

	PROFESSIONAL EDUCATION	HEALTH CARE SYSTEM	WORKPLACE	PAGES WHERE CITED
New Hampshire				
New Hampshire Division of Public Health Services, Bureau of Maternal and Child Health	•	•		20
New Hampshire Division of Public Health Services, Bureau of WIC Nutrition Services	•	•		37
New Jersey				
New Jersey Department of Health	•	•		20
New Mexico				
New Mexico Health and Environment Department	•	•	•	11, 23, 39, 40, 42
New York				
City University of New York Hunter College				
Columbia University School of Public Health	•		•	40
Cornell Cooperative Extension				45
Cornell University	•			21
Mount Sinai School of Medicine Pediatric Pulmonary Center	•	•	•	
New York State Department of Health	•	•	•	40
University of Rochester School of Medicine and Dentistry	•	•		9, 16, 24
North Carolina				
North Carolina Department of Environmental Health and Natural Resources	•	•		11, 37
University of North Carolina School of Public Health	•	•		19, 20, 21
North Dakota				
North Dakota Health Department	•	•	•	20

Ohio					
Ohio Department of Health	•	•	•		11, 39
Ohio State University Research Foundation	•	•	•		35, 40
Oklahoma					
Oklahoma Department of Health	•	•			12, 14
Oklahoma Healthy Mothers, Healthy Babies		•			12
Oregon					
Oregon Department of Human Resources	•	•			23
Oregon Health Sciences University	•	•	•		34, 39, 40, 42
Pennsylvania					
National Child Nutrition Project	•	•	•		43
Pennsylvania Department of Health, General Nutrition Services	•	•			14, 20
Pennsylvania Department of Health, Division of Maternal and Child health			•		
Rhode Island					
Rhode Island Department of Health	•	•			20
South Carolina					
South Carolina Department of Health and Environmental Control	•	•			19, 21
South Dakota					
South Dakota Department of Health	•	•	•		20, 40
Tennessee					
Tennessee Department of Health and Environment	•	•			23, 29, 30, 35, 42
University of Tennessee College of Human Ecology	•				
Texas					
Children's Nutrition Research Center	•	•	•		12, 17, 34, 37, 39, 40, 46
Houston Department of Health and Human Services	•	•	•		
Texas Department of Health	•	•			12, 23, 36, 41, 42, 46
University of Texas Medical Branch	•				45
Utah					
Salt Lake Community Health Centers	•				

	PROFESSIONAL EDUCATION	HEALTH CARE SYSTEM	WORKPLACE	PAGES WHERE CITED
Utah Department of Health	•	•	•	
Weber Community Health Center, Inc.				
Vermont				
Vermont Department of Health	•	•		
Washington				
University of Washington Child Development and Mental Retardation Center	•			
University of Washington Division of Adolescent Medicine	•			
Washington Department of Health and Social Services	•	•	•	40
West Virginia				
West Virginia Department of Health and Human Resources	•	•		12, 30
Wyoming				
Laramie County WIC Program	•	•		
Wyoming Department of Health	•	•		

APPENDIX E LIST OF RESOURCES

The following list of resources (journal articles, manuals, pamphlets, videotapes, etc.) was compiled from information questionnaire respondents gave about materials they have produced and/or are distributing, as well as from the Resource Center at the National Center for Education in Maternal and Child Health. The list is organized into the six main topic areas discussed in this report: professional education, public education, support in the health care system, support in the community, support in the workplace, and research. A brief paragraph at the beginning of each section describes the types of materials listed in that section.

PROFESSIONAL EDUCATION

This section contains proceedings of conferences; newsletters, curricula, textbooks, and manuals for professionals; and state-of-the-art reports.

Bradley, R. J. *A model for improving breastfeeding practices and nutrition: A practical guide for the health professional.* (1990). Butte, MT: Community Nutrition Resource Center.

Contact: Rita J. Bradley, Community Nutrition Resource Center, P.O. Box 4511, Butte, MT 59702. (406) 782-2386. \$25.00 for single copy, \$22.00 each for 2-9 copies, \$20.00 each for 10 or more copies, plus \$4.95 shipping/handling.

DiLoreto, M. K., Murray, T., Mortell, T., and Hughes, J. A. *Breastfeeding training and resource guide for staff: Level II training module.* (1990). Portland, OR: WIC Program, Oregon Health Division.

Contact: Oregon WIC and MCH Programs, Office of Health Services, Oregon Health Division, P.O. Box 231, Portland, OR 97207. (503) 299-5691.

Florida Department of Health and Rehabilitative Services, WIC and Nutrition Services. *Florida's nutrition paraprofessional training guide: The breastfeeding module.* (1991). Tallahassee, FL: WIC and Nutrition Services, Florida Department of Health and Rehabilitative Services.

Contact: Mary Ann Patterson, WIC and Nutrition Services, Florida Department of Health and Rehabilitative Services, 1317 Winewood Boulevard, Tallahassee, FL 32399-0700. (904) 488-8985.

Hughes, V., and Owen, J. *Self-learning packets: Initiating breastfeeding; Difficulties breastfeeding mothers may encounter; Use of a breast pump and breastmilk storage; and Breastfeeding ready reference.* (1989). Washington, DC: National Capital Lactation Center, Georgetown University Hospital.

Contact: National Capital Lactation Center, Georgetown University Hospital, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 784-6455. \$10.00 each.

Illinois Department of Public Health, Nutrition Services Section, Breastfeeding Promotion Task Force. *Breastfeeding topics: A communication of the breastfeeding promotion task force.* (1989-1990). Springfield, IL: Breastfeeding Promotion Task Force, Illinois Department of Public Health.

Contact: Merryjo Ware, M.P.H., R.D., Nutrition Services Coordinator, Division of Health Assessment and Screening, Illinois Department of Public Health, 100 West Randolph, Suite 6-600, Chicago, IL 60601. (312) 814-5126.

Illinois Department of Public Health, Office of Health Services, Division of Health Assessment and Screening, Nutrition Services Section. *Lactation counselor's manual (2nd edition).* (1989). Springfield, IL: Nutrition Services Section, Illinois Department of Public Health.

Contact: Merryjo Ware, M.P.H., R.D., Nutrition Services Coordinator, Division of Health Assessment and Screening, Illinois Department of Public Health, 100 West Randolph, Suite 6-600, Chicago, IL 60601. (312) 814-5126. Available at no charge within Illinois ; non Illinois residents can obtain a copy for loan from NCEMCH.

Institute of Medicine. *Nutrition during lactation.* (1991). Washington, DC: National Academy Press.

Contact: National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8400 or (703) 821-8955, ext. 254.

Naylor, A. J., Dixon, S., and Schooley, J. *The lactation management continuing education project: A model for education/training in maternal and child health.* (1989). San Diego, CA: Wellstart.

Contact: Wellstart, P.O. Box 87549, San Diego, CA 92138. (619) 295-5192. Single copies available at no charge.

New Mexico Health and Environment Department. *Curriculum and packet of articles for expanding lactation training statewide.* (n.d.). Santa Fe, NM: New Mexico Health and Environment Department.

Contact: Sharon Porter, R.D., WIC Breastfeeding Coordinator, Public Health Division, New Mexico Health and Environment Department, Santa Fe, NM 87503. (505) 827-2486. Single copies available at no charge.

Rodriguez-Garcia, R., Schaefer, L. A., and Yunes, J. (Eds.). *Lactation education for health professionals.* (1990). Washington, DC: Pan American Health Organization.

Contact: Institute for Reproductive Health, Georgetown University, 3800 Reservoir Road, N.W., Washington, DC 20007. (202) 687-1392. Available at no charge for developing country organizations. For all others the book is available at \$10.00 per copy.

Steering Committee to Promote Breastfeeding in New York City. *The art and science of breastfeeding*. (1986). Washington, DC: National Center for Education in Maternal and Child Health.

Contact: National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. \$5.00 per manual and \$50.00 per set of slides; make check payable to National Center for Education in Maternal and Child Health.

Taylor, M. M. *Transcultural aspects of breastfeeding: U.S.A.* (1985). Lactation Consultant Series, unit 2. Garden City Park: Avery Publishing Group.

Contact: Avery Publishing Group, 350 Thorens Avenue, Garden City Park, NY 11040. (516) 741-2155. \$3.00 per copy; make check payable to Avery Publishing Group, Inc.

Worthington-Roberts, B., and Williams, S. R. *Nutrition in pregnancy and lactation (4th edition)*. (1989). St. Louis, MO: C.V. Mosby Company.

Contact: C.V. Mosby Company, 11830 Westline Industrial Drive, Saint Louis, MO 63146. (800) 325-4177. \$21.95 per copy plus \$3.50 for shipping and handling. A 10% discount is available for order of 10 books or more.

PUBLIC EDUCATION

This section is divided into three subsections: position and policy statements on breastfeeding and marketing of infant formula; promotional breastfeeding materials for patients and the public; and guidelines for breastfeeding promotion and education.

Policy and Position Statements

Ambulatory Pediatric Association. *Resolution*. (1989). McLean, VA: Ambulatory Pediatric Association.

Contact: Ambulatory Pediatric Association, 6728 Old McLean Village Drive, McLean, VA 22101. (703) 556-9222.

American Academy of Family Physicians. *Advertising: Infant formula; and Infant health: Breast feeding and infant nutrition*. (1989). 1990-1991 Compendium of AAFP Positions on Selected Health Issues, pp. 5, 59. Kansas City, MO: American Academy of Family Physicians.

Contact: American Academy of Family Physicians, 8880 Ward Parkway, Kansas City, MO 64114-2797. (816) 333-9700.

American Academy of Pediatrics. *Policy on direct advertising to the public*. (1989). Elk Grove Village, IL: American Academy of Pediatrics.

Contact: American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60009-0927. (800) 433-9016.

American Academy of Pediatrics. *Policy statement based on task force report: The promotion of breast-feeding*. (1982). *Pediatrics*, 69(5): 654-61. Elk Grove Village, IL: American Academy of Pediatrics.

Contact: American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60009-0927. (800) 443-9016.

American Academy of Pediatrics. *Recommended infant formula code of practice.* (n.d.). Elk Grove Village, IL: American Academy of Pediatrics.

Contact: American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60009-0927. (800) 433-9016.

American Dietetic Association. *Marketing of infant formulas (ADA timely statement).* (1989). *Journal of the American Dietetic Association*, 89(2): 268. Chicago, IL: American Dietetic Association.

Contact: American Dietetic Association, 206 South LaSalle Street, Suite 1100, Chicago, IL 60604-1003. (312) 899-0040.

American Dietetic Association. *Position of the American Dietetic Association: Promotion of breast feeding.* (1986). *Journal of the American Dietetic Association*, 86(11): 1580-85. Chicago, IL: American Dietetic Association.

Contact: American Dietetic Association, 206 South LaSalle Street, Suite 1100, Chicago, IL 60604-1003. (312) 899-0040.

American Medical Association. *Direct advertising of RX drugs, durable medical goods, and infant formulas to the public; Encouragement of breast-feeding by WIC participants; Infant nutrition; and Breast-feeding.* (1990). American Medical Association Policy Compendium: Current Policies of the AMA House of Delegates Through the 1989 Interim Meeting, pp. 23, 45, 50, 51. Chicago, IL: American Medical Association.

Contact: American Medical Association, 515 North State Street, Chicago, IL 60610. (312) 464-5471.

American Public Health Association. *APHA policy statements: Infant feeding in the United States.* (1981). *American Journal of Public Health*, 71(2): 207-11. Washington, DC: American Public Health Association.

Contact: American Public Health Association, 1015 15th Street, N.W., Washington, DC 20005. (202) 789-5600.

National Association of Pediatric Nurse Associates and Practitioners. *Policy statement on breastfeeding.* (1988). Cherry Hill, NJ: National Association of Pediatric Nurse Associates and Practitioners.

Contact: National Association of Pediatric Nurse Associates and Practitioners, 1101 Kings Highway, North, Suite 206, Cherry Hill, NJ 08034. (609) 667-1773.

National Association of WIC Directors. *Position of the National Association of WIC Directors on breastfeeding promotion in the WIC program.* (1989). Jackson, MS: National Association of WIC Directors.

Contact: Kathy Dugas, R.D., Chair, National Association of WIC Directors Breastfeeding Promotion Committee, c/o Mississippi WIC Program, 2423 North State Street, Underwood Annex Room 211, Jackson, MS 39215.

Oklahoma State Department of Health, Maternal and Child Health Services, Nutrition Services. *Oklahoma State Department of Health position on the promotion of breastfeeding*. (n.d.). Oklahoma City, OK: Oklahoma State Department of Health.

Contact: Maternal and Child Health Services, Nutrition Division, Oklahoma State Department of Health, 1000 Northeast 10th Street, P.O. Box 53551, Oklahoma City, OK 73152.

U.S. Department of Health and Human Services, Public Health Service. *Healthy people 2000: National health promotion and disease prevention objectives*. (1991). Washington, DC: Public Health Service, U.S. Department of Health and Human Services.

Contact: Superintendent of Documents, Government Printing Office, Washington, DC 20402. (202) 783-3238. \$31.00 for the report and \$9.00 for the summary (GPO# 017-001-00474-0).

Promotional Materials for Patients and the Public

Best Start. *Best start: Breastfeeding for healthy mothers, healthy babies: Promotional and educational materials catalog and order form*. (1991). Tampa, FL: Best Start.

Contact: Best Start, 3500 E. Fletcher Avenue, Suite 308, Tampa, FL 33613. (800) 277-4975. Available at no charge.

Healthy Mothers, Healthy Babies Coalition Subcommittee on Breastfeeding Promotion. *A selected bibliography of videotapes on breastfeeding*. (1989). Washington, DC: National Center for Education in Maternal and Child Health.

Contact: Librarian, National Center for Education in Maternal and Child Health, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8400. Available for loan from the National Center for Education in Maternal and Child Health.

Indiana State Board of Health, Indiana Breastfeeding Promotion Project. *Breastfeeding . . . for all the right reasons*. (n.d.). Indianapolis, IN: Indiana Breastfeeding Promotion Project, Indiana State Board of Health.

Contact: Nancy B. Meade, R.D., M.P.H., Nutritionist, Division of Maternal and Child Health, Indiana State Board of Health, 1330 West Michigan Street, P.O. Box 1964, Indianapolis, IN 46206-1964. (317) 633-0656. \$6.00 for video; \$25.00 for public service announcements; other materials available at no charge.

Massachusetts Department of Health, WIC Program. *Thinking about breastfeeding?* (1985). Boston, MA: WIC Program, Massachusetts Department of Health.

Contact: Massachusetts WIC Office, 150 Tremont Street, Boston, MA 02111. (617) 727-6876. Single copies available at no charge.

North Carolina Department of Environment, Health, and Natural Resources, Division of Maternal and Child Health, WIC Section. *Breastfed babies . . . are happy*. (n.d.). Raleigh, NC: WIC Section, Division of Maternal and Child Health, North Carolina Department of Environment, Health, and Natural Resources.

Contact: Division of Maternal and Child Health, WIC Section, Department of Environment, Health, and Natural Resources, P.O. Box 27687, Raleigh, NC 27611-7687. Single copies available at no charge.

Ohio State University Breastfeeding Promotion Project. *Mother and baby breastfeeding*. (1987). Columbus, OH: Ohio State Breastfeeding Promotion Project.

Contact: Lindsey K. Grossman, M.D., Section of Ambulatory Pediatrics, Children's Hospital, 700 Children's Drive, Columbus, OH 43235. (614) 460-8478.

Pima County Health Department, Project BEST. *Focus on the best (Fijese en lo mejor)*. (1989). Tucson, AZ: Project BEST, Pima County Health Department.

Contact: Becky Melland-Buckley, M.S., R.D., Manager, Community Nutrition Division, Pima County Health Department, 1121 North El Dorado Place, E-200, Tucson, AZ 85715. (602) 296-6207.

Rees, J., and Murphy, S. *Outside my mom: The story of a breastfed baby*. (n.d.). Seattle, WA: Puget Sound Chapter, March of Dimes Birth Defects Foundation.

Contact: Supply Division, March of Dimes Birth Defects Foundation, 1275 Mamaroneck Avenue, White Plains, NY 10605. \$15.00 for filmstrip, \$25.00 for slides.

South Carolina Department of Health and Environmental Control, and the South Carolina Educational Television Network. *Breastfeeding: The very sweet feeling only mothers know*. (1987). Columbia, SC: South Carolina Department of Health and Environmental Control, and the South Carolina Educational Television Network.

Contact: Jenny Kirksey, Division of WIC Services, South Carolina Department of Health and Environmental Control, Box 101106, Columbia, SC 29211. (803) 737-3840.

Guidelines for Breastfeeding Promotion and Education

Breastfeeding promotion guidebook. (1985). Philadelphia, PA: National Child Nutrition Project.

Contact: Librarian, National Center for Education in Maternal and Child Health, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8400. Available for loan.

American Public Health Association. *Government legislation and policies to support breastfeeding, improve maternal and infant nutrition, and implement a code of marketing of breastmilk substitutes.* (1986). Washington, DC: American Public Health Association.

Contact: American Public Health Association, 1015 15th Street, N.W., Washington, DC 20005. (202) 789-5600.

Huffman, S. L. *Breastfeeding policies in the U.S.: What can we learn from developing countries.* (1990a). Bethesda, MD: Center to Prevent Childhood Malnutrition.

Contact: Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Suite 204, Bethesda, MD 20814. (301) 986-5777. \$5.00 per copy plus \$2.90 for shipping and handling.

Huffman, S. L. *Should infant formula be marketed to the public?* (1990b). Bethesda, MD: Center to Prevent Childhood Malnutrition.

Contact: Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Bethesda, MD 20814. (301) 986-5777.

Lazarov, M. *Breast-feeding promotion: A handbook for public health professionals.* (1986). Nashville, TN: Breastfeeding Promotion Task Force, Tennessee Department of Health and Environment.

Contact: Tennessee Department of Health and Environment, Nutrition and Supplemental Food Programs, 100 Ninth Avenue, North, Nashville, TN 37219-5405. (615) 741-0265. \$5.00 per copy.

SUPPORT IN THE HEALTH CARE SYSTEM

This section contains descriptions of health care-based programs; publications on breastfeeding and the health care system; hospital policies and protocols for promoting breastfeeding in the health care system; health care standards; publications on training peer counselors; regulations for clinics; and surveys of hospital breastfeeding protocols and practices.

Arizona Department of Health Services, Office of Nutrition Services. *Hospital breastfeeding education protocol.* (n.d.). Phoenix, AZ: Office of Nutrition Services, Arizona Department of Health Services.

Contact: Office of Nutrition Services, Arizona Department of Health Services, 1740 West Adams, Phoenix, AZ 85007. (602) 542-1886.

Arizona Healthy Mothers, Healthy Babies Coalition. *Arizona Healthy Mothers, Healthy Babies Breastfeeding Task Force model hospital policy.* (1988). Phoenix, AZ: Arizona Department of Health Services.

Contact: Arizona Healthy Mothers, Healthy Babies Coalition, Arizona Department of Health Services, Office of Nutrition Services, 1740 West Adams, Room 208, Phoenix, AZ 85007. (602) 542-1890.

Biondillo, N. *Breast feeding your hospitalized infant.* (1990). Houston, TX: Children's Nutrition Research Center.
Contact: Office of Educational Resources, Texas Children's Hospital, 6621 Fannin, Houston, TX 77030. (713) 770-2040. \$1.50 each for less than 50; \$1.00 each for 50 or more.

Breunig, S., and Merwin, M. *Model hospital policies and protocols to support breastfeeding mothers: A training program for hospital staff.* (1990). Gainesville, FL: Florida Healthy Mothers, Healthy Babies and Florida Department of Health and Rehabilitative Services, WIC Office.
Contact: Carol Brady, Executive Director, Florida Healthy Mothers, Healthy Babies Coalition, 15 S.E. First Avenue, Suite A, Gainesville, FL 32601. (904) 392-5667. \$50.00 per copy plus \$10.00 postage and handling.

Center to Prevent Childhood Malnutrition. *Analyses of Healthy Mothers, Healthy Babies surveys of hospital practices related to breastfeeding: 1988 survey.* (n.d.). Bethesda, MD: Center to Prevent Childhood Malnutrition.
Contact: Healthy Mothers, Healthy Babies, 409 12th Street, S.W., Washington, DC 20024-2188. (202) 863-2458.

District of Columbia Department of Human Services, Commission of Public Health, WIC State Agency. *District of Columbia breastfeeding peer counselor program: Training manual.* (1990). Washington, DC: WIC State Agency, District of Columbia Department of Human Services.
Contact: Ms. Judy Wilson, Manager, WIC State Agency, District of Columbia Department of Human Services, 1660 L Street, N.W., Washington, DC 20036. (202) 673-6746. \$15.00.

Georgetown University Hospital, National Capital Lactation Center. *Counseling protocols, nursing care plans.* (n.d.). Washington, DC: National Capital Lactation Center, Georgetown University Hospital.
Contact: National Capital Lactation Center, Georgetown University Hospital, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 784-6455. \$20.00.

Healthy Mothers, Healthy Babies Coalition. *Response to breastfeeding survey: Follow-up questionnaire and data.* (n.d.). Washington, DC: Healthy Mothers, Healthy Babies Coalition.
Contact: National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. Available at no charge.

Labbok, M., and McDonald, M. (Eds.). *Proceedings of the Interagency Workshop on Health Care Practices Related to Breastfeeding.* (1990). *International Journal of Gynecology and Obstetrics*, 31(1). New York, NY: Elsevier Scientific Publishers.
Contact: Miriam H. Labbok, Institute for Reproductive Health, Georgetown University, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 687-1392.

Levine, R. E., Huffman, S. L., and Labbok, M. *Changing hospital practices to promote breastfeeding: Financial considerations*. (1990). Bethesda, MD: Center to Prevent Childhood Malnutrition.

Contact: Ruth E. Levine Ph.D., Center to Prevent Childhood Malnutrition, 7200 Wisconsin Avenue, Suite 204, Bethesda, MD 20814. (301) 986-5777. Available for \$5.00 plus \$2.40 for postage and handling.

Tibbetts, E., and Cadwell, K. *The health ed breastfeeding teaching box for in-hospital use*. (1985). Glenside, PA: Health Education Associates.

Contact: Health Education Associates, Inc., 8 Jan Sebastian Way, Sandwich, MA 02563. (508) 888-8044.

Wellstart. *Model hospital breastfeeding policies for full-term normal newborn infants*. (1988). San Diego, CA: Wellstart.

Contact: Wellstart, P.O. Box 87549, San Diego, CA 92138. (619) 295-5192.

World Health Organization. *Protecting, promoting, and supporting breast-feeding: The special role of maternity services*. (1989). Geneva, Switzerland: World Health Organization.

Contact: WHO Publications Center USA, 49 Sheridan Avenue, Albany, NY 12210. (518) 436-9686. \$5.40 per copy plus \$3.00 postage and handling.

SUPPORT SERVICES IN THE COMMUNITY

This section is divided into two sub-sections: educational materials for patients, and materials for professionals. The materials for professionals include descriptions of support groups, hotlines, and community-based programs such as WIC clinics, as well as community resource lists.

Educational Materials for Patients

American Dietetic Association. *Breast feeding: Baby's best start (Dar el pecho: El mejor comienzo para su bebe) (2nd edition)*. (1983). Chicago, IL: American Dietetic Association.

Contact: Publications Department, American Dietetic Association, 216 West Jackson Boulevard, Suite 800, Chicago, IL 60606-6995. (800) 877-1600.

Community Nutrition Resource Center. *Breastfeeding: Practical information for success series*. (1990). Butte, MT: Community Nutrition Resource Center.

Contact: Rita J. Bradley, Community Nutrition Resource Center, P.O. Box 4511, Butte, MT 59702. (406) 782-2386. \$6.50 per sample packet, quantity rates available on request.

Crane, K., Levert, E., Manning, W., and Williamson, M. *The natural thing to do*. (n.d.). Atlanta, GA: Kuona.

Contact: Division of Nutrition Services, Tennessee Department of Public Health, Penthouse, TDPH State Office Building, Nashville, TN 37216. (615) 741-7218.

Harter, C., Grossman, L. K., and Kay, A. *Helpful hints for the nursing mother*. (1986). Columbus, OH: Ohio State University Breastfeeding Promotion Project.

Contact: Lindsey K. Grossman, M.D., Section of Ambulatory Pediatrics, Children's Hospital, 700 Children's Drive, Columbus, OH 43235. (614) 460-8478.

Health Education Associates. *Publications catalog*. (1989). Sandwich, MA: Health Education Associates.

Contact: Health Education Associates, Inc., 8 Jan Sebastian Way, Sandwich, MA 02563. (508) 888-8044.

Iowa Department of Public Health, WIC Program. *A guide to breast feeding*. (n.d.). Des Moines, IA: WIC Program, Iowa Department of Public Health.

Contact: Brenda Dobson, WIC Program, Iowa Department of Public Health, Lucas State Office Building, 3rd Floor, Des Moines, IA 50319-0075. (515) 281-7769.

La Leche League. *Publications catalog*. (n.d.) Franklin Park, IL: La Leche League.

Contact: La Leche League Publications Department, 9616 Minneapolis Avenue, Box 1209, Franklin Park, IL 60131-8209.

Massachusetts Department of Health, WIC Program. *Breastfeeding: Getting started*. (1987). Boston, MA: WIC Program, Massachusetts Department of Health.

Contact: Massachusetts WIC Office, 150 Tremont Street, Boston, MA 02111. (617) 727-6876. Single copies available at no charge.

Massachusetts Department of Health, WIC Program. *Breastfeeding your new baby*. (1986). Boston, MA: WIC Program, Massachusetts Department of Health.

Contact: Massachusetts WIC Office, 150 Tremont Street, Boston, MA 02111. (617) 727-6876. Single copies available at no charge.

O'Leary, M. J. *Breastfeeding your preterm baby*. (1989). Seattle, WA: Health Sciences Center for Educational Resources, University of Washington.

Contact: Health Sciences Center for Educational Resources, Distribution Center, SB-56, University of Washington, Seattle, WA 98195. (206) 545-1186. \$200.00 for complete package, \$90.00 for individual videotape/handout packages.

Olson, C., Kaplowitz, D., and Proctor, L. *Basics of breastfeeding: A mother's guide*. (1983).

Contact: Dr. Cutberto Garza, Division of Nutritional Sciences, Cornell University, 127 Savage Hall, Ithaca, NY 14853. (607) 255-2228. \$2.50 for review set of 1 copy each; \$14.50 for set of 10 copies of each pamphlet.

Pima County Health Department, Project BEST. *Breastfeeding: Getting started (Dar pecho: Como empear)*. (1989). Tucson, AZ: Project BEST, Pima County Health Department.

Contact: Becky Melland-Buckley, M.S., R.D., Community Nutrition Division, Pima County Health Department WIC Program, 1121 North El Dorado Place, E200, Tucson, AZ 85713. (602) 296-6207.

Seattle-King County Department of Public Health. *Breastfeeding educational materials*. (1988). Seattle, WA: Seattle-King County Department of Public Health.

Contact: Breastfeeding Publications, Seattle-King County Department of Public Health, 100 Prefontaine Avenue South, Suite 500, Seattle, WA 98104. (206) 587-2792.

Texas Department of Health. *You and your baby deserve the best: Breastfeeding ... The give of love*. (1989). Austin, TX: WIC Bureau, Texas Department of Health.

Contact: Barbara Kerr, Director, Public Health Nutrition, Community and Rural Health, Texas Department of Health, 1100 West 49th Street, Austin, TX 78756. (512) 458-7785.

University Medical Center. *Breast-feeding your baby in the first weeks (El darle pecho a su bebe durante las primeras semanas)*. (1990). Tucson, AZ: Project BEST, Pima County Health Department.

Contact: Becky Melland-Buckley, M.S., R.D., Community Nutrition Division, Pima County Health Department WIC Program, 1121 North El Dorado Place, E200, Tucson, AZ 85713.

Materials for Professionals

Arango, J. *Promoting breastfeeding: A guide to health professionals working in the WIC and CSF programs*. (1984). Atlanta, GA: Infant Formula Council.

Contact: Nutrition and Technical Services Division, Food and Nutrition Service, U.S. Department of Agriculture, 3101 Park Center Drive, Room 607, Alexandria, VA 22302. (703) 305-2585. Single copies available at no charge.

Health Education Associates. *The health ed kit for preventing breastfeeding problems and early failure*. (1985). Glenside, PA: Health Education Associates.

Contact: Health Education Associates, Inc., 8 Jan Sebastian Way, Suite 13, Sandwich, MA 02563. (508) 888-8044. \$35.00.

Healthy Mothers, Healthy Babies Coalition Subcommittee on Breastfeeding Promotion. *List of selected state professional organizations and agency contacts for the promotion of breastfeeding*. (n.d.). White Plains, NY: March of Dimes.

Contact: Healthy Mothers, Healthy Babies Coalition, 409 12th Street, S.W., Washington, DC 20024. (202) 638-0026.

National Association of WIC Directors. *Guidelines for breastfeeding promotion in the WIC program.* (1990). National Association of WIC Directors.
Contact: Kathy A. Dugas, R.D., National Association of WIC Directors, c/o Mississippi WIC Program, 2423 North State Street, Underwood Annex Room 211, Jackson, MS 39215.

National Center for Education in Maternal and Child Health. *Breastfeeding: Abstracts of active projects supported by the Bureau of Maternal and Child Health and Resources Development FY 1989.* (1989). Washington, DC: National Center for Education in Maternal and Child Health.
Contact: National Maternal and Child Health Clearinghouse, 38th and R Streets., N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. Available at no charge.

National Center for Education in Maternal and Child Health. *Breastfeeding: Catalog of products from projects supported by the Bureau of Maternal and Child Health and Resources Development 1989.* (1989). Washington, DC: National Center for Education in Maternal and Child Health.
Contact: National Maternal and Child Health Clearinghouse, 38th and R Streets, N.W., Washington, DC 20057. (202) 625-8410 or (703) 821-8955, ext. 254. Available at no charge.

Nutrition Council of Arizona. *Electric breastpump rental locations.* (1990). Phoenix, AZ: Nutrition Council of Arizona.
Contact: Office of Nutrition Services, Arizona Department of Health Services, 1740 West Adams, Phoenix, AZ 85007. Single copies available at no charge.

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Contact: Jenny Kirksey, Division of WIC Services, South Carolina Department of Health and Environmental Control, Box 101106, Columbia, SC 29211. (803) 737-3840. Notebook not available for distribution. Detailed table of contents available at no charge.

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Contact: Rita J. Bradey, R.D., Community Nutrition Resource Center, P.O. Box 4511, Butte, MT 59702. (406) 723-6387. \$0.11 each for 1 to 99 copies, \$0.10 each for 100 to 999 copies, \$0.09 each for 1,000 or more copies, plus shipping and handling.

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RESEARCH

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Contact: Miriam Lobbok, M.D., M.P.H., Institute for Reproductive Health, Georgetown University School of Medicine, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 687-1392. Available at no charge.

Lobbok, M. H., and Krasovec, K. *Report of a meeting on breastfeeding definitions held by the Interagency Group for Action on Breastfeeding, hosted by UNICEF, April 29, 1988*. (n.d.). Institute Issues Report number 4. Washington, DC: Institute for International Studies in Natural Family Planning.

Contact: Miriam H. Lobbok, M.D., M.P.H., Institute for Reproductive Health, Georgetown University School of Medicine, 3800 Reservoir Road, N.W., Washington, DC 20057. (202) 687-1392. Available at no charge.

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Contact: Division of Nutrition Services, Rhode Island Department of Health, 75 Davis Street, Providence, RI 02908. (401) 277-2312. Available at no charge.

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Contact: David K. Rassin, Department of Pediatrics, Division of Perinatal Pediatrics, University of Texas Medical Branch at Galveston, Galveston, TX 77550. (409) 761-2815.

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**APPENDIX F:
HEALTHY PEOPLE 2000 NATIONAL HEALTH PROMOTION AND
DISEASE PREVENTION OBJECTIVES: BREASTFEEDING OBJECTIVE**

- 14.9* To increase to at least 75 percent the proportion of mothers who breastfeed their babies in the early postpartum period and to at least 50 percent the proportion who continue breastfeeding until their babies are 5 to 6 months old. (Baseline: 54 percent at discharge from birth site and 21 percent at 5 to 6 months in 1988).

SPECIAL POPULATION TARGETS

Mothers Breastfeeding Their Babies:	1988 Baseline	2000 Target
<i>During Early Postpartum Period—</i>		
14.9a Low-income mothers	32%	75%
14.9b Black mothers	25%	75%
14.9c Hispanic mothers	51%	75%
14.9d American Indian/Alaska Native mothers	47%	75%
<i>At Age 5–6 Months—</i>		
14.9a Low-income mothers	9%	50%
14.9b Black mothers	8%	50%
14.9c Hispanic mothers	16%	50%
14.9d American Indian/Alaska Native mothers	28%	50%

Baseline data sources: Ross Laboratories Mothers Survey; for American Indians and Alaska Natives, Pediatric Nutrition Surveillance System, CDC.

Breastfeeding is the optimal way of nurturing full-term infants while simultaneously benefitting the lactating mothers. The advantages of breastfeeding range from biochemical, immunologic, enzymatic, and endocrinologic to psychosocial, developmental, hygienic, and economic. Human milk contains the ideal balance of nutrients, enzymes, immunoglobulin, anti-infective and anti-inflammatory substances, hormones, and growth factors. Further, breast milk changes to match the changing needs of the infant. Breastfeeding provides a time of intense maternal-infant interaction. Lactation also facilitates the physiologic return to the prepregnant state for the mother while suppressing ovulation for many.

Although breastfeeding is strongly recommended, it is not appropriate for babies whose mothers use drugs such as cocaine, PCP, or marijuana, take more than minimal amounts of alcohol, or who receive certain therapeutic or diagnostic agents such as radioactive elements and cancer chemotherapy. Women who are HIV positive should also avoid breastfeeding.

Analysis of data from Ross Laboratories Mothers Survey indicates that breastfeeding rates continue to be highest among women who are older, well educated, relatively affluent, and/or who live in the Western United States (71 percent at discharge from birth site and 31 percent at 5 to 6 months). Among those least likely to breastfeed are women who are low-income, black, less than age 20, and/or who live in the Southeastern United States. Low income and black women should receive special attention because they have low rates of breastfeeding and are a significant proportion of all new mothers (approximately 25 percent and 17 percent, respectively).

An important barrier to achieving this objective is the general absence of work policies and facilities that support lactating women. Given the large percentage of mothers of young children who work outside the home, efforts to increase breastfeeding should focus on convincing employers to provide assistance such as extended maternity leave, part-time employment, provision of facilities for pumping breast milk or breastfeeding, and onsite child care. Another important barrier is portrayal of bottle rather than breastfeeding as the norm in American society and the absence of breastfeeding incentives and support for low-income women. Overcoming these barriers will require public and professional education, improved support from health care providers and employers, and the involvement of culturally sensitive social, religious, and professional groups. The media can play an important role by more frequently portraying breastfeeding as the norm.

*This objective also appears as objective 2.11 in *Nutrition*.

Source: U.S. Department of Health and Human Services. (1990). *Healthy People 2000: National Health Promotion and Disease Prevention Objectives*. DHHS Publication No. (DHS) 91-50213. Washington, DC: U.S. Government Printing Office.

APPENDIX G
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APPENDIX H
NATIONAL ASSOCIATION OF WIC DIRECTORS
GUIDELINES FOR BREASTFEEDING PROMOTION IN
THE WIC PROGRAM

The National Association of WIC Directors Committee on Breastfeeding Promotion, with approval from the Board of Directors, has developed these guidelines to assist state and local agencies in initiating and/or strengthening existing breastfeeding promotion and support programs.

GUIDELINE 1: Breastfeeding is enhanced when local agency WIC staff receive orientation and task-appropriate training on breastfeeding promotion and support.

Suggestions for Implementation

1. It is important to develop orientation guidelines for new WIC employees that address:

- clinic environment policies
- program goals and philosophy regarding breastfeeding
- task appropriate information

Rationale: All new employees (support staff, paraprofessionals, and professionals) must be familiar with program policies, goals, and philosophy regarding breastfeeding. When all program staff project a positive attitude about breastfeeding, clients will be more comfortable discussing their breastfeeding questions and concerns. Clients will also be more likely to initiate breastfeeding and breastfeed for longer duration.

2. It is important that the state agency develop guidelines for ongoing training that address:

- culturally appropriate breastfeeding promotion strategies
- current breastfeeding management techniques to encourage and support the breastfeeding mother and infant
- appropriate use of breastfeeding education materials

Rationale: Ongoing training for staff providing breastfeeding education is needed because information about breastfeeding management continues to evolve. Addressing specific ethnic and culturally based needs fosters appropriately targeted messages in print and audiovisual materials.

3. It is important that local agency staff participate in breastfeeding training such as:

- conferences, workshops, and programs
- statewide and local events
- events sponsored by other agencies and organizations

Rationale: Local agencies' participation in breastfeeding training is essential to successful implementation of breastfeeding promotion programs.

GUIDELINE 2: Breastfeeding is enhanced when policies are developed that encourage a positive clinic environment and that endorse breastfeeding as the preferred method of infant feeding.

Suggestions for Implementation

1. It is important to assure that relevant educational materials available to participants portray breastfeeding as the preferred infant feeding method in a manner that is culturally and aesthetically appropriate for the population group. Consider:

- print and audiovisual materials free of formula product names
- office supplies such as cups, pens, and notepads free of formula product names

Rationale: Use of materials with product names sends a mixed message to clients and staff and might unconsciously put up barriers to breastfeeding.

2. It is important to establish a positive attitude toward breastfeeding in WIC clinics.

Rationale: Health care workers should be careful not to communicate overt or subtle endorsements of formula. Such messages may influence a mother's decision about infant feeding or her breastfeeding pattern.

3. It is important that the local agency minimize the visibility of formula. Consider storing supplies of formula out of view of participants.

Rationale: Formula in clear view of participants may influence a mother's decision on infant feeding.

4. It is important that staff not accept formula from formula manufacturer representatives for personal use.

Rationale: Acceptance of formula for personal use may influence staff to endorse a particular product, either consciously or unconsciously.

5. It is important that the local agency try to provide a supportive environment in which women feel comfortable breastfeeding their infants. Consider:

- chairs with arms
- a breastfeeding area away from entrance

Rationale: The clinic waiting area can be used advantageously to motivate women to recognize breastfeeding as the "norm" rather than the exception.

GUIDELINE 3: Breastfeeding is enhanced when WIC agencies coordinate with private and public health care systems, educational systems, and community organizations providing care and support for women, infants, and children.

Suggestions for Implementation

1. It is important to participate in coordination activities with appropriate groups such as:

- networks or steering committees to exchange information and strategies
- professional health organizations to secure resources and expertise and assure communication with health professionals serving pregnant and breastfeeding women
- existing peer support groups to facilitate local exchange of breastfeeding information across the state

Rationale: A collaborative approach to breastfeeding promotion can create a strong supportive climate and help ensure more effective use of all available resources.

2. It is important that the state agency disseminate appropriate policies such as the NAWD position paper, *Breastfeeding Promotion in the WIC Program*, to groups such as:

- American Academy of Pediatrics
- American Academy of Family Physicians
- American College of Obstetricians and Gynecologists
- American Dietetic Association
- American Hospital Association
- American Nurses Association
- American Public Health Association
- Association of Pediatric Nurse Practitioners
- International Lactation Consultants Association
- American College of Nurse Midwives
- La Leche League International
- Maternal and Child Health Directors
- Medicaid Directors
- Indian Health Service
- National Association of Pediatric Nurse Associates and Practitioners

Rationale: Serving as an adjunct to health care is a vital component of the WIC program. Therefore, it is important that the program's health-related policies be shared with appropriate health care programs and professional organizations. Such interaction helps to encourage a strong cooperative working relationship with the health community to accomplish mutual goals.