



Bullets for Activities Received April 1, 2010 through May 24, 2010

Service Code	Activity Date	County	NOTES
12-16	1/28/2010	Statewide KY	Diane Sprowl led the KFAP videoconference meeting 1-28-10, in Susan Brown's absence due to a death in the family. Seventeen members were in attendance. All three sub-committee chairs request additional member input for the 2010 KFAP Plans, as these have not been developed.
9999-	2/4/2010	Warren	Susan Brown reports that the Western KY BFG Coalition held its' quarterly meeting at the BRDHD, on 3-4-2010, IBCLC Day! As a gift to the IBCLCs and to the RDs in celebration of IBCLC Day and RD Day, the Coalition paid the \$25 registration fee for each of those members to attend the upcoming BFG Summit that will be held in BG on April 21, 2010. Today's presentation was on Doulas and there was a large crowd in attendance including several BFG Peer Counselors.
9999-	2/8/2010	Statewide KY	Volunteers from the Business Case for Breastfeeding Steering Committee group provided the first of two planned videoconferences across the state. This one was from 12-4pm central time and introduced the concept of involving businesses to invest into supporting breastfeeding women and their spouses as they return to the workforce by providing a supportive environment for pumping to sustain the duration of breastfeeding. Education as to how BFG lowers the bottom line for employers was stressed. Healthier moms and babies means lower insurance premiums, and encouragement and support from employers and co-workers keeps the breastfeeding mom loyal and on the job--fewer sick days and less turnover.
SIDS	2/11/2010	Warren	A 1.5 hour webinar update on SIDS/Grief. It was stressed during this conference to remind BFG moms to let babies sleep in their bed with them, but to instead provide a bed or crib beside the mother's bed.
1212-	2/12/2010	Warren	Susan Brown reports holding and leading the first strategic planning meeting for the HBWW Barren River Area Team, as a new site in 2010. Team members from the Medical Center, Fairview Community Clinic and the HD were in attendance. Each member received a complete HBWW toolkit bag, T-shirt and notebook.
1212-	2/16/2010	Statewide	Susan Brown reports participating in a conference call for HBWW with

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		KY	representatives from all 7 sites, including Dr. Ruth Ann Shepherd and led by the National March of Dimes and Katrina Thompson with the KY-MODs.
9999-	2/22/2010	Barren	Susan Brown reports assisting a Monroe County family whose baby was Failure to Thrive. The family was transported to the BCHD by a MCHD staff employee. This baby had lost over 12% of his birth weight and would require weekly pre/post-feed weights and breastfeeding assistance with obtaining a WIC-funded hospital grade rental pump, to protect mother's milk supply and help with effective latch-on. (This family has been followed weekly for over two months 4-30-10). Baby is finally gaining at the desired 8 ounces per week per exclusive breastfeeding, and mom has successfully returned to work.
12-16	2/22/2010	Hart	Susan Brown reports teaching class#1 of a 6-week prepared childbirth series at Caverna HS. Participants received a Get the 'B' Attitude folder filled with 50 pages of materials related to pregnancy, childbirth, breastfeeding and postpartum. Today's class focused on the importance of taking folic acid every day before, during and after pregnancy; the signs and symptoms of PTL and why HBWW. They viewed a folic acid video, the PTB MODs video 'Take Action' and Angels Don't Walk They Fly.
9999-	2/24/2010	Franklin	This was an all-day State BFG Coalition meeting held at the Franklin County Extension Office in Frankfort. This was a make-up meeting from the meeting 2-9-10 that was cancelled due to inclement weather. Participants helped to plan the upcoming first ever BFG Summit that will be held in BG in April.
9999-	2/25/2010	Warren	Susan Brown reports assisting a mom to obtain a WIC-100 form to support and protect her milk supply and scheduling weekly lactation consult visits to evaluate milk transfer with pre and post weights.
12-16	3/1/2010	Hart	Susan Brown reports providing class #2 of a 6-week series of prepared childbirth classes. This class emphasized the dangers of cigarette smoking, drugs and alcohol during pregnancy. Each participant blew into the smoke analyzer machine to check for secondhand smoke exposure. They viewed the video "Now that You're Pregnant," where taking folic acid daily was reinforced, as were the S & S of PTL, the importance of keeping your doctor's appointments and an overview of the three trimesters of pregnancy and the
9999-	3/5/2010	Warren	Susan Brown reports that the Barren River HBWW team held their second meeting at the BRDHD, with representatives from Medical Center, Fairview and the HD. The next meeting is a conf call with all the sites and national on 3-16-10.
12-16	3/8/2010	Hart	Susan Brown reports providing class #3 of a 6-week prepared childbirth series. This class focused on the stages of labor and the class viewed their first birth video.
9999-	3/9/2010	Warren	Susan Brown reports teaching a 2-hour breastfeeding class where moms learned how to position and latch their babies using breast models and Lactessa dolls/Boppy pillows. Participants learned the instinctive knowledge that newborns have to lead themselves to the breast and self-

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			attach on their own without mom using any particular hold or position. The importance of skin to skin was shared and participants learned that babies find their way to the breast via their cheeks touching against the bare skin of the breast, and when they find their way to the areola, their chin touches against the breast which causes the mouth to open wide and latch deeply onto the breast in a perfect latch. Moms were surprised to learn that they don't have to chase the baby with the breast and put it in the baby's mouth for them.
9999-	3/10/2010	Barren	Susan Brown reports that she presented during the KPA Regional conference held at TJ Samson Hospital. She spoke on the Best Practice for Breastfeeding the LPTBB. She also spoke about HBWW, the Business Case for BFG, and the upcoming Breastfeeding Summit in BG on 4-21-10.
9999-	3/12/2010	Barren	Assistance to Monroe County family that traveled to Barren County for help with breastfeeding-Loving Support program. Susan Brown reported.
12-16	3/12/2010	Statewide KY	Susan Brown participated in a conference call with other MODs' Board members from 7:30am to 8:30am. Discussion related to perinatal activities like HBWW.
12-16	3/15/2010	Hart	Susan Brown reports providing class #4 of a 6-week prepared childbirth class. This class was on communication and how to get what they want during their birth process. Each participant designed a birth plan and participated in skits that showed the different forms of verbal communication: aggressive, passive and assertive. This was also the C-section class and participants learned the difference between necessary and unnecessary c-sections. We drilled home the message that HBWW.
1212-	3/16/2010	Statewide KY	Susan Brown participated in the HBWW conference call with the 7 KY HBWW sites and the national MODs, led by Katrina Thompson with the KY-MODs.
9999-	3/16/2010	Barren	Susan Brown participated in the local monthly BFG Peer Counselor meeting promoting, protecting and supporting breastfeeding within the agency.
1212-	3/19/2010	Barren	Susan Brown reports participating in a Regional March of Dimes' conference call at 7:30am from the Barren County HD, where prematurity, fundraising and budget issues were discussed.
9999-	3/19/2010	Barren	Susan Brown reports assisting a referred family from Monroe County with breastfeeding an infant at the Barren County HD. Loving Support Outreach with pre/post weights with consultation notes and plan to the baby's pediatrician.
12-16	3/20/2010	Hardin	Susan Brown reports Chairing the March of Dimes' PSC committee meeting, followed by participation in the March of Dimes' Board of Director's meeting both held at the Hardin Memorial Hospital in Elizabethtown. Both meetings addressed perinatal health issues and folic acid. For more effective use of time and travel both meetings were held at the same location, at different times, but on the same day.
12-16	3/22/2010	Hart	Susan Brown reports providing class #5 of a 6-week prepared childbirth series. This class was the massage and relaxation class where participants

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			used the birthing balls and massage devices to practice a trial of labor. The second half of the class was on parenting and postpartum issues. Participants learned that HBWW means an easier time PP, rather than dealing with a sick baby or worrying about feeding problems, jaundice readmissions back into the hospitals etc.
9999-	3/24/2010	Warren	Susan Brown reports providing a grief visit for a CBA woman from Edmonson County who has suffered three losses. Grief counseling was provided in addition to overall good health recommendations for preconceptual health. FU is planned.
9999-	3/29/2010	Hart	Susan Brown reports providing class # 6 of a 6-week prepared childbirth series. This class was on breastfeeding, SBS and SIDS. Moms learned that babies instinctively know how to breastfeed and that they are capable of self-attachment. They learned that BFG provides the one perfect food containing over 200 nutrients not found in formulas and mom-specific antibodies and immunities to any illness or immunization she has ever come in contact with during her lifetime. These capabilities continue throughout the duration of breastfeeding. We discussed the importance of the Back to Sleep Campaign and keeping the baby's crib close to your bed, but not allowing baby to sleep directly in the bed with the mom and/or dad. No soft bedding or stuffed animals in the crib and being careful to not overheat the baby. Each mom received a HBWW t-shirt and ink pen from the MODs.
1212-	3/29/2010	Warren	A HBWW presentation was held at the Medical Center in Bowling Green. Four Trover staff professionals including the OB Director of Nursing, a female obstetrician and a CNM made the trip to BG to present to the Barren River area team consisting of these four agencies: The Medical Center, TJ Samson Community Hospital, Fairview Community Clinic and the Barren River District HD; and their administrators. The two-hour meeting allowed plenty of time for the presentation accompanied by a Q & A session. This presentation was extremely beneficial for the new HBWW site and we are anxious to begin our outreach. Susan Brown kept the minutes and reported the activity.
12-16	4/1/2010	Warren	There were 3,934 hits on kfap.org as of April 1, 2010. This number reflects 78 hits during March.
9999-	4/1/2010	Barren	Susan Brown reports an outreach through Loving Support makes BFG work, to a family from Monroe County that was seen in Barren County for FU. A breastfeeding plan was designed and a consult record was given to the family to take with them to Drs' office immediately following our appointment complete with pre-feed/post-feed weights. Mother plans to RT work in a few weeks.
9999-	4/8/2010	Warren	Susan Brown reports Loving Support through breastfeeding issuing a WIC-100 for the use of a hospital grade pump via a family member.
1212-	4/9/2010	Warren	Susan Brown, as Chair of the PSC Committee reports participating in a press conference held at the Medical Center of Bowling Green to present a check to the NICU from the KY Chapter of the March of Dimes 'in the amount of \$8,800 for their PEAS grant: Parent Encouragement and

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			Support that provides hope and comfort to parents with babies in the NICU. Previous parents who have weathered the anxiety that comes with having an infant in the NICU will serve as "Support Parents" or mentors to the newer families. Katrina Thompson also attended.
9999-	4/12/2010	Warren	Susan Brown reports offering the Grief program to a family from Bowling Green, who lost a child 5 years ago, and have recently, had a new LPTBB. Past feelings that were never addressed have resurfaced. The family was grateful for this free service and accepted the offer for materials and counseling.
9999-	4/13/2010	Franklin	Susan Brown reports attending the State BF Coalition meeting in Frankfort that included a CDC conference call about the 10-steps to a Baby Friendly Hospital. Discussion and plans also occurred in regards to the upcoming first ever-BFG Summit that will be held in BG April 21, 2010. This group will serve as the facilitators for the BFG Forum at the end of the Summit.
9999-	4/14/2010	Warren	Susan Brown reports sending a grief packet of materials to a family in Warren County.
1212-	4/16/2010	Warren	Susan Brown reports that the Barren River HBWW team met for a 3rd strategic planning meeting. Only 5 participants were able to attend, 4 from the Medical Center and 1 from the BRDHD. Due to a crisis at the Med Center the meeting was shortened from 2 hours to one hour, with Susan Brown volunteering to do the behind-the scenes work to prepare a plan that will be sent with the minutes of the meeting. Amber Herman will provide the HBWW survey for PN moms attending Sunday's Parenting fair.
9999-	4/18/2010	Warren	Susan Brown provided 70 pamphlets and brain cards to the 70 childbearing age women in attendance at the Medical Center's Parenting Fair. A display was provided by the HANDS' staff, and they distributed the materials for Susan while also displaying the HBWW flipchart opened to the brain card picture.
9999-	4/21/2010	Warren	Susan Brown reports attending the first ever Breastfeeding Summit held at the Convention Center in Bowling Green in connection with the national RDA conference. A BFG Forum was also held at the end of the conference to determine the plan for Kentucky's BFG future, and table responses were voted on by using the dot system. Participants were also encouraged to sign-up to participate in a statewide BFG Coalition. (116 participants were in attendance that day).
9999-	4/22/2010	Barren	Susan Brown reports that the BRDHD BFG Peer Counselors provided a display at the Barren County Baby Safety Fair at the Columbia Avenue Christ of Christ. The peer counselors had their children/babies with them and nursed throughout the event as necessary. This was an awesome way to show expectant parents the ease that these moms had BFG in public while functioning as working moms. Each participant received a bag of goodies focused on BFG and the BFG Peer Counselor program. The room where the event was held was extremely hot and humid that evening and the

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1212-	4/22/2010	Barren	Susan Brown reports manning a booth for HBWW during the Barren County Baby Safety Fair at the Columbia Avenue Christ of Christ. Participants received several materials related to HBWW including the brain card, S & S of PTB, Every Week Counts, and the risks of LPTB. Participants blew into the smoke-analyzer to determine their past 24-hour exposure to smoke or secondhand smoke. Those who blew into the machine were allowed to put their names into a basket for a drawing for a stroller.
9999-	4/23/2010	Metcalf	Susan Brown assisted a mom from Metcalfe County to consult with a pediatrician in Glasgow to help her baby receive a frenulum clipping. She also helped this mom receive a hospital grade pump via an RX/ WIC-100 form to ensure proper breast stimulation until the clipping can be performed on May 17, 2010.
12-16	5/3/2010	Warren	There were 4,012 hits on www.kfap.org as of 5/3/10, which reflects 78 hits during April.

What the Service Codes Represent:  
9999-“Other” Perinatal Health Activities

1212- Prematurity Activities

1216-Folic Acid Activities

12-16 FA & Prematurity Activities Provided Simultaneously

**The April KFAP Bullets Prepared and Distributed May 26, 2010**

Per Susan Brown, Kentucky’s Statewide Folic Acid Campaign Coordinator