalition members, Healthy Start agency staff, and a diverse group of community partners. Coalitions will also receive a \$10,000 Participant Implementation (PIC) grant, to be used in conducting further trainings and outreach with businesses to improve support for employed breastfeeding women....

The Resource Kit (as well as several of the individual components) can be obtained from the HRSA Information Center at: <http://www.ask.hrsa.gov> or 888-ASK-HRSA. To learn more about the project, view the Webcast archived by the MCHB Healthy Start program at: <http://www.mchcom.com>

14. Publication: Encouraging and Supporting Breastfeeding

NYC Dept. of Health & Mental Hygiene

(Apr. 2, 2009) City Health Information is a publication produced by the New York City Department of Health and Mental Hygiene as a primary means of communicating public health information to the City's medical care community.

In this issue:

- * Assess whether breastfeeding is the best option. In most instances, it is.
- * Discuss the many benefits of breastfeeding for the infant and mother at every visit, beginning at the first prenatal visit.
- * Provide support to breastfeeding mothers throughout pregnancy, at delivery, during the postpartum period, and during at least the first 6 months of life.

To download a copy, go to: <http://www.nyc.gov/html/doh/downloads/pdf/chi/chi28-suppl1.pdf>

RESOURCES LISTS FROM MCH LIBRARY

Thanks to MCH Library at for all of the following resource listings – for full list, go to <http://www.mchlibrary.info/guides/breastfeeding.html>

15. Materials for Mothers

Allegheny County Health Department. Breastfeeding check list. Pittsburgh, PA: Allegheny County Health Department. ca. 2006. 2 pp.

Annotation: This breastfeeding checklist provides a list of points that can help determine whether breastfeeding is going well. Points are divided into the following categories: (1) mom and breastfeeding, (2) positioning, (3) latch on, and (4) baby and breastfeeding.

Contact: Allegheny County Health Department, Bureau of Policy Development and Assessment. 3333 Forbes Avenue, Pittsburgh, PA 15213. Telephone: (412) 687-ACHD. Fax: (412) 578-8325. Available at no charge from the Web site.

American Academy of Pediatrics. A woman's guide to breastfeeding. Elk Grove Village, IL: American Academy of Pediatrics. 1998. 32 pp.

Annotation: This pamphlet contains general information about breastfeeding. It is designed for the mother contemplating nursing her infant. Categories of information

include: why breastfeeding is so good for your baby and you; the first feeding; nursing after the first feeding; medications, illnesses, and other special situations; breastfeeding after you go back to work; and weaning your baby from the breast.

Contact: Publications Department, American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Available at no charge.

American Academy of Pediatrics. New mother's guide to breastfeeding. Elk Grove Village, IL: American Academy of Pediatrics. 2008. 258 pp.

Annotation: This handbook answers common questions about breastfeeding. The handbook discusses the choice to breastfeed; explains how breastfeeding works; and provides information about getting ready for a newborn, first feedings, special situations, going home, nutrition, common problems, breastfeeding beyond infancy, separations from the infant, the father's role, and weaning.

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Document number: ISBN 0-553-38107-5.

Barber, K. The black woman's guide to breastfeeding: The definitive guide to nursing for African American mothers. Naperville, Il: Sourcebooks. 2005. 256 pp.

Annotation: This book for consumers focuses on the importance of breastfeeding for the African American mother and her infant. Chapter topics include the benefits of breastfeeding, barriers such as beliefs and other interpersonal issues, tips for successful breastfeeding, including the father in the experience, stress and going back to work, the truth about breastfeeding myths, the African American breastfeeding heritage, issues in self-empowerment, and breastfeeding culture and politics. Additional sections provide information on resources for further support and state laws on breastfeeding . A bibliography and an index are also provided.

Contact: Sourcebooks. 1935 Brookdale Road, Suite 139, Naperville, IL 60563. Telephone: (630) 961-3900. (800) 43-BRIGHT. Fax: (630) 961-2168. E-mail: info@sourcebooks.com. \$12.95, plus shipping and handling. Document number: ISBN 1-4022-0345-4.

Best Start Social Marketing. Health care providers' breast feeding support kit. Tampa, FL: Best Start Social Marketing. 1998. 8 items.

Annotation: This breast feeding support kit for health care providers contains references for the health care provider and supplies for the patient. This kit includes a guide with information and tips about breast feeding management including milk production, latch-on techniques, feeding positions, and nutritional guidelines; a guide on how to develop a successful breast feeding support team; a list of organizations, professional groups, and

product distributors that provide breast feeding resources and information for the nation; a patient letter encouraging mothers to breast feed which outlines the benefits of breast feeding to expectant mothers; a booklet to guide the mother step-by-step on how to successfully breastfeed her infant; a question and answer list for the most commonly asked questions mothers have about breast feeding; a booklet to encourage women to continue breast feeding when they return to work; and a Best Start catalog to obtain copies of these materials. A similar kit for physicians is also published. [Funded by the Maternal and Child Health Bureau]

Contact: HRSA Information Center. P.O. Box 2910, Merrifield, VA 22116. Telephone: (888) 275-4772. TTY: (877) 489-4772. Fax: (703) 821-2098. E-mail: ask@hrsa.gov. Available at no charge. Document number: HRSA Info. Ctr. MCHK140.

Best Start Social Marketing. Physicians' breast feeding support kit. Tampa, FL: Best Start Social Marketing. 1998. 8 items.

Annotation: This breast feeding support kit for physicians contains references for the physician and supplies for the patient. This kit includes a guide with information and tips about breast feeding management including milk production, latch-on techniques, feeding positions, and nutritional guidelines; a guide on how to develop a successful breast feeding support team; a list of organizations, professional groups, and product distributors that provide breast feeding resources and information for the nation; a patient letter encouraging mothers to breastfeed which outlines the benefits of breast feeding to expectant mothers; a booklet to guide the mother step-by-step on how to successfully breast feed her infant; a question and answer list for the most commonly asked questions mothers have about breast feeding; a booklet to encourage women to continue breast feeding when they return to work; and a Best Start catalog to obtain copies of these materials. A similar kit for health care providers is also published. [Funded by the Maternal and Child Health Bureau]

Contact: HRSA Information Center. P.O. Box 2910, Merrifield, VA 22116. Telephone: (888) 275-4772. TTY: (877) 489-4772. Fax: (703) 821-2098. E-mail: ask@hrsa.gov. Available at no charge. Document number: HRSA Info. Ctr. MCHK139.

Best Start Social Marketing. Breastfeeding promotion catalog. Tampa, FL: Best Start Social Marketing. 1998. 13 pp.

Annotation: This catalog lists television public service announcements, videotapes, posters, and pamphlets developed for use by WIC and other perinatal care organizations to help break down the barriers to breast feeding and communicate its benefits for economically disadvantaged mothers. Spanish language, Native American, and low-literacy versions of materials are available. This catalog was formerly titled "Catalog: Promotional and educational materials".

Contact: Bonnie Salazar, Best Start Social Marketing. 4809 E. Busch Boulevard, Suite 104, Tampa, FL 33617. Telephone: (813) 971-2119. (800) 277-4975. Fax: (813) 971-

2280. E-mail: beststart@beststartinc.org. Available at no charge.

Huotari, C. Facts about breastfeeding. Schaumburg, IL: La Leche League International. 1999. 2 pp.

Contact: La Leche League International. 957 N. Plum Grove Road, Schaumburg, IL 60173. Telephone: (847) 519-7730. (800) 525-3243. Fax: (847) 969-0460. Price unknown.

Johnson and Johnson Pediatric Institute. Your pregnancy diary. [St. Louis, MO]: Johnson and Johnson Pediatric Institute. 2001. 78 pp.

Annotation: This diary, geared toward consumers, as intended to serve as a pregnancy reference guide. It includes information on the following topics: prepregnancy planning, prenatal touch and massage, sex during pregnancy, health tips for pregnant women, prenatal screening, first trimester, second trimester, third trimester, until the birth, breastfeeding, birth plan, postpartum plan, and checklist for your hospital bag. It also contains a glossary, as well as sections in which a pregnant woman can record information.

Contact: Johnson and Johnson Pediatric Institute, L.L.C. E-mail: jjpi@corus.jnj.com.

Livingstone, V. The art of successful breastfeeding: A guide for health professionals—and The art of successful breastfeeding: A mother's guide—Maternity resource binder. Vancouver, British Columbia: Fairview Productions. ca. 1997. 1 manual (112 pp.), 2 videotapes (134 min., VHS 1/2 inch).

Annotation: This resource binder contains a manual with sections for health professionals and mothers and two videotapes. The manual is a compilation of materials including the statement of the Breastfeeding Committee for Canada. The manual addresses preparation for breastfeeding, beginning breastfeeding, and other related concerns with separate sections. One videotape is a mother's guide to successful breastfeeding, and the other is the art of breastfeeding for professionals.

Contact: Beth Miller, University of British Columbia, Department of Family Practice. 3rd Floor, David Strangeway Building, 5950 University Boulevard, Vancouver, British Columbia, Canada V6T 1Z3. Telephone: (604) 827-4168. Fax: 604) 827-4184. E-mail: family.clinic@ubc.ca. Price unknown.

National Institute of Child Health and Human Development and Back to Sleep Campaign. Sudden infant death syndrome: A video on helping to reduce the risk. Bethesda, MD: National Institute of Child Health and Human Development. 2000. 1 videotape.

Annotation: This videotape, narrated by a mother, discusses the basic steps that can be taken to protect babies against sudden infant death syndrome. Topics include (1) putting

the baby to sleep on its back, (2) ensuring that the baby's mattress is firm and that there are no pillows or soft materials near the baby when it is asleep, (3) ensuring that the room where the baby sleeps is not too warm, (4) breastfeeding the baby, if possible, and (5) ensuring that no one smokes near the baby.

Contact: National Institute of Child Health and Human Development Information Resource Center. P.O. Box 3006, Rockville, MD 20847. Telephone: (800) 370-2943. Fax: (301) 984-1473. E-mail: NICHDInformationResourceCenter@mail.nih.gov. Available at no charge.

National SIDS / Infant Death Resource Center. Safe sleep for your baby around the clock: Birth to 12 months. McLean, VA: National SIDS / Infant Death Resource Center. 2005. 4 pp.

Annotation: This pamphlet, which is geared toward families, provides information about how parents can reduce the risk of Sudden Infant Death Syndrome (SIDS) by providing a safe sleep environment for their infant. The pamphlet includes information about where an infant should and should not sleep, what position infants should be in when they sleep, how to make an infant's sleep area safe, bed sharing, and breastfeeding. [Funded by the Maternal and Child Health Bureau]

Contact: National Sudden and Unexpected Infant / Child Death and Pregnancy Loss Resource Center. Georgetown University, 2115 Wisconsin Avenue, N.W., Suite 601, Washington, DC 20007-2292. Telephone: (866) 866-7437. (202) 687-7466. Fax: (202) 784-9777. E-mail: info@sidscenter.org. Available at no charge; also available at no charge from the Web site. Document number: HRSA Info. Ctr. SIDS00015.

National Women's Health Information Center. Breastfeeding: Best for baby, best for mom. Fairfax, VA: National Women's Health Information Center. 2004. 41 pp.

Annotation: This document, which is geared toward new mothers, provides practical information about why breastfeeding is important for mothers and infants and about how to breastfeed successfully. The document answers common questions about breastfeeding, discusses the benefits of breastfeeding, explains how breast milk is produced and how lifestyle affects breast milk, discusses proper positioning for breastfeeding, offers suggestions for coping with breastfeeding challenges, and talks about human milk banks. The fact sheets are available in English, Spanish, and Chinese.

Contact: National Women's Health Information Center. 8270 Willow Oaks Corporate Drive, Fairfax, VA 22031. Telephone: (800) 994-9662. TDD: (888) 220-5446. Fax: (703) 560-6598. Available at no charge from the Web site.

Ohio Department of Health. Choose breastfeeding. [Columbus, OH]: Ohio Department of Health. 2000. 4 pp.

Annotation: This brochure, which promotes breastfeeding, contains photos of mothers

with their babies and includes a quote from each about how breastfeeding has improved the parenting experience.

Contact: Ohio Department of Health, Women, Infants and Children (WIC). 246 North High Street, P.O. Box 118, Columbus, OH 43266-0118. Telephone: (614) 644-8006. Fax: (614) 728-2881. E-mail: OHWIC@gw.odh.state.oh.us.

Ohio Department of Health. How to breastfeed. [Columbus, OH]: Ohio Department of Health. 2002. 13 pp.

Annotation: This brochure, which is illustrated with color photographs, covers the following breastfeeding topics: holding your baby for breastfeeding, helping your baby latch on, building your milk supply, how to wake a sleeping baby, getting enough milk, false alarms, hand expression, the normal breastfed baby, preventing and treating sore nipples, engorgement, when to call for help, and keeping a breastfeeding diary.

Contact: Ohio Department of Health, Women, Infants and Children (WIC). 246 North High Street, P.O. Box 118, Columbus, OH 43266-0118. Telephone: (614) 644-8006. Fax: (614) 728-2881. E-mail: OHWIC@gw.odh.state.oh.us. Single copies available at no charge.

Ohio State University. Breastfeeding. [Columbus, OH]: Ohio State University. 1992. 1 videotape (7 min., 1/2 inch VHS).

Annotation: This videotape, available in English and Asian languages including Cambodian, Laotian, and Vietnamese, discusses the importance of breast milk for babies and mothers; diet the mother needs; breastfeeding during pregnancy; helping premature babies nurse; using both breasts; how often to feed; pumping; breastfeeding in public; when to start formula; and how long to breastfeeding. [Funded by the Maternal and Child Health Bureau]

Philadelphia Department of Public Health, Office of Maternal and Child Health. Innovative maternal and infant health nutrition and breastfeeding materials: Material and purchase information. Philadelphia, PA: Office of Maternal and Child Health, Philadelphia Department of Public Health. 1998. 8 pp.

Annotation: This catalog describes ethnically diverse nutrition education materials for today's younger families. The resources were developed and pretested with focus groups for consumer appeal and readability. They are available in various languages, depending on the publication, including English, Spanish, Laotian, Vietnamese, and Cambodian. Samples of the publications are included with the catalog.

Contact: Lorraine Matthews, Philadelphia Department of Public Health, Division of Maternal, Child, and Family Health. 1101 Market Street, 9th Floor, Philadelphia, PA 19107. Telephone: (215) 685-5225. Fax: (215) 685-5257. Price unknown.

Philadelphia Department of Public Health, Office of Maternal and Child Health. Philadelphia breastfeeding resource handbook. (14th ed.). Philadelphia, PA: Philadelphia Department of Public Health. 2005. 137 pp.

Annotation: This directory provides an extensive array of resources in the Philadelphia area in order to provide guidance and assistance to women in helping them make informed choices about how to feed their baby and where to get information they need to breastfeed successfully. It includes books, videos, organizations, and courses, and covers many different aspects of breastfeeding including equipment, milk banks, and special situations.

Contact: Philadelphia Department of Public Health, Division of Maternal, Child, and Family Health. 1101 Market Street, 9th Floor, Philadelphia, PA 19107. Telephone: (215) 685-5225. Fax: (215) 685-5257. Available at no charge from the Web site.

Spangler, A. Amy Spangler's Breastfeeding: A parent's guide. (7th ed.). Marietta, GA: Amy Spangler. 2000. 161 pp.

Annotation: This book is a practical, step-by-step guide to breastfeeding for new parents. Common questions about breastfeeding are addressed, and the management of problems associated with breastfeeding and breast care is discussed.

Contact: Amy Spangler. P.O. Box 501046, Atlanta, GA 31150-1046. Telephone: (770) 913-9332. Fax: (770) 913-0822. \$12.50, plus shipping and handling. Document number: ISBN 0-9627450-7-3.

Spangler, A. Breastfeeding: Your guide to a healthy, happy baby. Marietta, GA: Amy Spangler. 2002. 79 pp.

Annotation: This breastfeeding promotion booklet aimed at new mothers presents basic information about breastfeeding. The booklet answers questions about why breastfeeding is important; how to get started; how to care for breasts; how breastmilk is produced; how often and for how long to breastfeed; how to tell whether an infant is getting enough milk; what to do about breastfeeding problems; diet, alcohol, and tobacco use and breastfeeding; weight loss; breastfeeding after returning to work or school; pumping and storing milk; and where to go for help. A glossary is included.

Contact: Amy Spangler. P.O. Box 501046, Atlanta, GA 31150-1046. Telephone: (770) 913-9332. Fax: (770) 913-0822. \$2.50, plus shipping and handling. Document number: ISBN 0-9627450-6-5.

Torgus, J. and Gotsch, G. The womanly art of breastfeeding. (7th rev. ed.). New York, NY: Plume/Penguin Group. 2004. 463 pp.

Annotation: This book for consumers from the La Leche League International promotes breastfeeding as the best feeding alternative for infants and their mothers. It discusses

why to choose breastfeeding; planning for breastfeeding including birth issues, support networks, and what to wear; early months with the baby, the first feeding, how milk is produced and delivered, leaving the hospital and going home, caring for baby and mother, and common concerns in breastfeeding. Additional sections of the book focus on going back to work, life as a family, milestones in baby's development, special situations, why breast is best, and mothers helping mothers. Appendices include further resources for breastfeeding information, equipment, organizations, Web sites, the Marmet technique of manual expression, and selected references. An index is also provided,

Contact: Penguin Group Inc.. 375 Hudson Street, New York, NY 10014. Telephone: (212) 366-2000. \$18.00. plus shipping and handling. Document number: ISBN 0-452-28580-1.

U.S. Breastfeeding Committee. Benefits of breastfeeding. Raleigh, NC: U.S. Breastfeeding Committee. 2002. 4 pp.

Annotation: This report discusses the benefits of breastfeeding for children, mothers, and society. Information is provided about strategies for increasing breastfeeding rates. Fact about breastmilk and economic facts are included. The report concludes with references, resources for additional information, and the goals of the United States Breastfeeding Committee. [Funded in part by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

U.S. Breastfeeding Committee. Breastfeeding and child care. Raleigh, NC: U.S. Breastfeeding Committee. 2002. 4 pp.

Annotation: This report discusses the benefits of breastfeeding and how child care providers can play a vital role in supporting a mother's decision to continue breastfeeding after returning to work. The report discusses what's needed to help child care workers support breastfeeding. A conclusion, references, and resources for additional information are included. [Funded in part by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

U.S. Breastfeeding Committee. State breastfeeding legislation. Raleigh, NC: U.S. Breastfeeding Committee. 2003. 8 pp.

Annotation: This report discusses legislation that can play a role in promotion breastfeeding. The following topics are discussed: (1) breastfeeding in public, (2) employment issues, (3) jury duty, (4) family law situations, (5) mothers in prison, (6) education, training, and licensure, (7) milk banks, (8) international code of marketing

breastmilk substitutes, and (9) breastfeeding equipment and supplies. The report includes a conclusion and endnotes. The report concludes with a state-by-state list of enacted breastfeeding legislation as of January 29, 2003. Funded in part by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

U.S. Department of Health and Human Services, Office on Women's Health. An easy guide to breastfeeding.

Annotation: This booklet, which is geared toward new or expectant mothers, provides breastfeeding information and encourages women to breastfeed. The booklet explains the benefits of breastfeeding for mothers, infants, and society, and also provides frequently asked questions and answers about breastfeeding. This booklet is available in English, Spanish, and Chinese. Companion items are available for African American women and American Indian and Alaska Native families.

Contact: U.S. Department of Health and Human Services, Office on Women's Health. 200 Independence Avenue, S.W., Room 712E, Washington, DC 20201. Telephone: (202) 690-7650. Fax: 202-401-4005. Available at no charge; also available at no charge from the Web site.

U.S. Department of Health and Human Services, Office on Women's Health. An easy guide to breastfeeding for African American women. Washington, DC: Office on Women's Health, U.S. Department of Health and Human Services. 2006. 32 pp.

Annotation: This guide, which is geared toward African-American women, is intended to support women and their families with breastfeeding. The guide provides information about (1) the benefits of breastfeeding, (2) why it is important to promote breastfeeding among African Americans, (3) tips to get off to a good start and for breastfeeding success, (4) answers to common breastfeeding questions and challenges, (5) where to go for help, and (6) breastfeeding questions to ask the health professional.

Contact: U.S. Department of Health and Human Services, Office on Women's Health. 200 Independence Avenue, S.W., Room 712E, Washington, DC 20201. Telephone: (202) 690-7650. Fax: 202-401-4005. Available at no charge; also available at no charge from the Web site.

U.S. Department of Health and Human Services, Office on Women's Health. An easy guide to breastfeeding for American Indians and Alaska Native families. Washington, DC: Office on Women's Health, U.S. Department of Health and Human Services. 2006. 27 pp.

Annotation: This guide, which is geared toward Alaska Native and Native American

women, deals with the following breastfeeding-related issues: (1) benefits of breastfeeding, (2) risks associated with not breastfeeding, (3) answers to breastfeeding questions, (4) where to go for help, and (5) tips for breastfeeding success. The booklet includes charts and tables.

Contact: U.S. Department of Health and Human Services, Office on Women's Health. 200 Independence Avenue, S.W., Room 712E, Washington, DC 20201. Telephone: (202) 690-7650. Fax: 202-401-4005. Available at no charge from the Web site.

U.S. Food and Nutrition Service. Food stamps make America stronger. [Alexandria, VA]: U.S. Food and Nutrition Service. [2003]. 32 items.

Annotation: This information package contains a variety of materials about the Food Stamp Program (FSP). The package is intended to facilitate communication efforts to reach out to people who may be eligible for enrollment in the FSP but are not yet participating. Materials include information sheets about the FSP; brochures and booklets about the FSP related issues such as breastfeeding, healthy snacks, and nutrition during pregnancy; and posters. Some of the materials are available in Spanish.

Contact: U.S. Food and Nutrition Service. 3101 Park Center Drive, Alexandria, VA 22302. Available at no charge.

16. Breastfeeding Promotion, Support and Education

American Academy of Pediatrics. Speaker's kit on breastfeeding promotion and management. Elk Grove Village, IL: American Academy of Pediatrics. 2003. 77 pp., 1 CD-ROM, 1 flyer (5 pp.).

Annotation: This kit, which is geared toward health professionals, provides information in key topic areas related to breastfeeding, including management strategies for common breastfeeding challenges. The kit includes a CD-ROM with speaker notes for each slide on the CD-ROM, as well as a poster/brochure titled Ten Steps to Support Parents' Choice to Breastfeed Their Baby. This brochure/poster outlines the steps a practice can take to actively support parents' decision to breastfeed.

Contact: National Women's Health Information Center. 8270 Willow Oaks Corporate Drive, Fairfax, VA 22031. Telephone: (800) 994-9662. TDD: (888) 220-5446. Fax: (703) 560-6598. Available at no charge.

American Academy of Pediatrics Task Force on Breastfeeding. Breastfeeding health supervision. Elk Grove Village, IL: American Academy of Pediatrics. 1999. 45 pp.

Annotation: This manual is designed to assist the general pediatrician in integrating breastfeeding evaluation, intervention, and anticipatory guidance into routine well-child visits. In addition, it provides information regarding interventions for some breastfeeding problems. [Funded by the Maternal and Child Health Bureau]

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. \$24.95 plus shipping and handling; includes "Checklists for Breastfeeding Health Supervision". Document number: ISBN 1-58110-035-3.

American Academy of Pediatrics Task Force on Breastfeeding. Checklists for breastfeeding health supervision. Elk Grove Village, IL: American Academy of Pediatrics. 1999. 20 pp.

Annotation: These guidelines provide brief descriptions of breastfeeding issues to be addressed in each of the infant health supervision visits during the first twelve months and in the prenatal visit. [Funded by the Maternal and Child Health Bureau]

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Free with purchase of "Breastfeeding Health Supervision". Document number: ISBN 1-58110-035-3.

American Academy of Pediatrics, American Public Health Association, and National Resource Center for Health and Safety in Child Care. Reducing the risk of sudden infant death syndrome (SIDS): Applicable standards from: Caring for Our Children—National health and safety standards: Guidelines for out-of-home child care. (2nd ed.). Elk Grove Village, IL: American Academy of Pediatrics; Washington, DC: American Public Health Association; and Aurora, CO: National Resource Center for Health and Safety in Child Care. 2002. 15 pp.

Annotation: This document, which is intended for child care providers, state regulators, health consultants, and parents, is a compilation of the standards for reducing the risk of sudden infant death syndrome (SIDS) in child care settings. The standards are taken from *Caring for Our Children: National Health and Safety Performance Standards for Out-of-Home Child Care Programs*, 2nd edition, which was released by the American Academy of Pediatrics, the American Public Health Association, the Maternal and Child Health Bureau, and the National Resource Center for Health and Safety in Child Care in January 2002. This document discusses (1) caregiver qualifications, (2) caregiver training, (3) proper sleep position, (4) reporting illness and death, (5) breastfeeding, (6) bedding, and (7) related health policies. An index is included.

Contact: National Resource Center for Health and Safety in Child Care and Early Education. University of Colorado Health Sciences Center at Fitzsimmons, Campus Mail Stop F541, P.O. Box 6508, Aurora, CO 80045-0508. Telephone: (800) 598-5437. (800) 598-KIDS. Fax: (303) 724-0960. E-mail: natl.child.res.ctr@UCHSC.edu. Available at no charge from the Web site.

American Academy of Pediatrics, Breastfeeding promotion in Physicians' Office Practices. Ten steps to support parents' choice to breastfeed their baby. [Rev. ed.].

Elk Grove Village, IL: American Academy of Pediatrics. 2003. 5 pp.

Annotation: This brochure lists ten steps that health professionals can take to support parents' choice to breastfeed. For each step, several bullets provide specific suggestions for encouraging breastfeeding.

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Available at no charge from the Web site.

American Academy of Pediatrics, Section on Breastfeeding. Breastfeeding and the use of human milk. Elk Grove Village, IL: Section on Breastfeeding, American Academy of Pediatrics. 2005. 11 pp.

Annotation: This revised policy statement cites substantial new research on the importance of breastfeeding and sets forth principles to guide pediatricians and other health professionals in assisting women and children in the initiation and maintenance of breastfeeding. It includes information on child, maternal, and community health benefits of breastfeeding; contraindications to breastfeeding; recommendations on breastfeeding for healthy term infants and high-risk infants; and the role of pediatricians and other health professionals in protecting, promoting, and supporting breastfeeding. The policy statement emphasizes the central role of the pediatrician in coordinating breastfeeding management and providing a medical home for the child. The statement lists members of the Section on Breastfeeding and extensive references.

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Contact for cost information.

Association of Women's Health, Obstetric and Neonatal Nurses, Evidence-Based Clinical Practice Guideline Team. Breastfeeding support: Prenatal care through the first year. (2nd ed.). Washington, DC: Association of Women's Health, Obstetric and Neonatal Nurses. 2007. 89 pp., plus 4 pp. Quick Care Guide.

Annotation: This document contains guidelines outlining evidence-based assessment and intervention parameters designed to assist health care providers who care for breastfeeding mothers and their infants, women who are considering breast-feeding, or those who are planning to breastfeed. The guidelines provide information to support and guide women during the preconception, prenatal, and postpartum periods. Topics include trends in breastfeeding, the benefits to both infant and mother, breastfeeding promotion, and management and research in breastfeeding, and benefits to vulnerable and preterm infants. References are provided along with a continuing nursing education credit application, post test questions, and a participant evaluation form.

Contact: Association of Women's Health, Obstetric and Neonatal Nurses. 2000 L Street, N.W., Suite 740, Washington, DC 20036. Telephone: (202) 261-2400. (800) 673-8499.

Fax: (202) 728-0575. E-mail: customerservice@awhonn.org. \$53.95 for non-members, \$34.95 for AWHONN members, plus shipping and handling.

Best Start Social Marketing. Best Start's 3-step counseling strategy. Tampa, FL: Best Start Social Marketing. [1997?]. 25 pp., 15 transparencies, 1 videotape (VHS 1/2 inch).

Contact: Best Start Social Marketing. 4809 E. Busch Boulevard, Suite 104, Tampa, FL 33617. Telephone: (813) 971-2119. (800) 277-4975. Fax: (813) 971-2280. E-mail: beststart@beststartinc.org. \$72.00 plus shipping and handling.

Best Start Social Marketing. Breastfeeding promotion catalog. Tampa, FL: Best Start Social Marketing. 1998. 13 pp.

Annotation: This catalog lists television public service announcements, videotapes, posters, and pamphlets developed for use by WIC and other perinatal care organizations to help break down the barriers to breast feeding and communicate its benefits for economically disadvantaged mothers. Spanish language, Native American, and low-literacy versions of materials are available. This catalog was formerly titled "Catalog: Promotional and educational materials".

Contact: Bonnie Salazar, Best Start Social Marketing. 4809 E. Busch Boulevard, Suite 104, Tampa, FL 33617. Telephone: (813) 971-2119. (800) 277-4975. Fax: (813) 971-2280. E-mail: beststart@beststartinc.org. Available at no charge.

Bocchino, C., Hodge-Bethea, N., Lardy, B., Messina, S., Pencek, J., Haynes, S. G., and Malliou E. K. Advancing women's health: Health plans' innovative programs in breastfeeding promotion—Survey results and case studies. Washington, DC: American Association of Health Plans. 2001. 89 pp.

Annotation: This report summarizes key findings from the American Association of Health Plans' (AAHP's) assessment of eight health plans that have implemented innovative programs to promote breastfeeding among enrollees. The report also highlights three health plans that have demonstrated their commitment to breastfeeding promotion through programs for their own employees. The report also includes an executive summary, a discussion of the study methodology and findings, and references. Two appendices include a list of AAHP's Women's Health Subcommittee members and a list of the Breastfeeding Monograph Review Committee members.

Contact: National Women's Health Information Center. 8270 Willow Oaks Corporate Drive, Fairfax, VA 22031. Telephone: (800) 994-9662. TDD: (888) 220-5446. Fax: (703) 560-6598. Available at no charge; also available at no charge from the Web site.

Centers for Disease Control and Prevention. Breastfeeding report card, United States. Atlanta, GA: Centers for Disease Control and Prevention. 2008. 4 pp.

Annotation: This report describes breastfeeding outcome indicators and processes that

states use to promote breastfeeding, including birth facility, professional, and mother-to-mother support; legislation; and infrastructure. GTables present national and state data on these indicators. A list of data sources is also provided.

Contact: Centers for Disease Control and Prevention. 1600 Clifton Road, Atlanta, GA 30333. Telephone: (404) 639-3534. (800) 311-3435. E-mail: cdc@cdcinfo.gov. Available at no charge from the Web site.

Chatterji, P. and Brooks-Gunn, J. Does WIC participation improve maternal investments in infant health?. Princeton, NJ: Bendheim-Thoman Center for Research on Child Wellbeing, Princeton University. 2002. 22 pp.

Annotation: The objective of this paper is to estimate the effect of participation in WIC on two important health investments that take place during the first year of life: the initiation and persistence of breastfeeding and well child care. The study uses 1999-2000 survey data on low-income, unmarried mothers living in 20 urban areas across the country. The survey responses are sampled so that their children represent all nonmarital births in the United States with populations over 200, 000.

Contact: Princeton University, Bendheim-Thoman Center for Research on Child Wellbeing. Wallace Hall, Princeton, NJ 08544. Telephone: (609) 258-5894. Fax: (609) 258-5804. E-mail: crcw@opr.princeton.edu. Available at no charge from the Web site.

Chien, D. State legislation that protects, promotes, and supports breastfeeding: An inventory and analysis of state breastfeeding and maternity leave legislation. Raleigh, NC: U. S. Breastfeeding Committee. [2004]. 42 pp.

Annotation: This paper lists and analyzes state legislation that protects, promotes, and supports breastfeeding. Part 1 discusses state breastfeeding legislation. Part 2 discusses state maternity leave legislation. The paper includes appendices: a state-by-state list of enacted breastfeeding legislation (summarized), a state-by-state list of enacted breastfeeding legislation (by category), and a table showing an analysis of legislation broken down by category.

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

Heiser, B. and Wlaker, M. Selling out mothers and babies: Marketing of breast milk substitutes in the USA—Executive summary. Ellicott City, MD: National Alliance for Breastfeeding Advocacy. 2001. 7 pp.

Annotation: This brochure presents key findings from a project to assess the level of non-compliance in the U.S. with the International Code of Marketing of Breast Milk, as part of an international monitoring project. It lists what the code says and what companies do, and includes key points from the monitoring project. An insert lists individual, local,

state, and national actions that can be done to eliminate formula dependency.

Contact: National Alliance for Breastfeeding Advocacy. 9684 Oak Hill Drive, Ellicott City, MD 21042-6321. Telephone: (410) 995-3726. E-mail: Barbara@naba-breastfeeding.org. \$1.00 plus shipping.

Howard, C. Antenatal formula distribution: Effect on breastfeeding. Arlington, VA: National Center for Education in Maternal and Child Health. 2001. 4 pp.

Annotation: This document announces the Research Roundtable describing research on the effects of distributing commercial infant formula materials to pregnant women in obstetric offices and of offering noncommercial infant feeding materials that conform to World Health Organization codes for marketing breastmilk substitutes on breastfeeding initiation and duration. The Web site offers print materials including an overview of the study, presenter contact information, an HTML version of the reactor's remarks and a list of resources and references. The audiovisual portion of the program includes slideshows, Powerpoint presentations, a quicktime version of the reactor's presentation, and an audio recording of the session. [Funded by the Maternal and Child Health Bureau]

Contact: Maternal and Child Health Library at Georgetown University. Box 571272, Washington, DC 20057-1272. Telephone: (202) 784-9770. Fax: (202) 784-9777. E-mail: mchgroup@georgetown.edu. Available for loan.

Inland Empire Breastfeeding Coalition and Inland Counties Regional Perinatal Program. Providing breastfeeding support: Model hospital policy recommendations. (3rd ed.). Sacramento, CA: Maternal, Child and Adolescent Health, California Department of Health Services. 2005. 45 pp.

Annotation: This paper provides model hospital recommendations for providing breastfeeding support to new mothers. The paper includes a list of ten policy recommendations that are designed to give basic information and guidance to perinatal professionals who wish to revise policies that affect breastfeeding mothers. Following the list is an expanded explanation of each recommendation, including information on intervention and management, rationales, and references.

Contact: California Department of Public Health, Maternal, Child and Adolescent Health Program. 1615 Capitol Avenue, P.O. Box 997420, MS 8300, Sacramento, CA 95899-7420. Telephone: (916) 558-1784. (866) 241-0395. E-mail: mchinet@cdph.ca.gov. Available at no charge from the Web site.

International Lactation Consultant Association. Standards of practice for international board certified lactation consultants. [3rd ed.]. Raleigh, NC: International Lactation Consultant Association. 2005. 2 pp.

Annotation: This fact sheet outlines standards of practice for individuals certified by the International Lactation Consultant Association to assure quality practice and service to

clients, families, and other health care professionals. It address four areas: (1) professional responsibilities, (2) legal considerations, (3) clinical practice, and (4) breastfeeding education and counseling.

Contact: International Lactation Consultant Association. 1500 Sunday Drive, Suite 102, Raleigh, NC 27607. Telephone: (919) 861-5577. Fax: (919) 787-4916. E-mail: info@ilca.org. Available at no charge from the Web site.

Iowa Department of Public Health, Bureau of Nutrition and WIC. Breastfeeding promotion and support protocols. (Rev. ed.). [Des Moines, IA]: Iowa WIC Program. 2001. 88 pp.

Annotation: These breastfeeding promotion and support protocols were developed to assist health professionals in providing consistent information to all pregnant and breastfeeding women. The protocols address preparation for breastfeeding, getting started, nutrition and exercise during breastfeeding, combining breastfeeding with employment or school, and solving common breastfeeding problems. Each chapter contains topics designed to be shared with all pregnant and breastfeeding women and topics that are optional depending on the woman's needs and interests. Appendices include breastfeeding support contacts in Iowa and client teaching tools.

Contact: Jewell Chapman, Iowa Department of Public Health, Iowa WIC Program. Lucas State Office Building, 321 East 12th Street, Des Moines, IA 50319. Telephone: (800) 532-1579. Available at no charge from the Web site.

Iowa Lactation Task Force. Breastfeeding promotion and support guidelines for healthy full term infants. [Rev. ed.]. [Des Moines, IA]: Iowa WIC Program, Iowa Department of Public Health. 2001. 89 pp.

Annotation: These breastfeeding promotion and support guidelines were developed to assist health professionals in providing information to generally healthy mothers and babies in the WIC program in Iowa. The protocols address preparation for breastfeeding, getting started, the first few weeks, continuing breastfeeding, and special circumstances. Each chapter contains topics designed to be shared with all pregnant and breastfeeding women and topics that are optional depending on the woman's needs and interests. A list of resources cited within the protocols along with the addresses where they can be obtained is located in Appendix B.

Contact: Iowa Department of Public Health, Iowa WIC Program. Lucas State Office Building, 321 East 12th Street, Des Moines, IA 50319. Telephone: (800) 532-1579. Available at no charge from the Web site.

Kimbro, R. T., Lynch, S. M., and McLanahan, S. The Hispanic paradox and breastfeeding: Does acculturation matter?—Evidence from the Fragile Families study. Princeton, NJ: Center for Research on Child Wellbeing, Princeton University. 2004. 30 pp.

Annotation: This paper uses data from the Fragile Families and Child Wellbeing Study to test the hypothesis that (1) the Hispanic paradox extends to breastfeeding and (2) acculturation accounts for part of the paradox. The Hispanic paradox refers to the fact that Hispanics, especially recent immigrants, have remarkably good health outcomes given their low socioeconomic status and other classic risk factors. The paper provides background; discusses the data, variables, and methods; and includes results and a discussion. Statistical information is presented in tables and figures at the end of paper. The paper includes one appendix: results of pooled-sample logistic regression analyses predicting breastfeeding. References and footnotes are included.

Contact: Princeton University, Bendheim-Thoman Center for Research on Child Wellbeing. Wallace Hall, Princeton, NJ 08544. Telephone: (609) 258-5894. Fax: (609) 258-5804. E-mail: crcw@opr.princeton.edu. Available at no charge from the Web site.

Koralek, R. and Van Ness, A. Community health workers' views on technology and the promotion of breastfeeding: Findings from focus groups in three cities.

Washington, DC: Urban Institute. 2002. 5 pp.

Annotation: This report presents key findings from eight focus groups held to gain an in-depth understanding of how community health workers (CHWs) think about using technology in their jobs and how they could be further supported in their efforts to promote breastfeeding. The following topics are addressed: (1) providing ongoing education and training for CHWs, (2) providing culturally and age-appropriate educational materials for CHWs, (3) enhancing access to CHWs for mothers as well as hospitals and other service providers, (4) increasing public awareness of breastfeeding, (5) providing ongoing education and support for parents, (6) involving fathers, grandparents, and other family members in breastfeeding education, and (7) addressing mothers' other basic needs and priorities.

Contact: National Healthy Mothers, Healthy Babies Coalition. 2000 North Beauregard Street, 6th Floor, Alexandria, VA 22311-1748. Telephone: (703) 837-4792. Fax: (703) 684-5968. E-mail: info@hmhb.org. Available at no charge from the Web site.

Lee, N. Benefits of breastfeeding and their economic impact. Sandwich, MA: Health Education Associates. 1998. 43 pp.

Annotation: This report gives information on the health and economic benefits of breastfeeding. The report lists both the short term and the long term health benefits to the mother and the baby. Several examples of health benefits also include information on costs saved due to breastfeeding. Also included are suggestions to health services providers of ways to encourage and support new mothers who breastfeed. The report includes a January 1998 update, and a bibliography.

Contact: Health Education Associates. 327 Quaker Meeting House Road, East Sandwich, MA 02537-1300. Telephone: (508) 888-8044. Toll Free: (888) 888-8077. Fax: (508) 888-

8050. E-mail: info@healthed.cc. \$25.00.

León-Cava, N., Lutter, C., Ross, J., and Martin, L. Quantifying the benefits of breastfeeding: A summary of the evidence. Washington, DC: Pan American Health Organization. 2002. 168 pp.

Annotation: This annotated bibliography provides scientific and epidemiological evidence in support of global efforts to support breastfeeding and the beneficial effects on child development. Topics include breastfeeding effects on infant and child morbidity, mortality, intellectual and motor development, chronic diseases, maternal health, and economic benefits. Each entry provides a full citation; the country studied along with the setting and study design; and annotations on breastfeeding definitions used, outcome measures, results, and methodological issues. An index is provided as well as an extensive section of tables outlining research by condition.

Contact: Pan American Health Organization. 525 23rd Street, N.W., Washington, DC 20037. Telephone: (202) 974-3000. Fax: (202) 974-3608. E-mail: webmaster@paho.org. Available at no charge from the Web site.

McDowell, M. M., Wang, C-Y., and Kennedy-Stephenson, J. Breastfeeding in the United States: Findings from the National Health and Nutrition Examination Surveys, 1999-2006. Hyattsville, MD: National Center for Health Statistics. 2008. 8 pp.

Annotation: This report summarizes information on breastfeeding rates in the United States based on data from the 1999-2006 National Health and Nutrition Examination Survey. The following topics are discussed: (1) have breastfeeding rates in the United States changed over time? (2) Are children from some population subgroups more likely to be breastfed than others? (3) Do breastfeeding rates differ by other sociodemographic characteristics? and (4) Has there been a change in the United States in the proportion of infants who are still breastfed at age 6 months? A summary, definitions, data sources and methods, and references are provided. Statistics information is presented in figures throughout the report.

Contact: National Center for Health Statistics. 3311 Toledo Road, Hyattsville, MD 20782. Telephone: (301) 458-4000. toll free: (800) 232-4636. Fax: (301) 458-4020. E-mail: nchsquery@cdc.gov. Available at no charge from the Web site.

National Conference of State Legislatures. 50 state summary of breastfeeding laws. [Upd. ed.]. Denver, CO: National Conference of State Legislatures. 2008. 10 pp.

Annotation: This summary provides information on state laws with language specifically allowing women to breastfeed in any public or private location, in the workplace, exempting breastfeeding mothers from jury duty, or have implemented or encouraged the development of a breastfeeding awareness education campaign, as well as other laws unique to individual states. Legislative codes are cited in each entry along with a brief summary.

Contact: National Conference of State Legislatures. 7700 East First Place, Denver, CO 80230. Telephone: (303) 364-7700. (303) 364-7812. Fax: (303) 364-7800. E-mail: ncslnet-admin@ncsl.org. Available at no charge from the Web site.

National Healthy Mothers, Health Babies Coalition. Program models of excellence: State and local Healthy Mothers, Healthy Babies coalitions. Alexandria, VA: National Healthy Mothers, Health Babies Coalition. 2002. 4 pp.

Annotation: This fact sheet provides brief descriptions of various successful state and local Healthy Mothers Health Babies (HMHB) coalition programs and what makes each of them unique. The following HMHB coalitions are described: the Georgia state and Kern County, California programs on breastfeeding promotion; the Montana and Arizona programs on child passenger safety; the Washington state program on immunization; the Connecticut program on folic acid awareness; the Illinois state program on oral health; the Palm Beach County, Florida program on father and male involvement in child development; and the Pennsylvania program for community health outreach for expecting mothers and new families. Each entry provides contact information.

Contact: National Healthy Mothers, Healthy Babies Coalition. 2000 North Beauregard Street, 6th Floor, Alexandria, VA 22311-1748. Telephone: (703) 837-4792. Fax: (703) 684-5968. E-mail: info@hmhb.org. Available at no charge.

Northside Breastfeeding Campaign. Northside Breastfeeding Campaign materials. Minneapolis, MN: League of Catholic Women. 2000. 2 v., 1 CD-ROM, 1 packet of brochures, 3 posters.

Annotation: These materials are from The Northside Breastfeeding Campaign, a comprehensive, community based breastfeeding promotion project, tailored to reach the African American population in the Near North community of Minneapolis, Minnesota. The League of Catholic Women sponsored the campaign, with evaluation funding provided by a grant from the Allina Foundation. The project was funded from January 1, 1998 to February 1, 2000. Participants in the campaign included members of the community, representatives from WIC, two hospitals, several clinics/health centers, and a Way to Grow program. Materials included in this packet are: a media plan; a final report; a packet of promotional materials with posters, pamphlets, and brochures; electronic files for reproducible pamphlets, etc. on CD-ROM. The electronic files contain posters (Faster Easier; Healthier Babies; Get Back in Shape); breastfeeding pamphlets (Breastfeeding Benefits, a multifold promotional; Breastfeeding, an informational pamphlet) and are provided for any nonprofit organization interested in printing its own materials. The League of Catholic Women gives complete permission for use of the materials by any nonprofit organization to promote breastfeeding.

Contact: League of Catholic Women. 207 South 9th Street, Minneapolis, MN 55402. Telephone: (612) 332-2649. Fax: (612) 332-2668. E-mail: webmaster@mplsleagcatholicwomen.org. Available at no charge.

Ohio Department of Health, Bureau of Nutrition Services. Back to basics breastfeeding management seminar. Columbus, OH: Bureau of Nutrition Services, Ohio Department of Health. 1999. 1 v., 10 items.

Annotation: This binder contains materials from the Back to Basics Breastfeeding Management Seminar sponsored by the Ohio Department of Health, Bureau of Nutritional Services, and held in fall 1999. Conference session topics include the evolution of infant and breast feeding, enabling informed decisions through counseling, the cycle of breastfeeding, prenatal breastfeeding education in the WIC setting, postpartum education, and back to school/work. Two additional concurrent session tracks focus on solving basic maternal and infant breastfeeding problems (for the health professional) and issues for support staff on the WIC program, counseling tips on breastfeeding concerns, respecting infant feeding choice and responding to requests for formula. The final section addresses networking and support systems to promote breastfeeding. Also provided are 10 separate brochures for educating consumers on the benefits of breastfeeding, proper nutrition during lactation, a breastfeeding pocket card, and a product brochure on breast pumps.

Contact: . Available for loan.

Schanler, R. J., Dooley, S., Gartner, L. M., Krebs, N. F., Mass, S. B. (Eds.). Breastfeeding handbook for physicians. Elk Grove Village, IL: American Academy of Pediatrics; Washington, DC: American College of Obstetricians and Gynecologists. 2006. 277 pp.

Annotation: This book provides health care professionals and students in all specialties with a teaching and reference aid to enhance their knowledge of breastfeeding physiology and clinical practice to encourage and support breastfeeding. Introductory chapters discuss epidemiology, the importance of breastfeeding, and anatomy and physiology. Additional chapter topics include maternal and infant contraindications, breastfeeding techniques, feeding patterns, nursing refusal, insufficient milk syndrome, complementary feeding, milk expression, bottle-feeding, breast evaluation while nursing, and infants with special needs. Appendices provide information on additional breastfeeding resources, policy statements on breastfeeding and the use of human milk and the transfer of drugs and other chemicals into human milk, and an educational bulletin on maternal and infant aspects of breastfeeding. An index concludes the book. [Funded in part by the Maternal and Child Health Bureau]

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. \$44.95, plus shipping and handling. Document number: ISBN 1-58110-090-6.

Shealy, K. R., Li, R., Benton-Davis, S., and Grummer-Strawn, L. M. The CDC guide to breastfeeding interventions. Atlanta, GA: Division of Nutrition and Physical Activity, National Center for Chronic Disease Prevention and Health Promotion. 2005.

67 pp.

Annotation: This guide provides state and local community members with information to help them choose a breastfeeding intervention that best meets their needs. Included in the guide are all types of breastfeeding interventions that have been received by the Cochrane Collaboration and published through the Cochrane Library. The chapters in the guide are divided into two sections based on evidence for effectiveness. In the first section, the evidence is significant; in the second, it is limited. Section 1 includes the following categories: (1) maternity care practices, support for breastfeeding in the workplace, (3) peer support, (4) educating mothers, (5) professional support, and (6) media and social marketing. Section 2 includes the following categories: (1) countermarketing and the WHO International Code, (2) professional education, (3) public acceptance, and (4) hotlines and other information resources. A list of references is included. The guide includes two appendices: (1) expert panel and (2) glossary.

Contact: Centers for Disease Control and Prevention. 1600 Clifton Road, Atlanta, GA 30333. Telephone: (404) 639-3534. (800) 311-3435. E-mail: cdc@cdcinfo.gov. Available at no charge; also available at no charge from the Web site.

Slusser, W. and Lange, L. Breastfeeding programs and support systems in Los Angeles County: A needs assessment.

Annotation: This report describes a study that researched the following: (1) factors that support breastfeeding families or make breastfeeding difficult for families in Los Angeles; (2) existing breastfeeding capacity, resources, and needs for breastfeeding support in Los Angeles; and (3) potential strategies for developing a breastfeeding-integrated pathway and a framework for linking resources that protect and support breastfeeding at all levels for families in Los Angeles County. The report discusses (1) the benefits of breastfeeding and its history; (2) current initiation and duration rates of breastfeeding in the nation, in California, and in Los Angeles County; (3) critical pathways to successful breastfeeding, (4) Los Angeles breastfeeding assessment: key findings; and (5) possible strategies and activities. Twelve appendices include statistical information, lists of key informant organizations, California breastfeeding legislation, 10 steps to successful breastfeeding, and California's Lactation Accommodation Act. References and a conclusion are included.

Contact: UCLA Center for Healthier Children, Families and Communities. University of California, Los Angeles, 10990 Wilshire Boulevard, Suite 900, Los Angeles, CA 90024. Telephone: (310) 794-2583. Fax: (310) 794-2728. E-mail: chcfc@ucla.edu. Available at no charge from the Web site.

U. S. Breastfeeding Committee. Breastfeeding in the United States: A national agenda. Rockville, MD: U.S. Breastfeeding Committee. 2001. 17 pp.

Annotation: This report presents the strategic plan of the United States Breastfeeding Committee to promote breastfeeding in the United States. It contains sections on the

mission and vision of the plan and details specific goals. These goals are: to assure access to comprehensive, current, and culturally appropriate lactation care and services for all women, children and families; to ensure that breastfeeding is recognized as the normal and preferred method of feeding infants and young children; to ensure that all federal, state, and local laws relating to child welfare and family law recognize and support the importance and practice of breastfeeding; and to increase protection, promotion and support for breastfeeding mothers in the workforce. [Funded by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge; also available at no charge from the Web site.

U.S. Breastfeeding Committee. Economic benefits of breastfeeding. Washington, DC: Economic Research Service, U.S. Department of Agriculture. 2002. 4 pp.

Annotation: This report discusses the economic benefits of breastfeeding. Topics discussed include the medical costs of not breastfeeding, the nonmedical costs of artificial feeding, other costs of not breastfeeding, investing in supporting breastfeeding, and what's needed to increase the incidence and duration of breastfeeding. The report concludes with a list of references.

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

U.S. Breastfeeding Committee. Economic benefits of breastfeeding. Washington, DC: U.S. Breastfeeding Committee. 2002. 3 pp.

Annotation: This fact sheet discusses the impact of not breastfeeding infants on the short- and long-term health of the child, family economics, and future national economics due to higher costs for additional needed health services, loss of productivity in the workforce by parents and the child as an adult, and other strains on the national economy. It outlines programs of the federal government in supporting breastfeeding and what is needed to achieve national goal for increasing the incidence and duration of breastfeeding. References conclude the fact sheet. [Funded in part by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

U.S. Department of Health and Human Services, Office of Women's Health. HHS blueprint for action on breastfeeding. Washington, DC: Office of Women's Health, U.S. Department of Health and Human Services. 2000. 33 pp.

Annotation: This document introduces an action plan to encourage breastfeeding that is based on education, training, awareness, support and research. Topics covered include: breastfeeding as a public health challenge; benefits of breastfeeding; cautions about breastfeeding; facilitation and support for breastfeeding; major Health and Human Services breastfeeding activities in the 1990s; and a blueprint for action on breastfeeding. References are provided. Appendices address environmental pollutants that may be found in human milk and Breast Feeding in the United States: A Strategic Plan.

Contact: National Women's Health Information Center. 8270 Willow Oaks Corporate Drive, Fairfax, VA 22031. Telephone: (800) 994-9662. TDD: (888) 220-5446. Fax: (703) 560-6598. Available at no charge; also available at no charge from the Web site.

U.S. General Accountability Office. Breastfeeding: Some strategies used to market infant formula may discourage breastfeeding; State contracts should better protect against misuse of WIC name. Washington, DC: U.S. General Accountability Office. 2006. 40 pp.

Annotation: This report describes the findings of a Congressionally requested study to review the potential impact of infant formula marketing on breastfeeding rates, especially for infants in the WIC (Special Supplemental Nutrition Program for Women, Infants, and Children) program. Topics include an estimate of breastfeeding rates for infants in the general population and for infants on WIC, and how these rates compare to recommended breastfeeding rates; how infant formula is marketed to women in general and to women on WIC in particular; and what is known about the impact of infant formula marketing. Topics also include the benefits of breastfeeding, WIC and infant formula, efforts to limit formula advertising, breastfeeding trends, and formula marketing and the use of WIC trademarks. Conclusions and an agency recommendation are provided along with appendices on advertising data and a literature review.

Contact: U.S. Government Accountability Office. 441 G Street, N.W., Room LM, Washington, DC 20548. Telephone: (202) 512-3000. E-mail: contact@gao.gov. Available at no charge; also available at no charge from the Web site. Document number: GAO-06-282.

U.S. Preventive Services Task Force. Behavioral interventions to promote breastfeeding. Rockville, MD: U.S. Agency for Healthcare Research and Quality. 2003. 2 pp.

Annotation: This fact sheet, which provides an overview of recommendations for behavioral interventions to promote breastfeeding, answers the questions (1) what does the USPSTF recommend, (2) what are the characteristics of effective breastfeeding programs, (3) what is the effectiveness of counseling to promote breastfeeding, and (4) what is the role of primary care providers. A list of organizations to contact for more information is also included.

Contact: U.S. Agency for Healthcare Research and Quality. 540 Gaither Road, Rockville, MD 20850. Telephone: (301) 427-1364. AHRQ Clearinghouse: (800) 358-9295. E-mail: <http://info.ahrq.gov>. Available at no charge from the Web site. Document number: AHRQ APPIP03-0016.

UNICEF and World Health Organization. Ten steps to successful breastfeeding. Sandwich, MA: Baby-Friendly USA. 2000. poster (22 x 12 inches).

Annotation: This poster presents the ten steps to successful breastfeeding which form the basis of the Baby-Friendly Hospital Initiative, a worldwide breastfeeding quality improvement project created by the World Health Organization and the United Nations Children's Fund. In addition, the poster briefly describes the WHO International Code of Marketing of Breastmilk Substitutes, and includes a list of participating hospitals and births centers across the United States. Contact information for Baby-Friendly USA is also provided.

Contact: Laura Engvall, Baby-Friendly USA. 327 Quaker Meeting House Road East, Sandwich, MA 02537. Telephone: (508) 888-8092. Fax: (508) 888-8050. E-mail: info@babyfriendlyusa.org. \$5.00 (single copies), \$3.00 each (10 or more); order via phone or fax.

Weimer, D. R. Breastfeeding: Federal legislation. Washington, DC: Congressional Research Service, Library of Congress. 2005. 10 pp.

Annotation: This report summarizes federal laws enacted concerning breastfeeding, including breastfeeding promotion and breastfeeding in federal buildings and on federal property, and briefly examines current legislative proposals concerning breastfeeding. Proposed legislation introduced in the 108th and 109th Congresses is reviewed. The report includes footnotes.

Contact: Library of Congress, Congressional Research Service. Library of Congress, 101 Independence Avenue, S.E., Washington, DC 20540-7500. Available at no charge from the Web site.

Weimer, D. R. Summary of state breastfeeding laws. (Upd. ed.). Washington, DC: Congressional Research Service, Library of Congress. 2003. 18 pp.

Annotation: This report summarizes the various state laws concerning breastfeeding and briefly examines current legislative proposals concerning breastfeeding. The report includes a section for each state; each law is cited and is followed by a brief summary of its provisions. A comparative chart of existing state breastfeeding legislation is also included. The report includes footnotes.

Contact: Library of Congress, Congressional Research Service. Library of Congress, 101 Independence Avenue, S.E., Washington, DC 20540-7500. Available at no charge; also available at no charge from the Web site.

Weimer, J. P. The economic benefits of breastfeeding: A review and analysis.

Washington, DC: Economic Research Service, U.S. Department of Agriculture. 2001. 14 pp.

Annotation: This report reviews breastfeeding trends, breastfeeding health advantages, and previous studies that assess the economic benefits of breastfeeding. An estimation of the benefits of increasing the prevalence of exclusive breastfeeding (for reducing otitis media, gastroenteritis, and necrotizing enterocolitis) is included. The report includes an abstract, a conclusion, and references. Statistical information is presented in tables throughout the report.

Contact: U.S. Department of Agriculture, Economic Research Service. 1800 M Street, N.W., Washington, DC 20036-5831. Telephone: (202) 694-5050. E-mail: infocenterers.usda.gov. Available at no charge from the Web site.

Wellstart International. Infant and young child feeding in emergency situations.

[Rev. upd. ed.]. [San Diego, CA]: Wellstart International. 2005. 3 pp.

Annotation: This brief discusses the importance of continuing breastfeeding during emergencies as it may be the only sustainable element of food security for infants and young children. It addresses the following topics: breastfeeding during mother's stress or malnourishment, redeveloping the milk supply, and providing specific assistance to breastfeeding women. Additional information is provided about human milk substitutes and optimal feeding practices in emergencies. A chart illustrates a triage approach to decision-making for feeding infants under six months during emergencies.

Contact: Wellstart International. P.O. Box 80877, San Diego, CA 92138-0877. Telephone: (619) 295-5192. Fax: (619) 574-8159. E-mail: info@wellstart.org. Available at no charge from the Web site.

Wisconsin Association for Perinatal Care, Perinatal Foundation. Criteria set and perinatal outcomes for the breastfeeding mother and infant: A framework for engaging with a family in breastfeeding support. [Madison, WI]: Perinatal Foundation, Wisconsin Association for Perinatal Care. 2004. 14 pp.

Annotation: This document presents evidence-based criteria about breastfeeding for use in practice settings (clinic, hospital, public health; WIC, and the community). The document consists of a table that presents criteria, inpatient and outpatient practices, potential perinatal outcomes, critical time, and exceptions. References for each criterion are provided, and the document concludes with a reference list.

Contact: Wisconsin Association for Perinatal Care. McConnell Hall, 1010 Mound Street, Madison, WI 53715. Telephone: (608) 417-6060. Fax: 608/267-6089. E-mail: wapc@perinatalweb.org. Available at no charge from the Web site.

17. Breastfeeding and Working Mothers

American Academy of Pediatrics. A woman's guide to breastfeeding. Elk Grove Village, IL: American Academy of Pediatrics. 1998. 32 pp.

Annotation: This pamphlet contains general information about breastfeeding. It is designed for the mother contemplating nursing her infant. Categories of information include: why breastfeeding is so good for your baby and you; the first feeding; nursing after the first feeding; medications, illnesses, and other special situations; breastfeeding after you go back to work; and weaning your baby from the breast.

Contact: Publications Department, American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Available at no charge.

Best Start Social Marketing. Health care providers' breast feeding support kit. Tampa, FL: Best Start Social Marketing. 1998. 8 items.

Annotation: This breast feeding support kit for health care providers contains references for the health care provider and supplies for the patient. This kit includes a guide with information and tips about breast feeding management including milk production, latch-on techniques, feeding positions, and nutritional guidelines; a guide on how to develop a successful breast feeding support team; a list of organizations, professional groups, and product distributors that provide breast feeding resources and information for the nation; a patient letter encouraging mothers to breast feed which outlines the benefits of breast feeding to expectant mothers; a booklet to guide the mother step-by-step on how to successfully breastfeed her infant; a question and answer list for the most commonly asked questions mothers have about breast feeding; a booklet to encourage women to continue breast feeding when they return to work; and a Best Start catalog to obtain copies of these materials. A similar kit for physicians is also published. [Funded by the Maternal and Child Health Bureau]

Contact: HRSA Information Center. P.O. Box 2910, Merrifield, VA 22116. Telephone: (888) 275-4772. TTY: (877) 489-4772. Fax: (703) 821-2098. E-mail: ask@hrsa.gov. Available at no charge. Document number: HRSA Info. Ctr. MCHK140.

Best Start Social Marketing. Physicians' breast feeding support kit. Tampa, FL: Best Start Social Marketing. 1998. 8 items.

Annotation: This breast feeding support kit for physicians contains references for the physician and supplies for the patient. This kit includes a guide with information and tips about breast feeding management including milk production, latch-on techniques, feeding positions, and nutritional guidelines; a guide on how to develop a successful breast feeding support team; a list of organizations, professional groups, and product distributors that provide breast feeding resources and information for the nation; a patient letter encouraging mothers to breastfeed which outlines the benefits of breast feeding to

expectant mothers; a booklet to guide the mother step-by-step on how to successfully breast feed her infant; a question and answer list for the most commonly asked questions mothers have about breast feeding; a booklet to encourage women to continue breast feeding when they return to work; and a Best Start catalog to obtain copies of these materials. A similar kit for health care providers is also published. [Funded by the Maternal and Child Health Bureau]

Contact: HRSA Information Center. P.O. Box 2910, Merrifield, VA 22116. Telephone: (888) 275-4772. TTY: (877) 489-4772. Fax: (703) 821-2098. E-mail: ask@hrsa.gov. Available at no charge. Document number: HRSA Info. Ctr. MCHK139.

Chatterji, P. and Frick, K. Does returning to work after childbirth affect breastfeeding practices?. Cambridge, MA: National Bureau of Economic Research. 2003. 36 pp.

Annotation: This paper examines the effect of the timing and intensity of returning to work after childbirth on the probability of initiating breastfeeding and the number of weeks of breastfeeding. The paper includes an abstract, an introduction, a description of the background, a discussion of the theoretical motivation, a methods section, a description of the data, a discussion of the descriptive statistics, an estimation results section, and conclusions. The paper concludes with a reference list. Statistics are presented in tables and figures grouped together at the end of the paper.

Contact: National Bureau of Economic Research. 1050 Massachusetts Avenue, Cambridge, MA 02138-5398. Telephone: (617) 868-3900. Fax: (617) 868-2742. E-mail: info@nber.org. Available at no charge from the Web site.

Connecticut Department of Public Health. An employer's guide to breastfeeding support in the workplace. Hartford, CT: Connecticut Department of Public Health. [2001]. 7 items.

Annotation: This guide, which is geared toward employers, was created in response to legislation that requires employers to make reasonable accommodations for breastfeeding mothers in the workplace. The guide provides information about the benefits of breastfeeding, how to implement a worksite lactation-support program, and the cost of furnishing a worksite lactation room. A sample workplace breastfeeding support policy form is included. The guide also includes information on legislation concerning breastfeeding in the workplace, information for working mothers who are breastfeeding, and a list of breastfeeding resources and Web sites. [Funded by the Maternal and Child Health Bureau]

Contact: Connecticut Department of Public Health. 410 Capitol Avenue, Hartford, CT 06134-0308. Telephone: (860) 509-8000. E-mail: webmaster.dph@po.state.ct.us.

International Lactation Consultant Association. Position paper on breastfeeding and work. Raleigh, NC: International Lactation Consultant Association. 2007. 6 pp.

Annotation: In this position paper, the International Lactation Consultant Association (ILCA) expresses its endorsement for women's right to receive support for breastfeeding in the context of their paid and unpaid work. The paper also spells out the role of the Association and International Board Certified Lactation Consultants in reducing the barriers that mothers face as they seek to harmonize breastfeeding and work. The paper provides an introduction to the issue; discusses research on breastfeeding; and presents the ILCA's position regarding affirmation, recommendations, and actions. Notes and references are included.

Contact: International Lactation Consultant Association. 1500 Sunday Drive, Suite 102, Raleigh, NC 27607. Telephone: (919) 861-5577. Fax: (919) 787-4916. E-mail: info@ilca.org. Available at no charge from the Web site.

Jackowitz, A. An investigation of the factors influencing breastfeeding patterns. Santa Monica, CA: Rand. 2005. 115 pp.

Annotation: This document summarizes a dissertation on breastfeeding rates, policies, and disparities. Topics include changing demographics, welfare work requirements and child well-being: evidence from the effects on breastfeeding, and the role of workplace characteristics in breastfeeding practices. Numerous tables throughout the document offer statistics on research data and methodology. References are also provided.

Contact: Rand Corporation. 1776 Main Street, Santa Monica, CA 90407-3208. Telephone: (310) 393-0411. Fax: 310-393-4818. E-mail: correspondence@rand.org. Available at no charge; also available at no charge from the Web site.

Kimbro, R. On-the-job moms: Work and breastfeeding duration. Princeton, NJ: Bendheim-Thoman Center for Research on Child Wellbeing, Princeton University. 2005. 4 pp.

Annotation: This brief examines two questions regarding the relationship between maternal employment and breastfeeding: (1) whether a mother's plans to return to work after a birth affect her decision to breastfeed her child, and (2) whether returning to work shortens the duration of breastfeeding, and if so, by how much. Contents include an introductory background, data and methods, results, conclusion and policy implications.

Contact: Princeton University, Bendheim-Thoman Center for Research on Child Wellbeing. Wallace Hall, Princeton, NJ 08544. Telephone: (609) 258-5894. Fax: (609) 258-5804. E-mail: crcw@opr.princeton.edu. Available at no charge; also available at no charge from the Web site.

National Healthy Mothers, Healthy Babies Coalition. Workplace models of excellence 2000: Outstanding programs supporting working women that breastfeed. Alexandria, VA: National Healthy Mothers, Healthy Babies Coalition. 2000. 4 pp.

Annotation: This fact sheet provides a brief overview and contacts for the worksite lactation programs at nine companies that have been named Workplace Models of Excellence by the National Healthy Mothers, Healthy Babies Coalition. Also highlighted are the benefits that such programs offer to babies, mothers, and families; the businesses; and tips on getting a worksite program started.

Contact: National Healthy Mothers, Healthy Babies Coalition. 2000 North Beauregard Street, 6th Floor, Alexandria, VA 22311-1748. Telephone: (703) 837-4792. Fax: (703) 684-5968. E-mail: info@hmhb.org. Single copies available at no charge.

Neifert, M. Supporting breastfeeding mothers as they return to work. Elk Grove Village, IL: American Academy of Pediatrics. 2000. 4 pp.

Annotation: This document is designed to help pediatricians, health professionals, and child care providers support mothers who have already decided to breastfeed and would like to continue to nurse their baby while working outside the home. It discusses what is known about the benefits of breastfeeding and how professionals can help, and includes a mother's guide to combine breastfeeding and working. A list of resources for additional information is included.

Contact: American Academy of Pediatrics. 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098. Telephone: (847) 434-4000. (800) 433-9016. Fax: (847) 434-8000. Available at no charge.

Ohio Department of Health, Breastfeeding Promotion Committee and Bureau of Nutrition Services/WIC Program. Policies and programs for breastfeeding moms returning to work: A guide for employers. Columbus, OH: Breastfeeding Promotion Committee and Bureau of Nutrition Services / WIC Program, Ohio Department of Health. 2003. 8 pp.

Annotation: This guide provides employers with policies and programs for breastfeeding mothers who are returning to work. The guide discusses how a breastfeeding policy benefits the workplace, specific economic benefits, how an employer can help working mothers continue to breastfeed, and other ways to support breastfeeding. Contacts for additional information are included.

Contact: Ohio Department of Health. 246 North High Street, Columbus, OH 43215. Telephone: (614) 466-3543. Available at no charge from the Web site.

Oregon Department of Human Services-Health Services, Breastfeeding Mother Friend Employer Project. How to become a breastfeeding mother friendly employer. Portland, OR: Breastfeeding Mother Friend Employer Project, Oregon Department of Human Services-Health Services. 2006. 10 pp.

Annotation: This brochure outlines the steps for creating a breastfeeding mother friendly

worksite and provides facts on why breastfeeding makes good business sense. A sample workplace breastfeeding policy and application to receive designation as a "breastfeeding mother friendly employer" are also provided.

Contact: Oregon Department of Human Services, Public Health Division. 800 North East Oregon Street, Portland, OR 97232. Telephone: (971) 673-1222. TTY: (971) 673-0372. Fax: (971) 673-1299. Available at no charge from the Web site.

Ross Laboratories and Working Mother Media. Business backs breastfeeding: A flexible workplace program for breastfeeding mothers. [Columbus, OH: Ross Laboratories]. [2004]. 31 pp.

Annotation: This resource kit provides instructions, tips, and template materials to help employers support mothers who choose to continue breastfeeding after returning to work. The report discusses the benefits of breastfeeding for mothers and infants, the benefits to business of supporting workplace breastfeeding, the essential elements of a successful workplace breastfeeding program, and other ways to encourage breastfeeding. A list of resource materials is included. The kit also includes a list of references.

Contact: Ross Laboratories, Consumer Relations. 625 Cleveland Avenue, Columbus, OH 43215-1724. Telephone: (800) 227-5767. Public Affairs: (614) 624-7485. Available at no charge; also available at no charge from the Web site.

Slavit, W. I. (Ed.). Investing in workplace breastfeeding programs and policies: An employer's toolkit. [Rev. ed.]. Washington, DC: National Business Group on Health. 2009. 71 pp.

Annotation: This eight-section kit is intended for employers, human resource managers, expectant and new parents, and health professionals interested in encouraging business and public agencies to establish, maintain, and expand lactation-support programs for their employees. The kit is divided into the following sections: (1) the business case for breastfeeding promotion, (2) workplace breastfeeding options, (3) breastfeeding promotion program components (4) employer case studies, (5) getting started, (6) methods of measuring success, (7) other ways to support breastfeeding women, and (8) tools for employers. [Funded by the Maternal and Child Health Bureau]

Contact: National Business Group on Health. 50 F Street, N.W., Suite 600, Washington, DC 20001. Telephone: (202) 628-9320. Fax: (202) 628-9244. E-mail: info@businessgrouphealth.org. Available at no charge from the Web site.

U.S. Breastfeeding Committee. Accommodations for breastfeeding in the workplace. Raleigh, NC: U.S. Breastfeeding Committee. 2003. 2 pp.

Annotation: This form, which is intended as a guide for employers and employees considering ways to support breastfeeding as a health behavior, lists several components of breastfeeding support in the workplace. Items on the list are divided into two

categories: facilities and written company policy. Funded in part by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

U.S. Breastfeeding Committee. Workplace breastfeeding support. Raleigh, NC: U.S. Breastfeeding Committee. 2002. 6 pp.

Annotation: This report describes the importance of providing breastfeeding support for breastfeeding mothers who return to work. The report describes the health benefits of breastfeeding, the benefits for employers of supporting breastfeeding, and how to develop a breastfeeding support program. Conclusion, recommendations, and additional resources are included. [Funded in part by the Maternal and Child Health Bureau]

Contact: U. S. Breastfeeding Committee. 2025 M Street, N.W., Suite 800, Washington, DC 20036. Telephone: (202) 367-1132. Fax: (202) 367-2132. E-mail: info@usbreastfeeding.org. Available at no charge from the Web site.

Washington Business Group on Health. Family health in brief. Washington, DC: Washington Business Group on Health. 2000. irregular.

Annotation: This set of briefing papers provides information for employers on topics of importance to their roles in providing health services to their employees. They are a part of a cooperative agreement called Partners for Information and Communications (PIC). Each issue includes a companion newsletter insert called Family Health Update which lists resources related to family health. Issues in the series cover (1) employer innovations in maternal and child health, (2) breastfeeding support at the workplace, and (3) promoting healthy pregnancies through contraception and counseling. [Funded by the Maternal and Child Health Bureau]

Contact: National Business Group on Health. 50 F Street, N.W., Suite 600, Washington, DC 20001. Telephone: (202) 628-9320. Fax: (202) 628-9244. E-mail: info@businessgrouphealth.org.

18. Useful Websites

American Academy of Pediatrics - Breastfeeding Resources
<http://www.aap.org/healthtopics/breastfeeding.cfm>

Resources for consumers on starting and successfully continuing breastfeeding, publications and other resources for professionals, links to more information.

Centers for Disease Control and Prevention: Breastfeeding
<http://www.cdc.gov/breastfeeding/>

Guidelines, diseases and conditions that affect breast milk, data and statistics, research projects under way, breastfeeding promotion and support, policies of the federal government and major health organizations, additional resources.

La Leche League International

<http://www.llli.org/>

Information for parents, parents-to-be, and professionals. Materials in English, Chinese, Italian, Russian, and Spanish, plus links to affiliates in 48 countries who provide information in the country's national language, in English, or both. Index of local groups in states and territories of the United States.

Medline Plus: Breastfeeding

<http://www.nlm.nih.gov/medlineplus/breastfeeding.html>

Pamphlets and fact sheets, overviews, the latest news, nutrition, related issues (breast pumps, travel, breast conditions, common concerns), research, directories of midwives and La Leche League groups, organizations, law and policy, the father's role, and sources of information in other languages.

National Women's Health Information Center: Breastfeeding

<http://www.nlm.nih.gov/medlineplus/breastfeeding.html>

News, consumer information.

U.S. Department of Agriculture, WIC Program: Breastfeeding Promotion and Support

<http://www.fns.usda.gov/wic/breastfeeding/breastfeedingmainpage.HTM>

Legislative history of breastfeeding promotion requirements in WIC, current federal requirements, descriptions of programs, consumer materials.

19. Organizations

Academy of Breastfeeding Medicine

140 Huguenot Street, 3rd Floor

New York, NY 10801

Telephone: (800) 990-4ABM (toll-free).

Secondary Telephone: (914) 740-2115

Fax: (914) 740-2101

Email: abm@bfmed.org

Annotation: The Academy of Breastfeeding Medicine (ABM) is an international multi-specialty physician organization, with more than 400 members from more than 25 countries. The Academy has developed a basic physician-training course on

breastfeeding, (presented each year at the ABM conference); publishes a newsletter and a peer-reviewed medical journal (Breastfeeding Medicine); and continues to actively develop and share its evidence-based protocols on clinical lactation management. Members of ABM are invited to participate in the international exchange of ideas, teaching methods, and experiences on the ABM Listserv.
Keywords: Breastfeeding; Professional societies; Lactation management;

Baby Friendly Hospital Initiative

Baby Friendly USA
327 Quaker Meeting House Road
East Sandwich, MA 02537
Telephone: (508) 888-8092
Fax: (508) 888-8050
Email: info@babyfriendlyusa.org

Annotation: The Baby-Friendly Hospital Initiative (BFHI) is a global program sponsored by the World Health Organization and the United Nations Children's Fund to encourage and recognize hospitals and birthing centers that offer an optimal level of care for lactation. The BFHI assists hospitals in giving breastfeeding mothers the information, confidence, and skills needed to successfully initiate and continue breastfeeding their babies and gives special recognition to hospitals that have done so.

Keywords: Breastfeeding promotion programs; Breastfeeding; Lactation;

Center for Breastfeeding Information

La Leche League International

P.O. Box 4079
Schaumburg, IL 60168-4079
Executive Director: Katy Lebbing, CBI Manager
Telephone: 847-592-7557 (Direct CBI Number).
Voice 847-519-7730, Ext 245
Fax: (847) 969-0460
Email: klebbing@lilli.org

Annotation: The Center for Breastfeeding Information (CBI), part of La Leche League International, was established in 1989. CBI maintains a collection of about 40,000 articles on breastfeeding which can be searched at no charge using an online database. The center also provides bibliographies and links to breastfeeding information for consumers and professionals.

Keywords: Breastfeeding; Infant nutrition; Lactation; Mothers;

Human Milk Banking Association of North America

1500 Sunday Drive, Suite 102
Raleigh, NC 27607
Telephone: (919) 861-4530
Email: abergevin@firstpointresources.com

Annotation: The Human Milk Banking Association of North America consists of 11 member milk banks that provide more than 409,000 ounces of human donor milk in the United States and Canada. The association's milk banks not only provide milk to client hospitals but also serve many infants in the home who need milk because of medical conditions such as formula intolerance or feeding issues related to prematurity. Links to related resources are provided on the Web site and publications on establishing and operating donor human milk banks, as well as information on pumping, storing, and handling human milk can be purchased for a fee.

Keywords: Breastfeeding; Infant nutrition; Lactation; Milk banks; Associations;

International Baby Food Action Network

INFACT Canada

6 Trinity Square

Ontario, CA M5G 1B1

Fax: (416) 591-9355

Email: info@infactcanada.ca

Annotation: The International Baby Food Action Network (IBFAN) consists of public interest groups working around the world to reduce infant and young child morbidity and mortality. IBFAN aims to improve the health and well being of babies and young children, their mothers and their families through the protection, promotion and support of breastfeeding and optimal infant feeding practices. Information and publications are available online through IBFAN's Resource Center. Materials are available in English, French, German, Spanish, and Portuguese.

Keywords: Breastfeeding; Breastfeeding promotion; Infant feeding. Infant health; Child health; Health promotion; Associations; International health;

International Board of Lactation Consultant Examiners

7245 Arlington Boulevard, Suite 200

Arlington, VA 22042-3217

Telephone: (703) 560-7330

Fax: (703) 560-7332

Email: iblc@iblc.org

Annotation: The International Board of Lactation Consultant Examiners (IBLCE) is a non-profit organization established to develop and administer the certification examination for lactation consultants. IBLCE sets standards that protect mothers and babies; motivates health professionals to broaden their breastfeeding expertise; works to raise the standards of care in lactation management; and protects, promotes and supports breastfeeding worldwide. The organization distributes publications to inform the public, health care professionals, educators, potential candidates, and current IBCLCs about issues governing credentials for certification. Information on continuing education opportunities is also available on the Web site

Keywords: Certification; Lactation; Breastfeeding; Consultants; Professional societies;

International Lactation Consultant Association

1500 Sunday Drive, Suite 102
Raleigh, NC 27607
Executive Director: Jim Smith
Telephone: (919) 861-5577
Fax: (919) 787-4916
Email: info@ilca.org

Annotation: The International Lactation Consultant Association (ILCA) promotes the professional development, advancement, and recognition of International Board Certified Lactation Consultants (IBCLC) worldwide for the benefit of breastfeeding women, infants, and children. ILCA publishes a newsletter and a journal, sponsors workshops and conferences, and provides referrals, publications, database access, and inquiry responses for consumers.

Keywords: Breastfeeding; Infant nutrition; Lactation; Information dissemination;

La Leche League International

957 N. Plum Grove Road
Schaumburg, IL 60173
Telephone: (847) 519-7730
Secondary Telephone: (800) 525-3243
Fax: (847) 969-0460

Annotation: La Leche League International offers a variety of services for parents and professionals. Monthly support group meetings are available for pregnant women and nursing mothers and babies. A phone line, 800 LA LECHE, helps callers find their local La Leche Leader who can answer questions and provide meeting information. International conferences, lactation specialist workshops, physicians' seminars, and area conferences are available. Products include books, pamphlets, nursing supplies, gifts, and more. Non-English language materials are available. Membership is available to mothers, families, and health professionals. The Center for Breastfeeding Information (CBI) provides research help on lactation topics. Peer counselor training is available and independent study modules for at-home professional learning. Subscriptions to member publications are available as well. LLLI's Web site provides information about services and contact information for groups all over the world.

Keywords: Breastfeeding; Infant nutrition; Lactation; Mothers;

Lactation Education Resources

5614 Dover St.
Churchton, MD 20733
Telephone: (703) 587-7705
Fax: (443) 607-8898

Annotation: Lactation Education Resources strives to raise the standard of practice of certified lactation consultants by offering quality training programs and innovative educational materials for those who desire to become certified lactation consultants and continuing education for those who are certified. This program provides information on

both on-site and online training opportunities, including Web links to self-learning modules, power-point presentations, and counseling protocols. Clinical updates and parent handouts can be downloaded from the Web site. The program is a continuation of the National Capitol Lactation Center at Georgetown University, which was dissolved in 1997.

Keywords: Lactation specialists; Breastfeeding. i. Consultants; Continuing education; Training materials; Professional training; Parent materials

National Alliance for Breastfeeding Advocacy

9684 Oak Hill Drive

Ellicott City, MD 21042-6321

Executive Director: Barbara Heiser, RN, BSN, IBCLC

Telephone: (410) 995-3726

Email: Barbara@naba-breastfeeding.org

Annotation: The National Alliance for Breastfeeding Advocacy (NABA) is dedicated to the protection, promotion and support of breastfeeding as an integral part of a vision of wellness for the United States of America. It was formed to be the advocate who endeavors to link and facilitate those involved in national maternal/child health into a cohesive network to this end. NABA's mission is to coordinate efforts by organizations, agencies, institutions, and individuals towards the development of strategic plans, policies, and goals for breastfeeding reform in the USA. NABA provides promotional materials, publications, and a newsletter. Its Web site includes a directory of breastfeeding resources by state and a list of formula recalls.

Keywords: Breastfeeding promotion; Advocacy; Infant nutrition;

U. S. Breastfeeding Committee

2025 M Street, N.W., Suite 800

Washington, DC 20036

Executive Director: Audrey Naylor, M.D., Dr. P.H., Chair

Telephone: (202) 367-1132

Fax: (202) 367-2132

Email: info@usbreastfeeding.org

Annotation: The U.S. Breastfeeding Committee is a collaborative partnership of organizations whose mission is to protect, promote, and support breastfeeding in the United States. News and information, along with position statements on breastfeeding and issue papers on the benefits of breastfeeding, legislative activity, and workplace accommodations, can be downloaded from the Web site.

Keywords: Breastfeeding promotion; Advocacy; Infant nutrition;

U.S. Food and Nutrition Service, Special Supplemental Nutrition Program for Women, Infants and Children

Washington, DC 20250

Telephone: (202) 720-7327

TDD(202) 720-1127

Annotation: The Special Supplemental Nutrition Program for Women, Infants, and Children - better known as the WIC Program - serves to safeguard the health of low-income women, infants, & children up to age 5 who are at nutritional risk by providing nutritious foods to supplement diets, information on healthy eating, and referrals to health care. The WIC program provides numerous educational materials for consumers and studies and reports for professionals. Materials are available in Arabic, Cambodian, Chinese, Haitian Creole, Croatian, Dakota, English, French, Hmong, Khmer, Korean, Laotian, Mandarin Chinese, Russian, Serbian, Somali, Spanish, Tagalog, Thai, and Vietnamese. Topics include breastfeeding, infant and child nutrition and health, childhood overweight and obesity, counseling and education, dietary guidance, food buying and preparation, food safety, fruits and vegetables, medical and nutritional risk assessment, multicultural audiences, oral health, outreach and marketing, physical activity, pregnancy, and vitamins and minerals.

Keywords: Maternal nutrition; Infant nutrition; Child nutrition; Federal agencies;

Wellstart International

P.O. Box 80877
San Diego, CA 92138-0877
Telephone: (619) 295-5192
Fax: (619) 574-8159
Email: info@wellstart.org

Annotation: Wellstart International strives to advance the knowledge, skills, and ability of health care providers regarding the promotion, protection, and support of optimal infant and maternal health and nutrition from conception through the completion of weaning. The Web site provides access to a wide variety of lactation management teaching tools for health care providers and a list of manuals, reports, parent education materials, and other print publications that can be purchased from Wellstart.

Keywords: Breastfeeding; Nutrition; Infant health; Maternal health; Educational materials; Health education; Professional education; Parent education;

ABOUT THE BRONX HEALTH LINK E-COMMUNICATION NETWORK

DAILY TOPICS: The Bronx Health Link E-communication Network compiles daily newsletters with information of interest to health providers and consumers in the Bronx and New York City as a whole. Each day of the week has a theme:

 Mondays: Funding Opportunities and Awards/Fellowships and Internships/Job Postings

 Tuesdays: Public Health and Medical Access Issues and Resources

 Wednesdays: Community and Provider Workshops, Events, Media Programs, and Educational Resources

 Thursdays: Medical News, Recent Studies, Safety Alerts and Recalls

Fridays: Maternal/Infant Health, Child/Adolescent Health, Women's Reproductive Health News and Events

DELIVERY POLICY: The Bronx Health Link daily e-comm is issued each weekday, except federal holidays, by 12 noon.

WE WELCOME SUBMISSIONS: Please send health-related job postings, internships, events, forums, trainings, reports, etc. to bob@bronxhealthlink.org at least one week prior to the Monday of the week in which you are seeking to post the information.

DISCLAIMER: The Bronx Health Link presents this e-communication purely as a means to forward information and viewpoints to our subscribers in order to facilitate their own informed decision-making. Opinions expressed herein are not necessarily those of the Bronx Health Link, and inclusion of information about an event, article, or resource does not constitute an endorsement by the Bronx Health Link.