



Day One Newsletter

Smoke-Free Tools Now Available Free

New tools are available to support efforts to reduce smoking during pregnancy and exposure of infants and children to secondhand smoke. **"Smoke-free from Day One"**, a DVD developed and produced in WV is now available through the Day One program at no cost to you. The

DVD is just under 9 minutes and provides information for parents and others about the dangers of exposure to second hand smoke and includes tips to quit as well as referral to specific resources in WV. Contact Cinny Kittle at 304-344-9744.

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 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 .



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Lactation Consultant Preparation Course to be offered again!

A tentative date of May 11-15, 2009 has been set for this training. Participants must attend all 5 days of the course to receive continuing education credits and/or LCERPS. Those participants who also pass the end-of-course exam will be certified as Lactation Specialists. The course is approved for 47 CEU credits for nurses and 47 LCERPS for those who are already certified lactation consultants. Thanks to funding from the WV Legislature and WV WIC program, we can offer this for a registration fee of \$350, to include breakfast and lunch each day, all course materials and CEU/LCERP credits. Registration fee for this course is normally at least \$735, not including any meals.

The Lactation Consultant Preparation Course, offered by Lactation Education Consultants is designed for the aspiring lactation consultant or other member of the health care team such as nurses, physicians, midwives, nurse practitioners, or counselors desirous of improving their knowledge base and skills in working with the breastfeeding dyad. This course provides the core knowledge and skills necessary for helping mothers to breastfeed, as well as advanced skills needed for problem solving. Students learn how to work with mothers of varying backgrounds, experience and culture, as well as appropriate use of alternative feeding methods. The importance of being involved in the professional association and the necessity for becoming certified through the IBLCE are stressed, as are ethics and professional support. [For additional information about this course and the trainers, visit \[www.lactationeducationconsultants.com\]\(http://www.lactationeducationconsultants.com\).](http://www.lactationeducationconsultants.com)

All areas of the IBLCE exam grid are addressed. Students learn how to apply current research to their practice settings and how to function as lactation consultants in a variety of venues, including WIC clinics, hospitals, private practice, and physician offices. Basic lactation management skills are taught through practical application of scientific principles. The course is continuously updated in response to changes within the profession and the rapidly expanding scientific body of knowledge.

Additional information concerning this training will be available soon. Registration will be limited to 60 participants. Please direct questions and inquiries about this training course to Cinny Kittle at ckittle@wvha.org or 304-344-9744.



The Benefits of Breastfeeding



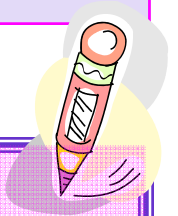
For Baby—Studies show that babies who are fed only breast milk for six months are less likely to get ear infections, diarrhea, and respiratory illnesses.

Breast milk is the most complete form of nutrition for infants. A mother's milk has just the right amount of fat, sugar, water, and protein that is needed for a baby's growth and development. Most babies find it easier to digest breast milk than they do formula.

For Mom—Nursing uses up extra calories, making it easier to lose the pounds of pregnancy. It also helps the uterus to get back to its original size and lessens any bleeding a woman may have after giving birth.

Breast feeding, especially exclusive breast feeding (no supplementing with formula), delays the return of normal ovulation and menstrual cycles. (However, you should still talk with your health care provider or nurse about birth control choices.) Breast feeding lowers the risk of breast and ovarian cancers, and possibly the risk of hip fractures and osteoporosis after menopause.

FREE RESOURCES FOR 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.

ABC's of Baby Care- a slide rule from the CHIP program.

First Aid for Children—a slide rule from the CHIP program.

Smoke-Free from Day One DVD-A 9-minute DVD 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.



UPCOMING CONFERENCES/SEMINARS OF INTEREST

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A program of the
WV Hospital Association
100 Association Drive
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The Annual Growing Healthy Children conference will be held on November 13-14, 2008. The conference will be held at the Blessed John XXIII Pastoral Center in Charleston. For more information or to register, go to www.wvhealthykids.org. A session on tobacco use and perinatal health will be offered.

The Perinatal Partnership Summit will be held on November 12- 13, 2008 at the Robert C. Byrd Conference Center, CAMC-Memorial Division in Charleston. November 12 will focus on telecommunications issues related to perinatal health. The November 13 agenda will address a variety of topics related to perinatal health. **For registration information, call CAMC Community Liaisons at 304-545-9051 or email community.liaisons@camc.org.** The program is approved for continuing education credits for physicians, nurses and social workers. There will be a session offered related to breastfeeding.

The Ohio Valley Breastfeeding Coalition is offering a conference "Managing Breastfeeding Challenges" from 8 a.m. to 1 p.m. on Saturday, November 1. Contact Jean Cooper at 740-633-4294, Claire Shorts at 740-676-2232 or Becky Williams at 304-234-8154 for more information.

The American Lung Association is offering a free Freedom From Smoking facilitator training to be held at Wheeling Hospital. This 1 1/2 day training prepares participants to conduct ALA Freedom From Smoking programs. Those who satisfactorily complete the course are Certified Freedom From Smoking program facilitators. Contact Kelli Caseman at the ALA at 304-342-6600 or 1-800-586-4872.

Keep your eyes open for news about the first meeting of the West Virginia Breastfeeding Alliance.

We need to hear from you...

Much thanks to those of you who are actively using the Day One program that submit monthly reports on a regular basis. These are very helpful in reporting to our current funders, and illustrating to potential future supporters the level of participation in the program and the numbers of parents and other care providers that benefit from Day One. The forms are short and very simple to complete. Reporting forms are found online at www.wvha.org/day_one, and are also included in each Day One order you receive, along with many other Day One items.



If you have information to share with others through this newsletter, please let us know.

Building Blocks for a Bright Baby