

Birth and Beyond Spring 2004

April

Refresher Course
Birth and Beyond

April 8
April 13 & 27
April 14 & 28

May

Refresher Course
Birth and Beyond

May 6
May 11 & 25
May 12 & 26

June

Birth and Beyond

June 1 & 8
June 2 & 9

CHECK THIS OUT!

Perinatal Services Network

is now on the web at:

www.llu.edu/llumc/psn

Perinatal Services Network Of
Loma Linda University Medical Center and
Children's Hospital
11215 Mountain View Plaza
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CONNECTION

PERINATAL SERVICES NETWORK CONNECTION

Winter 2004

Volume 1, Issue 1

PSN Launches Awareness Campaign

PSN launched its awareness campaign about the benefits of skin to skin care and the importance of breastfeeding. This campaign is driven by two themes. The first theme "a place on your heart" reveals the importance of babies being held skin to skin. Imploring parents not just to prepare a place in their heart, but on their heart as well.

The second theme "made for each other" simply but cleverly states that mothers, fathers, and babies are emotionally, spiritually, and physically interdependent.

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Participants at the Art Show/ Open House view the art work



As a precursor to the campaign this billboard was displayed on "I-10" at Mountain View



Dr. Smith accepts award from Carol Melcher

Dr. Smith Receives Honorary Award

Dr. Bruce Smith of the San Bernardino Department of Public Health, received an Award of Excellence at a recent Inland Empire

Breastfeeding Coalition meeting. The award was presented by Carol Melcher, Clinical Director of Perinatal Services Network. This award recognized Dr. Smith's tireless hours and great effort to support breastfeeding in the Inland Empire.

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PSN Team:

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Clinical Director

Janelle Tan,
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Education

Carol Benson,
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Kauai Kennedy,
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David Elliott,
Public Relations

(Awareness Campaign continued from page 1)

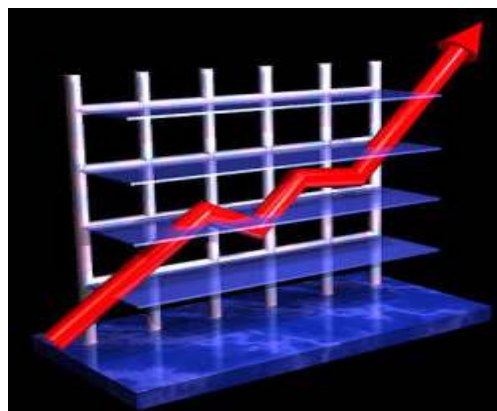
Accordingly, there is not any comparable substitution for a mothers' breastmilk which is full of nutrients and antibodies made specifically for the health and well-being of her baby.

The campaign launch was signified by the official release of the campaign materials on December 4, 2003 at the PSN Art Show and Open House.

Network Hospitals and other community members had a chance to view the materials and place orders.

Data Shows Increase in Exclusive Breastfeeding at Network Hospitals

Network Hospitals are commended for reversing trends on exclusive breastfeeding. Since 1994, data from San Bernardino and Riverside Counties show a steady downward trend for in-hospital exclusive breastfeeding, reaching a low of 31% in San Bernardino and 39% in Riverside for 2001. Ranking these counties respectively 12th and 15th worst of 53 counties in the State of



Campaign materials are provided free of charge and can be viewed at each facility.

PSN is a distinctive, innovative team dedicated to improved outcomes surrounding birth through the first year of life and beyond, by engaging agencies in developing support systems for every mother, infant and family. The awareness campaign is designed to further enhance the services provided by these agencies to families.

California. In an attempt to change this trend, PSN has trained over 2200 nurses in both basic and advanced lactation training. PSN also actively works with hospitals to improve long standing policies that interfere with early breastfeeding. These efforts, combined with funding the Network Hospitals to provide staff that help new mothers with bonding and breastfeeding are improving outcomes. A 19% increase over the 2001-2002 baseline in Network Hospitals' exclusive breastfeeding rate is a major accomplishment. Steady improvements have also been shown in early skin to skin care (one of the key components of bonding). Early skin to skin contact has increased from 25% to 48% over 17 months, a 92% increase.

S.O.F.T. Changes Attitude of 18 Year L&D Nurse

Every once in a while we each get a day or a moment that leaves an impression in our minds that lasts forever. This story is about one such moment. It started out as many adventures start; with a leap of faith. Judy is a labor and delivery nurse at Community Hospital of San Bernardino. As part of her "homework" for the Birth and Beyond course offered by PSN, she identified a couple and talked with them about placing their newborn "skin to skin" after birth. Judy was not convinced that a newborn could actually "crawl" to the breast and was even more unsure that an infant could latch on without assistance.

However, Judy took a leap of faith and placed Baby Sara skin to skin with her mother. Within minutes Sara began to crawl. She seemed to know exactly where to go. Everyone in the room was amazed. Judy witnessed family bonding at its best.

As moments passed Judy watched as the mother and father engaged with their newborn; touching, laughing and sharing this incredible moment together. Even Judy felt the "oxytocin" in the room. While reflecting on the experience, Judy describes it as one of the most rewarding events she had ever shared with a family.

Network Hospital Staff Trained to be Trainers

Train the Trainer is an advanced training course for qualified Network Hospital staff. The training prepares participants to begin the process of becoming a Birth and Beyond trainer. Each hospital is supplied with training materials that include videos, books, and other materials to share with their staff. If you are interested in becoming a Birth and Beyond trainer for your institution contact the program manager at your agency for application information.



Train the Trainer participants and PSN staff after the September '03' class

S.O.F.T

Skin to Skin

Open Eye to Eye

Fingertip Touch

Time Together

To learn more about S.O.F.T. Visit our website at: www.llu.edu/llumc/psn

