

## Newsletter - August 2021

### Our Vision:

There are no obstacles to breastfeeding in Idaho.

Follow Us!

OUR WEBSITE

FACEBOOK

INSTAGRAM

LINKEDIN

### LETTER FROM THE CHAIR

Hello and Welcome!

Babies, butterflies, blooming sunflowers and breastfeeding.

Summer time includes nourishing those around us and noticing the beauty of the earth in its growing season.

Have you ever noticed that summer time is also a great time of slowing down and speeding up in unexpected ways? Have you taken the time to note your slow down times? The curve balls that you are managing and the fast decisions you are making for your family and the families you serve? You are doing amazing work!

And... Happy World Breastfeeding Week!

One of the things that thinking about and celebrating World Breastfeeding Week does for me personally is to help me stop and slow down as I recall my nursing days. Thinking about those days makes me smile, sometimes cry a little bit and reminds me why I do what I do as a breastfeeding supporter.

Take a moment and celebrate YOUR contribution to the families in Idaho!



Join Zoom Meeting  
HERE

Dial in:  
1-669-900-6833 (San Jose)

Meeting ID: 859 9585 1881  
Passcode: 892662

### FUTURE MEETINGS

August 5th, 2021

November 4th, 2021

All meetings are between 12-1pm MST

Page 1

The mission of the Idaho Breastfeeding Coalition is to facilitate a community and statewide landscape that protects, supports and promotes breastfeeding as the biological norm for a healthier Idaho.

# Agenda

<u>USBC Conference—IBC Board Members</u> .....	Page 3
<u>COVID-19 — Kirsten Pfannmuller</u> .....	Page 3
<u>Research—Free to Feed</u> .....	Page 4
<u>Chapter Spotlight—Treasure Valley</u> .....	Page 5
<u>Breastfeeding Spotlight—Cat Mackintosh</u> .....	Page 6
<u>Idaho Updates</u> .....	Page 7
<u>World Breastfeeding Week</u> .....	Page 8
<u>The Coalition’s Five Focus Areas</u> .....	Page 9
<u>How to Become a Lactation Support Person</u> .....	Page 11

**HAVE INFORMATION YOU WANT ADDED TO THE NEWSLETTER?  
SEND US AN EMAIL AT [IDAHOBREASTFEEDING@GMAIL.COM](mailto:IDAHOBREASTFEEDING@GMAIL.COM)**

**WE ARE LOOKING FOR **3** INDIVIDUALS TO JOIN OUR BOARD!**

Are you interested in volunteering your time to help advance the mission and vision of the Breastfeeding Coalition? Then send us an email today! We are looking for 3 dedicated, self-starters to help us achieve our goals.

Email us today! [idahobreastfeeding@gmail.com](mailto:idahobreastfeeding@gmail.com)

*Learning Together*

JOIN THE  
MEMBERSHIP MEETING  
TO LISTEN IN

**USBC CONFERENCE  
KRISTIE KARROUM AND JANE GRASSLEY**

IBC Board Members Kristie and Jane attended the UBSC conference and will be sharing an update!

**COVID-19  
KIRSTEN PFANMULLER**

How has the COVID-19 pandemic changed infant feeding practices in Idaho? This qualitative study looks at breastfeeding, formula feeding, and birthing practices through a mother's lens, observing both positive and negative effects of the pandemic on caring for an infant.

## Now Recruiting Breastfeeding Mothers for Important Research on Food Allergies

- Are you at least 18 years old?
- Do you have an infant 1 year or younger?
- Are you breastfeeding?
- Do you live near New York, NY, Moscow, ID or Boise, ID?



If so, you may be eligible to participate! Participation would require filling out several questionnaires, tracking your diet, eliminating cow's milk and/or soy products from your diet for several days, consuming soy or cow's milk daily for several days, and providing samples of breastmilk and maternal/infant stool.

**Receive up to \$200 for participation!**

*Research funding provided by the Idaho Global Entrepreneurial Mission*

**For more information,** please contact Cassandra Partridge, MS, RDN.

**Phone:** 208-301-3740

**Email:** [milk-allergens@uidaho.edu](mailto:milk-allergens@uidaho.edu)



# MEET THE

# Treasure Valley Chapter

# OF THE IBC

The Treasure Valley Chapter of the IBC recently held a Meet & Greet event. They featured the winning artwork from their Earth Day Coloring Contest and award the winner, Violet Byington, with her prizes! The artist and TVIBC member, Holly Papa, was there as well. They enjoyed refreshments donated by Breastfeeding Friendly Businesses: WildRoots Nature School and event space was donated by The Kula Connection. The event was held in the Adelman Building located in downtown Boise. There were three raffle winners and a quick presentation about the upcoming events for World Breastfeeding Week.



## WBW ACTIVITIES:

### Community Latch On—August 1

Occurring at 12pm at the Capital! Everyone will latch on and then there will be a picnic in the park! Raffle available for \$1/ticket.



### Milky Way Movie Night— August 4

FREE event to watch the Milky Way Documentary. Occurring at the Overland Park Cinemas at 7pm.



## INTERESTED IN BEING A PART OF THE TREASURE VALLEY IBC CHAPTER?

TVC of IBC membership is only \$10!

Membership includes a member sticker and access to meetings and private events!

[Email tvchapteribc@gmail.com](mailto:tvchapteribc@gmail.com)

Make checks payable to: TVC of IBC, 3313 W Cherry Lane #442, Meridian, ID 83642. include "membership" in the memo and include your name, phone number, email and mailing address.

## BREASTFEEDING SPOTLIGHT: CAT MACKINTOSH, IDAHO FALLS

When Cat Mackintosh gave birth to her daughter Gemma six months ago, after three years of trying and eventual fertility treatments, she expected breastfeeding to be easy. Gemma was a little bit growth restricted, and was relatively small. “About six pounds,” Cat says. “But from day one, breastfeeding was my goal.”

At the hospital, Cat met with a lactation consultant, but says that, after just giving birth, it was hard to retain information. From the beginning, Gemma had a hard time latching, so they started Cat on a nipple shield. While she was grateful that it provided a pathway to breastfeeding, it was cumbersome and difficult to remember. Her goal was to breastfeed without it, but she describes feeling lost amidst the abundance of online research and advice from family and friends in different stages of parenthood and breastfeeding. “I had no idea if I was doing anything right, so I searched ‘lactation consultant’ and found Kristie Karroum,” she says.

Krisite, an IBC board member and IBCLC, met with Cat in person to troubleshoot some of her obstacles. Cat says that she appreciated the advice of a breastfeeding expert amongst the barrage of solicited and unsolicited advice a breastfeeding person sometimes receives. Kristie explained that Gemma was small, had a narrow latch, and wasn’t an aggressive eater, which Cat appreciated. “Every mom goes into breastfeeding thinking it will come naturally. But for a lot of people it doesn’t. It can be really, really hard. So you get the mom guilt—I must be doing something wrong. To have Kristie there to tell me I was doing it right or could try it this way, was so helpful,” Cat says.

At first, Cat and Gemma kept up with the nipple shield and then, as Cat explains, Gemma just latched without it. “It was shocking. She just got it,” Cat says. Now, Gemma eats without the assistance of a nipple shield, and Cat says she’s doing awesome.

Of course, Kristie’s work wasn’t done. Cat says she came back a second time to evaluate their progress and answer questions about pumping and returning to work. “I probably would have quit breastfeeding that first month if it hadn’t been for Kristie and everything she helped me with,” Cat says.

Prior to Gemma’s birth, Cat was advised to temper her expectations around things like birth and breastfeeding to avoid feeling defeated, which helped discourage her from seeking out breastfeeding support prior to birth. Covid protocols also prevented in-class opportunities for many parents. Still, Cat says she wishes she’d taken a class—or at least been made aware of them—before she gave birth.

Sometimes medical professionals don’t know about kinds of breastfeeding support, which can help prevent or address concerns early on. Cat’s experience reinforces that, so to help, she provided Kristie’s information to her OB at her six week checkup, and they seemed receptive.

“I had a baby a couple months after my best friend, and I have a sister-in-law who was seven weeks behind me,” Cat says. “My experience versus their experience is just a testament to me that there are so many ways to feed your baby.” She explains that both tried and struggled with breastfeeding at the expense of their mental health. “I saw how hard it was for them to navigate that situation and go through all of the guilt. And for me, I was able to make breastfeeding a reality and save my mental health by having that support and having that professional help,” Cat says. “Out of the three of us, the one thing that I had that they didn’t was a lactation consultant. I’m super grateful for that.”

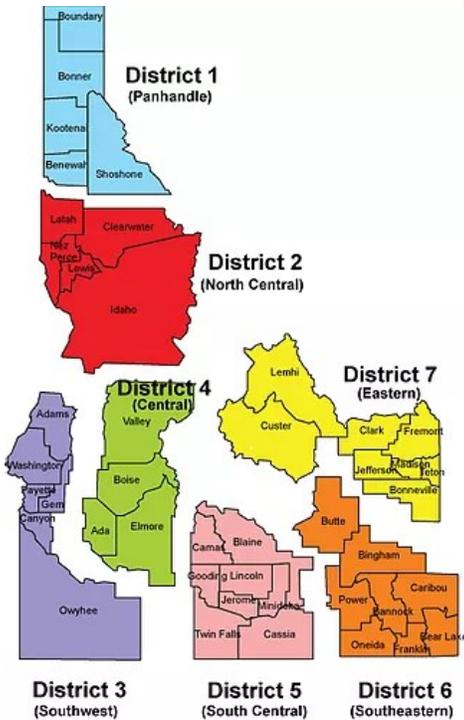
# WORLD BREASTFEEDING WEEK

## AUGUST 1ST, 2021–AUGUST 7TH, 2021

World Breastfeeding Week (WBW) is coordinated by the World Alliance for Breastfeeding Action (WABA) every year, since 2016, between August 1st and 7th to commemorate the Innocenti Declaration. More info on page 8!



### CHAPTER CHECK-INS



DISTRICT 1

DISTRICT 5

DISTRICT 2

DISTRICT 6

DISTRICT 3 & 4

DISTRICT 7

BETSY AYERS

KRISTIE KARROUM

The IBC is looking for individuals who are interested in being Chapter Chairs. If you are interested or have questions, email us at [idahobreastfeeding@gmail.com](mailto:idahobreastfeeding@gmail.com)

### IDAHO UPDATES

The Idaho Breastfeeding Coalition signed a letter of support for the United States Breastfeeding Coalition and their application for the [CDC Strengthening Breastfeeding Support by Coordinating National Efforts and Building Capacity of Breastfeeding Coalitions](#)

**DON'T FORGET TO STAY ABREAST...**

# STAYING ABREAST

WEEKLY WIRE NEWSLETTER



# The Coalition's 5 Focus Areas

## 1. LEGISLATIVE

- A. LICENSURE FOR IBCLC'S

## 2. IDAHO BREASTFEEDING RESEARCH

- A. UNIVERSITY SUPPORTED RESEARCH TO DEFINE:
  - A. GAPS IN CONTINUITY OF CARE BETWEEN BIRTH AND HOME
  - B. GAPS BETWEEN INITIATION RATES AND 6 MONTH RATES
  - C. RESEARCH ON COALITION RECOGNITION AS A BREASTFEEDING SUPPORT SYSTEM AVAILABLE IN IDAHO

## 3. COALITION SUPPORT OF BREASTFEEDING AS A NORM

- A. SUPPORTING ACCESS TO ALL MOTHERS/FAMILIES FOR BREASTFEEDING TRANSITIONS AND SUPPORT
  - A. WIC SUPPORT IN THE HOSPITALS
  - B. TELEHEALTH OPTIONS FOR MOTHERS WHO DESIRE ONLINE SUPPORT OR ARE RURAL
  - C. DISTRIBUTION OF RESOURCES FOR COLLABORATION BETWEEN BIRTHING PLACES AND PEDIATRICIANS, PHYSICAL THERAPISTS, AND OTHER RESOURCES
  - D. NICU BREASTFEEDING DISCHARGE SUPPORT- INCREASING BREASTFEEDING RATES AT DISCHARGE AND BEYOND
- B. BUSINESS FRIENDLY DESIGNATION TO 200 BUSINESSES IN IDAHO BY 2020
  - A. FINDING BUSINESSES, SENDING OUT CLINGS AND CERTIFICATES, LISTING THEM ON THE WEBSITE AND IN SUMMIT MATERIALS
  - B. COLLABORATION WITH IDAHO HUNGER SUMMIT
- C. MEDIA SUPPORT WITH FOCUS ON DIFFERENT AUDIENCES
  - A. WEBSITE
  - B. FACEBOOK POSTS WEEKLY
  - C. INSTAGRAM POSTS WEEKLY



## **4. COMMUNITY OUTREACH & EDUCATION ABOUT THE COALITION AND BREASTFEEDING**

### **A. ANNUAL BREASTFEEDING SUMMIT**

- A. EVEN YEARS IN BOISE
- B. ODD YEARS IN OTHER LOCATIONS
- B. LIST OF EVENTS TO BE CREATE FOR IBC REPRESENTATION AROUND THE STATE

### **B. LIST OF EVENTS TO BE CREATE FOR IBC REPRESENTATION AROUND THE STATE**

### **C. CREATION OF EDUCATIONAL RESOURCES AND USING THEM**

- A. PROFESSIONAL PRESENTATIONS
- B. ACCURATE WEBSITE AND OTHER REPRESENTATION OF IDAHO BREASTFEEDING RESOURCES FOR PROFESSIONALS AND FAMILIES
- C. LOCAL PAPERS/NEWS RELEASES
- D. CREATION OF BOOTH ITEMS TO BE READILY AVAILABLE
  - 1. REPRESENTATION AT OUTDOOR/PARK EVENTS
  - 2. REPRESENTATION AT INDOOR EVENTS

## **5. SUPPORT OF NATIONAL ITEMS OF INTEREST**

### **A. REPRESENTATION AT THE USBC**

- 1. COALITION TO SPONSOR 2 REGISTRATIONS THE USBC WILL HOST THE OF INTEREST YEARLY FROM THE STATE OF IDAHO TO ATTEND THE USBC
- 2. IBC TO RECEIVE A REPORT FROM THOSE ATTENDEES IN THE AUGUST COALITION MEETING

### **B. REVIEW AT OUR QUARTERLY IBC MEETINGS HOW WE ARE RESPONDING TO THE SURGEON GENERAL'S CALL TO ACTION TO SUPPORT BREASTFEEDING**

## **LEADERSHIP NEEDS**

We're still taking applications for our Board of Directors! We're looking to include:

**Professionals in a Health Field with an intense interest of furthering the goals and mission statement of the IBC and breastfeeding mothers with a passion for moving state agendas forward.**

We specifically encourage those to apply who: are from an area outside of the Treasure Valley, passionately support breastfeeding protection, support and promotion, hold a health degree in a field that serves families, specifically lactating mothers, or are able to serve actively and independently on projects for the IBC on this board.

We hold quarterly meetings, lead sub-committees and are active in the Summit creation.

# HOW TO BECOME A

# Lactation Support

# PERSON

## RESOURCES FOR CURRENT AND NEW LACTATION SUPPORT PERSONS



## IBLCE®

*International Board of  
Lactation Consultant Examiners*



*Evergreen Perinatal Education*

Where Excellence in Healthcare Begins



Healthy Children Project, Inc.

**Center for Breastfeeding**

## UPCOMING EDUCATION AND WEBINARS

### [Advanced Lactation Update and IBCLC Exam Strategies](#)

Hosted by: Evergreen Perinatal Education

August 17-19, 2021 | Emeryville, CA

### [Foundations for Best Practice in Lactation Care](#)

Hosted by: Evergreen Perinatal Education

Multiple Dates and Locations

IF YOU ARE A BREASTFEEDING OR LACTATION RESOURCE, EMAIL US  
TO BE LISTED ON OUR WEBSITE

---

CLICK HERE TO MEET OUR IBC BOARD MEMBERS

---

### IDAHO BREASTFEEDING COALITION AWARDS

#### Jane Grassley Excellence in Breastfeeding Award:

This annual award recognizes an individual who fulfills the Mission and Vision of the IBC. The annual award will be presented to individuals who demonstrate leadership, dedication and compassion for breastfeeding families with the state.

#### Idaho Breastfeeding Friendly Worksite Recognition Award:

Know an individual or business who offers great maternity/paternity leave or is a breastfeeding friendly worksite? Nominate them today to recognize their important policies.

#### Exemplary Professional Leadership Award:

Nominate a group of breastfeeding leaders who show exceptional leadership and outstanding professional contribution in shaping lactation support and leadership in their community.

Click HERE to nominate someone today!

### IBC MEMBERSHIP

Ready to join the IBC?

**Membership costs only \$25/year!**

Membership includes:

- ✓ 10% on Summit Registration
- ✓ IBC magnet bumper sticker or other SWAG!
- ✓ Member nametag sticker & entrance into members only drawing at IBC Summit

### BREASTFEEDING FRIENDLY BUSINESS DESIGNATION

Interested in becoming a designated Breastfeeding Friendly Business or Child Care Facility?

Applications are available on our website or you can email us at [idahobreastfeeding@gmail.com](mailto:idahobreastfeeding@gmail.com)

Future  
Meetings

August 5th, 2021

November 4th, 2021

All meetings are between 12-1pm MST

Past meeting  
information is now  
located HERE.

Page 14