



Day One Newsletter

West Virginia Breastfeeding Alliance: WVBA: Up and Running!

The first organizational meeting of the newly established West Virginia Breastfeeding Alliance (WVBA) was held on February 3, 2009.

The mission of WVBA is to improve the health of West Virginians by working collaboratively to protect, promote and educate the community about breastfeeding.

The WVBA has an established Steering Committee, along with three basic committees. Additional information about the WVBA, including a membership application and a tentative quarterly meeting schedule can be found at www.wvbfa.com. WVBA is an official member of the United States Breastfeeding Committee.

Anyone interested in promoting breastfeeding, supporting breastfeeding mothers/babies, educating professionals, public and others about breastfeeding issues and protecting the rights related to breastfeeding should consider membership in the WVBA.

Visit www.wvbfa.com to learn more!



April/ May 2009

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Certified Lactation Specialist Course
May 11-15, 2009
Charleston, WV

LAST CHANCE TO REGISTER!!!

Less than 8 seats remaining, deadline to register extended until May 1, 2009. First come-first served!

The Certified Lactation Specialist Course www.lactationeducationconsultants.com is designed for the aspiring lactation consultant or nurses, physicians, midwives, dieticians, breastfeeding assistants or others wanting to improving their knowledge base and skills in working with the breastfeeding dyad. All areas included on the IBLCE exam are addressed. The 5 day course provides the needed number of continuing education in lactation to qualify to sit for the IBLCE exam. Lactation management skills are taught through practical application of scientific principles. This certification is a stepping stone to the IBCLC credential. It is hoped that those who attend this course ultimately go on to become board certified, although that is not a requirement. During this very practical course, participants will be taught how to use appropriate counseling skills, how to teach mothers and families, and most importantly, how to function hands-on as a clinician.

Registration forms available at www.wvha.org. Click the appropriate rotating icon in the bottom right-hand corner of the home page to access the registration form. Print this form out, complete it and fax it to: Cinny Kittle or Lisa Green at: Fax: 304-344-9745.

When? May 11-15, 2009

Registration fee? \$350 in-state \$400 out-of-state

Where? Blessed John XXIII Pastoral Center, Charleston, WV (low cost lodging available at this site. You may visit the Pastoral Center website <http://www.johnxxiiipc.org> to view the rooms and get more information, but you MUST make your room reservations for the Pastoral Center by contacting either Lisa Green at the WV Hospital Association at 304-344-9744 or lgreen@wvha.org.

Questions????? Contact Lisa or Cinny at 304-344-9744



InfantSEE Talking Points

The West Virginia Optometric Association, in partnership with their national organization and Johnson and Johnson Vision Care, will be offering free vision examinations for infants age 6 to 12 months at strategic locations across West Virginia.

A mobile unit, staffed by West Virginia optometrists, will be at the following sites from 9:00 a.m. until 12:00 p.m. and 1:00 p.m. until 5:00 p.m.:

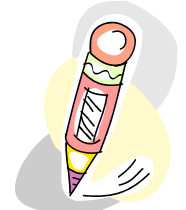
Optometrists will examine infants, looking for symptoms of lazy eye and other problems. Early detection of vision problems is important for the child’s development and well-being.

A copy of the exam will be shared with the parent and/or the child’s medical home, if requested. The examination is free to all regardless of insurance or income. This public health service is being offered to emphasize the importance of vision care throughout childhood.

Date	City	Location
May 4	Charleston	FamilyCare Health Center 116 Hills Plaza
May 5	Beckley	Crossroads Mall
May 6	Lewisburg	Robert C. Byrd Health Clinic
May 7	Bluefield	Mercer Mall
May 8	Logan	Wal-Mart
May 11	Huntington	Pullman Square
May 12	Parkersburg	Grand Central Mall
May 13	Wheeling	Cabela’s
May 14	Bridgeport/Fairmont	Bridgeport Conference Center
May 15	Fairmont	Middletown Mall
May 16	Martinsburg	Martinsburg Mall

The above information was shared with us by Jeannie Clark, RN, ASN, BA, BSN, Dir of Perinatal Programs, WV Department of Health and Human Resources, WV Bureau for Public Health.
Thanks Jeannie!

If you receive Day One materials PLEASE take a few minutes each month to send us a report. Those reports help us help you! A monthly report form is available at www.wvha.org/day_one. There should also be a form enclosed with your Day One materials order when you receive it. Thanks so much to those of you that faithfully submit those reports to us!





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A program of the
WV Hospital Association
100 Association Drive
Charleston, WV 25311
www.wvha.org/day_one

Infant Brain Development DVD Available Free

The Day One Video, which is two 15 minute segments focusing on infant brain development has been available in video format for a few years. It is now available in DVD format, free to all hospitals and other Day One providers. Contact Cinnie Kittle to obtain your copy at 304-344-9744.



WV Leads the Nation in Smoking Among Pregnant Women

The WV Division of Tobacco Prevention Wants to Change That Statistic!!

WV Quitline Services Offered Free

Quitting smoking is one of the best things a parent can do to protect their own health, and that of their children. Smoking during pregnancy carries great risks to the unborn child. Babies exposed to secondhand tobacco smoke have increased health risks including breathing problems, infections and even Sudden Infant Death Syndrome (SIDS). The WV Tobacco Quitline is currently offering services at no charge to all pregnant women who smoke as well as those that live in the same household. Call 1-877-966-8784 to apply.

Resources Available To You

Day One Brochure- A tri-fold brochure for a positive beginning for parents and their infants.

Building Blocks for a Bright Baby-a 16 page booklet that addresses infant brain development, breastfeeding, secondhand smoke exposure and other health and safety issues.

Secondhand Smoke Brochure-a tri-fold brochure that addresses issues of secondhand cigarette smoke exposure for you and your baby.

NEW: Smoke-Free from Day One DVD-A 9-minute DVD, produced in WV, for WV, about the dangers of secondhand cigarette smoke.

A Healthy Baby, A Healthier You DVD—Tips and information for quitting smoking.

New goodies! We have some new give-aways to share with you, to share with your patients. All of these items are found on the supply order form found online at www.wvha.org/day_one.

For more information call Lisa Green at 304-344-9744.