



# WIC watch

## Breastfeeding – It Takes a Village!

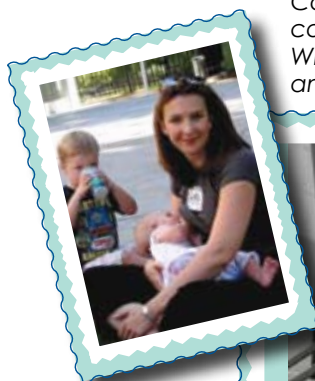
The California WIC community is making huge strides toward our goal of making breastfeeding the norm in the communities we serve. Thanks to a “harmonic convergence” of WIC policy and environmental changes, our exclusive breastfeeding rates have shot up, while formula issuance is way down.

This issue of *WIC Watch* describes some of the work **you** all have done to pull this off. Frontline employees are sharing clearer and more consistent breastfeeding messages with WIC participants, and using new Baby Behavior skills to help parents decode the mysteries of infant care. Every day (and sometimes in the middle of the night!), Peer Counselors and newly minted IBCLCs are giving critically needed support to thousands of breastfeeding moms.

But we can't do it all – it takes busting out of the WIC silo to transform community norms. A brand new cadre of WIC Regional Breastfeeding Liaisons is partnering with hospitals, medical clinics, child care, work sites, and local governments. We will collaborate with them to create a continuum of breastfeeding support and services for young families wherever they go.

If we keep up the momentum, we will soon be able to show that WIC is contributing to better health outcomes and reduced obesity in the next generation. Let's go for it!

*California WIC recognizes our community partners who support WIC families in breastfeeding anywhere!*



### INSIDE THIS ISSUE

■ Breastfeeding Promotion & Support	
• Breastfeeding Week/Walk.....	2
• Riverside APL Leaders .....	2
• New Lactation Consultants.....	3
• Regional Breastfeeding Liaisons.....	3
■ CWA News.....	4
■ Legislative Update.....	5
■ Breastfeeding Updates	
• Peer Counseling Programs.....	6
• Peer Counselor Profiles.....	7
■ Staff & State Profiles	
• CNC Scholar.....	8
• Baby Behavior Campaign.....	8
■ Worksite Wellness	
• Agency Allstars.....	9
■ Breastfeeding Goes Platinum	
• Platinum WIC Stories .....	10
■ Book Corner .....	11



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## Breastfeeding Promotion & Support

### California Breastfeeding Promotion Month is August

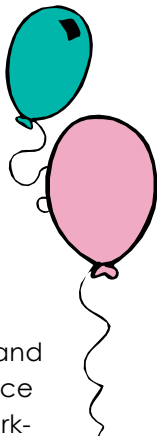
#### World Breastfeeding Week August 1-7, 2011

Breastfeeding advocates have reason to celebrate this August. Breastfeeding is recognized in health care reform, Michelle Obama's Let's Move campaign, the IRS tax code, federal and state worksite lactation accommodation, and of course at WIC. Time to celebrate and keep the momentum going!

The annual Capitol Breastfeeding Walk, organized by the California Breastfeeding Coalition (CBC) will take place in Sacramento on August 4. Starting with a walk around Capitol grounds, the event focuses on recognizing employers with local and state awards for supporting mothers returning to work breastfeeding. Many similar celebrations will take place across the state in local communities throughout August.

Take time to celebrate our successes and use these events to highlight the importance of breastfeeding policy in the hospital, workplace and community!

To assist local agencies and coalitions in planning an event, the CBC has provided template materials on their website: [www.californiabreastfeeding.org](http://www.californiabreastfeeding.org).



### Riverside APL Leaders Improve Breastfeeding

What started out to be a survey of mothers' needs for improved customer service turned into a breastfeeding improvement project for Hemet Clinic, Riverside County WIC. In the survey, moms specifically identified their need for more help breastfeeding. Clinic staff members were adequately trained in the how-to's of breastfeeding, but the clinic breastfeeding rates left room for improvement. Something was missing!

**APL leaders Eva Arreola and Rosa Martinez** were both very experienced in breastfeeding support. They discussed the situation with other clinic staff and determined that staff just needed a confidence boost! Together they set up opportunities to watch and work with Eva and Rosa teaching classes and counseling mothers. **In a short while, staff felt more confident using their breastfeeding knowledge and working with mothers.** The result? Breastfeeding rates among clinic participants are rising! Before the intervention (October 2010), 21.6% of moms were breastfeeding. In just a few short months (March 2011), that rate was up to 26.6%. Kudos to Eva and Rosa and to all the staff at Hemet Clinic!



*Hemet WIC staff are proud of the breastfeeding support they provide mothers, and their breastfeeding rates are going up!*



## Breastfeeding Promotion & Support

### WIC Grows Its Own Lactation Consultants

California needs more International Board Certified Lactation Consultants (IBCLCs) to assist low-income mothers, and WIC is making that happen! The Grow Our Own program begun by Riverside County WIC was described in the Summer 2010 edition of WIC Watch. Now in its second year, Grow Your Own has expanded to train more community-based IBCLCs in the Central Valley (home to some of the lowest breastfeeding rates) as well as Riverside, Imperial, and San Bernardino counties and the Watts area of Los Angeles. Since 2009, nearly 200 WIC employees have taken advantage of this professional education opportunity, preparing them for the IBCLE exam. The rigorous training includes a college-level lactation course followed by 1,000 hours of counseling experience in order to take the IBCLE exam.

**One of the exciting yet unexpected outcomes of this course is the new relationships evident in each community. Local hospital nurses and WIC staff now work more closely to meet families' needs. In addition, Riverside County's breastfeeding rates continue to rise.**

By becoming IBCLCs, WIC staff and community health professionals have taken their profession to the next level.

Plans for another course to begin Fall 2011 are underway. For more info, go to [www.lovingupport.org](http://www.lovingupport.org) and click on the *Contact Us* tab.

#### Congrats to New IBCLCs!

Delta Health Care  
• Tamesha Valerde

Orange County  
• Carmina Estrada  
• Nancy Wong

Riverside County  
• Clarese Hill  
• Raquel Montano  
• Devona Robertson

Public Health Foundation  
• Wendy De Leon  
• Cynthia Castillo  
• Maria Lopez  
• Luz Sanchez  
• Yolie Figueroa

Stanislaus County  
• Ann Casazza

### Making Connections! Regional Breastfeeding Liaisons (RBL)

In the past nine months, California RBLs have made huge strides in getting the word out that WIC is a breastfeeding program and wants to work with the community on improving breastfeeding rates among our participants. Below are highlights of two of the seven agencies with RBLs.

**Riverside County WIC RBL, Alyson Foote**, established a five-step program to help employers become compliant with California's lactation accommodation law. Upon completion, employers achieve the designation of "Breastfeeding Friendly Employer" from Riverside County's Lactation Services program. Alyson also promotes changes in policy and organizational practices regarding worksite lactation accommodation throughout the community by serving on several committees.

In addition, Alyson works to certify pediatricians as "Breastfeeding Friendly Medical Practitioners." The lunchtime training program includes WIC information so pediatricians and their staff understand WIC better, refer to WIC more, and know who to contact for questions and concerns.

**Community Resource Project WIC RBL, Jen Pettus**, recently helped completely revise the *Breastfeeding Resource Guide* for the Sacramento area. As part of her RBL outreach, she markets this guide as an effective tool to engage and educate local providers about breastfeeding resources in the community. The goal is to have at least one guide (print or USB drive) in the Postpartum Units at each local hospital, as well as in key pediatric offices for WIC participants.

To expand her outreach, Jen was instrumental in securing a speaker for the Northern California Ob-Gyn Symposium. With feedback that Ob-Gyns are interested in "women's health" rather than "breastfeeding" as a symposium topic, Jen engaged Dr. Erica Gunderson, a leading researcher with Kaiser Permanente and popular speaker at diabetes conferences on the impact of lactation on women's health. Another creative way to get breastfeeding education to providers!





## CWA News

### WIC & Breastfeeding Policy Day

Despite heavy rainfall in late May (!), nearly 100 WIC and Breastfeeding Ambassadors brought their message to state legislators about the effective work of WIC and the importance of breastfeeding health policy. The day included informative presentations on the budget crisis by **Scott Graves**, Senior Policy Analyst at **California Budget Project**, the soda tax issue by **Jennifer Richards**, Policy Director at **California Center on Public Health Advocacy**, and licensure of RDs, by **Judy Gould**, **California Dietetic Association**. **Senator De León** voiced support of breastfeeding as a policy issue, and his support for SB 502, the Hospital Infant Feeding Bill, authored by him and Senator Pavley and sponsored by CWA.

PHFE-WIC staff Anne Kennedy, Kiran Saluja, Samar McGregor and Shelly Lewis meet with LA Senator Kevin De León, co-author of SB 502, at CWA's Policy Day on May 25<sup>th</sup>.



### Best Wishes and Welcomes at CWA

It is hard to believe it has been two years since Jasmine Pettis came to CWA as a student intern. Most recently, she's been our Administrative Coordinator, and left in June to pursue her MPH at San Jose State and work at Tiburcio Vasquez WIC. We wish her well at this exciting time in her career, and are glad to see she is still with WIC!

Welcome to Meghan Saddler, our new Administrative Coordinator. She will be meeting you all at the Fall Conference. Take time to tell her about yourself and your program.

### Central Valley Hospital Summit

Hospitals in the Central Valley have some of the lowest breastfeeding rates in the state. Important steps are being taken at a few hospitals to improve their breastfeeding policies. To expedite the process, **the California Breastfeeding Coalition (CBC)**, **Babies First Fresno**, and **partners including CWA**, will sponsor a hospital breastfeeding summit. Modeled after the wildly successful state summit in January in Sacramento, this gathering will allow hospital administrators, staff and advocates to work together to plan for improved breastfeeding policies.

Plan to attend: **August 19 at Children's Hospital Central California, Madera.**

Register at  
[www.californiabreastfeeding.org](http://www.californiabreastfeeding.org)

### Fall Conference-Plan Now!

**CWA 2011 Fall  
Management Conference**  
**Platinum on a Dime**  
**October 18-20, 2011**  
**Marriott, Bakersfield**

Join your colleagues in California's beautiful Central Valley for critical trainings on WIC Platinum services. We will build on our strategies for providing participant-centered services, maximizing collaborative relations and producing improved health outcomes.



Registration will soon be on our website at [www.calwic.org/events](http://www.calwic.org/events).



## Legislative Update

### FEDERAL BUDGET

On June 16, the House passed its Agriculture Appropriations bill (H.R. 2112) by a vote of 217-203 with 19 Republicans joining all Democrats in opposing the bill. Attempts to mitigate the WIC cuts in Committee failed on the floor, so the final bill cut WIC by \$733 million – failing to provide adequate funding to support projected case-load needs for the first time in decades. The House bill funds WIC at \$6.00 billion, considerably lower than the recommended level of \$6.83 billion.

If these cuts are sustained in the final funding bill negotiated with the Senate later this year, California WIC will be looking at funding reductions. While participation has begun to level off statewide (although it has not dropped), rising food costs, in particular, mean that a reduced federal funding level is going to make it difficult, if not impossible, for local agencies to serve all participants who need WIC next year. The WIC Division is still analyzing the exact impact of the House proposal, but it's important to remember that it's only a proposal.

### STATE BILLS

California's fiscal crisis remains unresolved due to Governor Brown's recent veto of the Legislature's first attempt at passing a balanced budget. We will report on the final outcome in the next WIC WATCH.

CWA-sponsored **SB 502 (Pavley and De León)** passed the Senate Floor and Assembly Health Committee. Next stop: Assembly Appropriations. The bill requires general acute care hospitals and those with perinatal units to have an infant feeding policy and routinely communicate the policy to all unit staff and the public.

Other CWA-supported bills that are still alive include: **AB 6 (Fuentes)** CalFresh Reforms, **AB 581 (Perez)** Healthy Food Financing; and **AB 787 (Mitchell)** Healthy State Facilities. Check out the details in our State Policy Center, on line at [www.calwic.org](http://www.calwic.org).



LA-area WIC staff met with their Assemblymember, Gil Cedillo. Advocating with your legislators is crucial to the success of WIC!

### CWA STATEMENT ON HOUSE BILL

CWA is deeply concerned about the proposed WIC cuts in HR 2112. We are hopeful that the Senate will reject this bill and start from scratch, ensuring that there will be sufficient funding for eligible WIC participants and for the critically important nutrition and breastfeeding services that make WIC so effective. We were particularly outraged by the amendment offered by Rep. Foxx (R-VA) who sought to cut off funds for breastfeeding support. Fortunately this misguided and damaging amendment was soundly defeated, but still received more than 100 votes in the House.

**ACTION:**  
**Meet with your member of  
Congress this summer!**

CWA is urging all local agencies to set up site visits or District Office meetings with your Representatives. More than ever before, they need to understand WIC and learn how WIC's evidence-based nutrition services save taxpayers money! Use the tools in our Policy Center web pages ([www.calwic.org](http://www.calwic.org)) to set up these critical meetings, or call our advocacy whiz Donna Hoffman for help at 530-750-2280.



## Breastfeeding Updates

# 50 Breastfeeding Peer Counseling Programs Up and Running!

Congratulations to all of you who have implemented or expanded your Breastfeeding Peer Counseling (BPC) program in the last year! California WIC has come a long way since the BPC workgroup met last year. We now have 65 Supervisors, 103 IBCLC's and 224 Peer Counselors in 50 programs statewide. On State WIC visits, staff sees tremendous dedication to breastfeeding and excellent efforts put into training new staff.

To serve the many agencies with BPC Programs, State WIC recently divided California into breastfeeding regions, each with two staff serving as primary contacts for agencies in a region. This allows state staff to understand better the individual agencies while allowing each agency to have a single point of contact for their BPC Program.

California WIC's vision for breastfeeding is that breastfeeding is the norm for WIC mothers and their infants up to age one year and beyond, and that WIC is known in the community as a source for breastfeeding assistance and information. Toward this vision, California WIC agencies are creating a new image with the public and medical community in a variety of ways, from coordinating with local health departments and local breastfeeding coalitions to working with hospitals. **Our goal is to have community partners view us as the program that encourages our participants to breastfeed and provides ongoing support for breastfeeding women. We all want to see breastfeeding initiation and duration rates in California increase in the next year.**

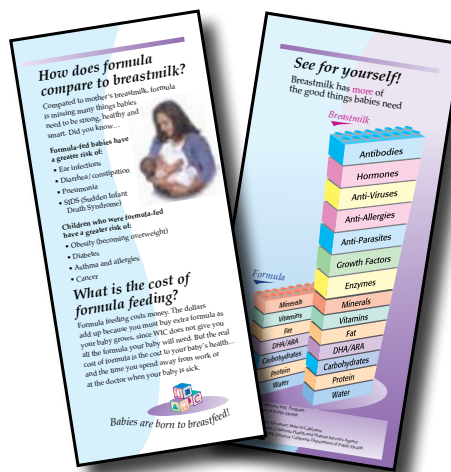
Based on the feedback we received during our last bi-annual trainings in February and March 2011, we have secured a location that can accommodate all Peer Counseling programs for our bi-annual training this fall, to be held September 7-8 at the Double-Tree Hotel in Sacramento. More details and registration information for this two-day training were sent via email in June to each PWPC and BPC Program Coordinator, and registration forms will be emailed out soon. Questions? Please contact Geanne Lyons at 916-928-8827.

## "Lego Blocks" Handout Updated

California WIC's popular handout **How Does Formula Compare to Breastmilk?** has been updated and will be re-printed soon. After gathering input from local agencies, the primary "upgrade" is the addition of a



few new blocks on the breastfeeding stack: prebiotics, probiotics, disease-fighting stem cells, and anti-cancer cells (HAMLET). On the formula side (to be fair), we've added prebiotics and probiotics. The accompanying job aide will provide information for new and existing blocks. Look for notification soon!





## Breastfeeding Updates

# Get to Know Some Breastfeeding Peer Counselors!

## Edelmira Garcia

Northeast Valley Health Corporation WIC

***"I love my job because I feel a lot of passion [for...] preparing new moms, teen moms or already experienced moms for breastfeeding."***

Edelmira's experience as a mother of four, an employee at NEVHC WIC for over 20 years, and as a supporter of breastfeeding within our agency for just as long indicate her level of dedication to the Peer Counselor Program. Her manager states, "Not only does Edelmira get along well within our team and the clinic staff, she also connects with participants with respect and dignity. She is a great representative of what we all are doing in our program—providing moms with the tools and knowledge to breastfeed."



## Clarese Hill

Riverside County WIC

***"In the beginning it was the best job ever because I could take my nursing baby with me to work... Now [it's great] mostly because I meet these moms right where they're at, in their unique situations and I get to help them be successful at nursing their children. It's great to get paid for doing something that just comes natural..."***

Clarese has a passion for helping others. She is a dynamo when facilitating groups and has the



ability to connect with the moms she serves. Clarese is determined to help each mom and baby successfully breast-

feed. Her colleagues also know her as a leader and team player. She served on the State Breastfeeding Education Committee and contributed her insight through the eyes of a Peer Counselor. Clarese successfully passed the IBCLC exam last year!

## Donica Avelino

Shasta County WIC

Donica has been interested in breastfeeding and helping mothers long before coming to work for WIC, breastfeeding her three children as a WIC participant and volunteering at the local crisis pregnancy center.



When her youngest child turned five, Donica wasn't ready to "cut the umbilical cord" of support from WIC staff. When she heard Shasta WIC might be expanding the peer counseling program, she completed regional lactation educator training and began working at WIC soon after. She's especially excited about the new Shasta Mom's Circle groups that meet monthly to support pregnant and fully breastfeeding WIC moms.

***"When the Peer Counselor position became available I knew 'This is it; this is my career!' I started my job with a passion to help breastfeeding women. Now I see how each little intervention can lead to a success story, but what I didn't expect was how much I would learn from the moms."***





## Staff & State Profiles

### Featured CNC Scholar: Eduardo Alaniz

**F**irst in his family to graduate high school and attend college, Eduardo has already accomplished much. But to achieve his dream of serving the Latino community as a Registered Dietitian, Eduardo was determined to go further. While finishing his degree at San Jose State University, already married and working full-time, Eduardo and his wife welcomed an infant daughter. His roles as a husband and father made him put his dream on hold for a while to work full-time.



Not that he forgot his dream, Eduardo's job in a local hospital kept him in touch with nutrition professionals and the health concerns of his community. He then was hired at Santa Clara County WIC, where he applied his easygoing, empathic nature and boundless energy to

nutrition education, counseling, and community health promotion. His bilingual/bicultural background, leadership skills, and passion and vision for promoting health among low-income families were additional assets as a volunteer helping to plan and execute nutrition events in Gilroy.

In March, thanks in part to the CNC Scholarship he earned, Eduardo began the year-long Dietetic Internship at San Diego WIC. He says, "At a young age I established high goals for myself and through strong will, a positive outlook and hard work I overcame a language barrier, poverty and many other adversities to meet those goals. As a member of the WIC family I have received tremendous support and encouragement. I am truly thankful to be a part of the San Diego WIC Dietetic Internship and honored to have received the Anne Peterson Memorial Scholarship. Programs like WIC enhance the notion in me that, with a strong will and hard work, there are no obstacles that cannot be overcome." CWA congratulates Eduardo in achieving all he has so far, and looks forward to the day he can serve WIC families as a Registered Dietitian.

### The California Baby Behavior Campaign



**T**he California State WIC Program, the UC Davis Human Lactation Center & the Baby Behavior Workgroup (pictured) proudly announce the arrival of The California Baby Behavior Campaign. What started as a



research project and Baby Behavior trainings for all WIC staff has now become a statewide campaign that will incorporate Baby Behavior messages into the heart of WIC education.

Building on the initial training by Dr. Jane Heinig, the Baby Behavior refresher trainings, kicked off this past Spring, empower WIC staff to help parents identify and respond to their babies' behavior.

**What happens when parents learn to recognize their baby's behavior and become "baby whisperers"? Babies are fully breastfed more often, are less likely to be overfed, and parents rely less on formula!**

Coming soon:

- Summer 2011—Staff training materials for prenatal participant education available
- Fall 2011—Prenatal Baby Behavior Education begins: "Understanding Your Newborn Baby's Behavior"
- Late Fall 2011—Staff training materials for "Early Infancy" Baby Behavior education available
- January 2012—"Early Infancy" Baby Behavior education begins

**What WIC staff is saying about these trainings:**

- "I learned to pay more attention to babies at the WIC appointment and ask more questions."
- "As a trainer, I really appreciated the quality of the training materials from State WIC. They were clear and easy to follow."

California WIC is excited about this Baby Behavior campaign that serves as a model for incorporating baby behavior messages into all WIC programs nationwide! Additional campaign information and materials are available at <http://www.cdph.ca.gov/programs/wicworks/Pages/WICCaliforniaBabyBehaviorCampaign.aspx>.





## Worksite Wellness



# More Well WIC Worksite Agency Allstars!

Congratulations to the following agencies that have recently completed the 10 steps to becoming a Certified Well WIC Worksite, fondly known as WWWs!

- **Orange County WIC**
- **San Luis Obispo Health Agency WIC**
- **Santa Barbara County WIC**

CWA staff has enjoyed visiting these agencies and officially recognizing the accomplishments of staff to adopt and embrace healthy workplace policies. They've now joined the WWW groundswell: 18 agencies certified and 23 working toward certification, including CWA and State WIC!

### Here's what you'll find in a WWW:

- Comprehensive policies address nutrition, physical activity, and emotional health.
- In many cases, the parent organization or county health department asks WIC to help institute health policies and practices for everyone at the organization.
- Staff proudly shares personal stories of how they have improved their health.
- You can feel the energy and positive morale at each site!

## Get Connected: New WIC Worksite Wellness Resources

Look for some revised user-friendly tools and resources on the WIC Worksite Wellness section of the CWA website at <http://calwic.org/focus-areas/wic-worksite-wellness>. There's a new agency workplan and an agency toolkit that includes sample in-kind donation letters and suggested donation items to incentivize your employees, plus a thermometer so your agency can track its progress. There's also information about a special corporate rate for all agency employees and families at 24 Hour Fitness Centers in California!

The CWA *Flash* e-newsletter now regularly features wellness tips and resources. You can subscribe on our website at [www.calwic.org](http://www.calwic.org). And our **Member Services Coordinator, Teresa Morris**, is happy to answer your questions! [tmorris@calwic.org](mailto:tmorris@calwic.org).



Staff at Clinicas de Salud del Pueblo concentrate on some tai chi.



Yoga at Contra Costa WIC is harder than it looks!



A salad bar makes a healthy and easy potluck for staff at Community Bridges.



Staff at San Francisco WIC committed to Shaping Up!



## Breastfeeding Goes Platinum

### Platinum WIC Stories

“A mom’s dream to have a natural birth, breastfeed and bond with her baby was interrupted by a premature C-section delivery. Baby was given a feeding tube and placed in a clear plexiglass incubator. At WIC we were able to provide a breast pump and encouragement to pursue her dream of breastfeeding her newborn. We also supported her efforts to provide tactile stimulation by reaching through the incubator’s portholes to massage her baby. We listened as she told us how her son got stronger and welcomed him to his first visit to our WIC agency: a dream come true!”

– City of Long Beach WIC Program

“A breastfeeding mom told a WNA how thankful she was for the breastfeeding support and for the ‘bigger’ food package she received, as well as the second-hand clothes she picked up at our ‘Mommy Boutique’ with her ‘mommy dollars’ (awarded to those who attend our breastfeeding classes).”

– Delta Health Care

“A WIC staff member received a call (on her personal cell phone and while attending a work-related training) from a mother with a high fever and severe mastitis. On the break, the staff member sent a message to the IBCLC. When the client came into clinic, the IBCLC personally took the client to the doctor, where she got immediate treatment including antibiotic injections. Soon, she was feeling much better.”

– Sacramento County

“Our WIC IBCLC and WIC WNA visited a Spanish-speaking mom who was engorged and in pain. The mom’s table was loaded with hospital formula samples and she was supplementing the few-days-old infant. Following intervention from our WIC staff, she brought back the pump one month later, stating she was fully breastfeeding and no longer needed the pump. Recently, at six months, she continues to fully breastfeed.”

– Sacramento County

“We recently were able to coach a mom on pumping breastmilk to give to her premature baby. The baby’s doctor and nurses at Loma Linda Hospital assured mom that her baby is thriving on the breastmilk she pumped.”

– Inyo County

“A teen mother of a 6 week-old baby told our counselor that she didn’t know any other teens who were breastfeeding. When she got mastitis, she began losing confidence in her ability to breastfeed. By affirming the breastfeeding efforts the mom had made in the first few weeks and by using reflective listening to explore her reservations about breastfeeding, the counselor helped the mom rebuild her determination to exclusively breastfeed.”

– American Red Cross WIC, San Diego

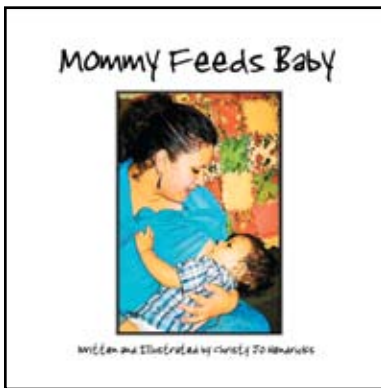


## Book Corner

### Mommy Feeds Baby

by Christy Jo Hendricks

**C**hristy Jo Hendricks, IBCLC, of Riverside County WIC, has written a beautiful new children's book, **Mommy Feeds Baby**. In a society where children grow up surrounded by images of bottle feeding, Christy's vision was to promote breastfeeding as the normal



way to feed babies and teach children about the special relationship between a mother and her breastfeeding child.

The hardcover book, **Mommy Feeds Baby**, features 32 photographs of mothers breastfeeding, each accompa-

nied by a unique reason why Mommy feeds Baby. The reasons for breastfeeding go far beyond the nutritive value of mother's milk, showing children that mothers breastfeed as an expression of love and bonding with their babies. Christy has captured a diverse group of mothers with their breastfeeding infants and toddlers of all ages in a variety of settings, with some accompanied by proud fathers and older siblings. The final page of the book allows mothers to personalize the book with a spot for their own photograph.

**Mommy Feeds Baby** appeals to young children with simple phrases and brightly colored photographs of babies and their families. This book is a beautiful portrayal of the love, comfort, and bonding that are inherent in the breastfeeding relationship.

Perfect as a gift for WIC families or waiting rooms, **Mommy Feeds Baby** and the Spanish version, *Mamá Alimenta al Bebé*, can be ordered online at [www.birth-ingandbreastfeeding.com/purchase.html](http://www.birth-ingandbreastfeeding.com/purchase.html).

Reviewed by Christina Sainato, MPH, RD, CLE  
Pasadena Public Health Department WIC Program

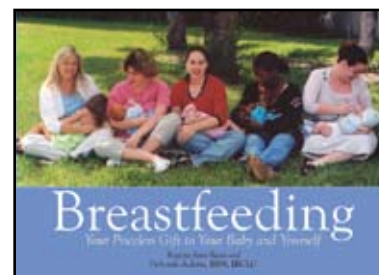
### Breastfeeding: Your Priceless Gift to Your Baby and Yourself

by Regina Sara Ryan and Deborah Auletta

**W**hile **Breastfeeding: Your Priceless Gift to Your Baby and Yourself** isn't a perfect book on breastfeeding it has many wonderful qualities. Overall the feeling of the book is positive, reassuring and motivating. The preface acknowledges that breastfeeding can be challenging, is worth working hard at and is one of the most important decisions a parent will make. The photography is diverse and beautiful, depicting real life breastfeeding situations and including pictures of older children breastfeeding, breastfeeding while pregnant and breastfeeding twins.

Information is presented accurately and in simple language. The book adopts the "breastfeeding is best" perspective in a way that normalizes breastfeeding and helps to build a mother's self-confidence, discussing the nurturing aspects of breastfeeding and how it can make a mother feel about herself. Crying, over-feeding and baby behavior are briefly addressed.

Because the information presented in the book has been simplified (for this sixth-grade reading level version), some statements could be misinterpreted. For



instance, "The longer you feed only breast-milk the more allergy protection you offer" might cause a parent to continue exclusive breastfeeding long past six months if they were concerned

about allergies. **Breastfeeding: Your Priceless Gift to Your Baby and Yourself** acknowledges the importance of breastfeeding as a choice and provides parents with the tools to make that choice well informed.

Available in 6th and 9th grade reading level editions; Spanish and English. Hohm Press, 2006: [www.familyhealthseries.com](http://www.familyhealthseries.com)

Reviewed by Susan Martinelli, IBCLC, RLC,  
Marin County WIC





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## Contribute to the WIC Watch!

*Upcoming magazines are  
already being planned  
around the following themes:*

### FALL 2011

**WIC OUT OF THE BOX:  
Platinum Partnerships**

**Deadline: August 30, 2011**

### WINTER 2011

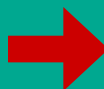
**TBD**

**Deadline: December 6, 2011**



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## Save the Dates

### BREASTFEEDING WALK & AWARDS

Thurs., Aug. 4, 12-1 PM  
at the Capitol

### CWA FALL CONFERENCE

*Platinum on a Dime*

October 18-20

Marriott • Bakersfield



◀ Michele van Eyken  
(l) congratulates  
Sue Doron (r) of  
Siskiyou WIC on her  
retirement after 26  
years of service to  
California WIC.



Best Wishes to Carolyn Donohoe-Mather, ▶  
from State WIC, in her new job in Hawaii,  
and thanks for all her contributions to  
WIC and breastfeeding.