

**2003 La Leche League International Conference**  
**Session 109: Creative Breastfeeding Promotion**  
**Saturday, July 4, 2003 3:00 PM (1500) - 4:30 PM (1630)**  
**Kiran Saluja, RD, MPH**

OBJECTIVE	TIME	CONTENT OUTLINE	SPEAKER	FORMAT
Describe WIC services; Explain how breastfeeding promotion became an integral part of WIC services.	10 min	What is the WIC Program? Overview of legislation impacting breastfeeding promotion over the years.	Kiran Saluja	Lecture, Slides
Identify two differences in WIC programs within different parts of the country.	5 min	How WIC services are delivered by numerous states and local agencies.	KS	Lecture, Slides
Describe breastfeeding promotion, support & advocacy efforts in WIC nationwide.	25 min	Brief description of the scope of breastfeeding promotion activities nationwide with specific examples from different states. <ul style="list-style-type: none"> <li>-staff training</li> <li>-participant education</li> <li>-participant support</li> <li>-peer counselor program</li> <li>-community coalition building</li> <li>-educating hospital staff/physicians</li> </ul>	KS	Lecture, Slides
Explain the role of USDA and NAWD in breastfeeding promotion.	10 min	USDA's breastfeeding promotion consortium; policy memos regarding breastfeeding. NAWD bfg promotion committee, position papers.	KS	Lecture, Slides
Describe the Loving Support campaign and its potential for use within and outside of WIC.	20 min	State/national levels of implementation, materials, availability	KS	Lecture, Slides
Describe 2 emerging trends in breastfeeding promotion that will likely impact WIC as well as non WIC participants in the next 5 years.	10 min	Rising consciousness regarding benefits of breastfeeding, pressures on Managed Care to step up breastfeeding education and promotion efforts with their physicians, continued successes of media campaign the Baby Friendly Hospital Initiative spreading.	KS	Lecture, Slides
Question & Answer.	10 min	Participant question & answer	KS	Discussion

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Bibliography

NAWD Breastfeeding Promotion Committee: *Guidelines for Breastfeeding Promotion and Support in the WIC program*, National Association of WIC Directors, 1-12, April, 1994.

Breastfeeding Promotion Committee Report to the California Department of Health Services Primary Care and Family Health: *Breastfeeding: Investing in California's Future*

UCLA Center for Healthier Children, Families and Communities: *Report of the National Breastfeeding Policy Conference, 1998*

USDA: *WIC Infant Feeding Practices Study: Summary of Findings, 1997*