

OCTOBER 2010

WHAT'S INSIDE

Breastfeeding
Support
Initiative

Flu
Vaccine

Local Children
Become Global
Changemakers

Tobacco
Modernization
and Compliance

Free Youth
Community
Presentations

Don't Let
the Bed
Bugs Bite

Countywide Breastfeeding Support Initiative Launched

Obesity prevention begins at the earliest moments of life when parents make infant feeding decisions. Breastfeeding has been shown to have an impact on obesity throughout the life span, while also contributing to numerous other positive health outcomes.

To help support this, a breastfeeding initiative designed to promote healthy babies and reduce obesity has been launched by Fairview Lakes Medical Center and the Washington County Department of Public Health and Environment, thanks to a Statewide Health Improvement Program (SHIP) grant. Health care breastfeeding support is one of the seven areas of focus selected by the Washington County SHIP leadership team to reduce obesity.

As part of SHIP, hospitals in the county are working toward Baby Friendly Certification, an international process. Currently, there are 19,000 Baby Friendly facilities worldwide, but only 94 Baby Friendly hospitals in the United States, and none in Minnesota. Baby Friendly Hospitals have developed policies and care routines that provide a supportive environment to mothers intending to breastfeed.

The roadmap to develop an optimally supportive environment is the 10 Steps to Breastfeeding Success. The 10 steps include:

- developing a written policy on breastfeeding
- providing lactation education and training for staff
- helping mothers initiate breastfeeding within one hour of birth
- encouraging breastfeeding on demand rather than on a schedule
- discouraging routine use of bottles and pacifiers for healthy breastfed infants, and
- providing ongoing support for breastfeeding moms after they go home from the hospital

The American Academy of Pediatrics recognizes breastfeeding as the ideal method of feeding babies and recommends that infants be exclusively breastfed for the first six months until solid foods are introduced, and that breastfeeding continue for at least the first



Countywide Breastfeeding Support Initiative Launched - (cont'd)

12 months. Breastfeeding protects babies from ear infections, colds, allergies, diarrhea and constipation, and reduces the risk of infant and early childhood obesity. There are benefits for moms too, including reduced risk of breast and ovarian cancer, osteoporosis, diabetes and heart disease. Yet mothers who want to breastfeed may face many obstacles and often find it impossible to reach their own breastfeeding goals. The SHIP grant seeks to address and improve health care routines and hospital environments to actively support rather than hinder the breastfeeding mother and baby.

Sheila Humphrey, RN, IBCLC, a lactation consultant at Fairview Lakes Medical Center, Wyoming, is leading the SHIP initiative by developing a countywide breastfeeding coalition. The breastfeeding coalition will include Lakeview Hospital in Stillwater, Woodwinds Hospital in Woodbury, and Fairview Lakes Medical Center along with other community partners.. The goal of the coalition will be to implement healthy breastfeeding practices before a baby is born, at birth and after mom and baby go home. "A hospital that protects, promotes and supports breastfeeding in the first few hours and days after birth provides the best beginning for the breastfeeding mother and baby," said Humphrey. "New mothers who can get support after discharge are more likely to achieve their breastfeeding goals."

The Breastfeeding Coalition in Washington County is looking for interested community members and professionals. The focus of the coalition will be to develop trainings, a comprehensive resource and referral guide for breastfeeding support, community based supports beyond hospitals or clinics and networking. For more information on breastfeeding or the Breastfeeding Coalition, contact the coordinator, Sheila Humphrey at 651-982-7864 or shumphr2@fairview.org.

Seasonal and H1N1 Vaccine Combined for Upcoming Flu Season

The flu season is right around the corner! The Centers for Disease Control and Prevention (CDC) recommends getting a flu vaccine every year to protect against this serious contagious disease, which for some can lead to hospitalization or even death.



According to the CDC, the 2010-2011 flu vaccine will protect against the flu viruses influenza A, influenza B and the 2009 H1N1 virus that created many additional illnesses last season. Everyone 6 months of age and older should get vaccinated as soon as the vaccine becomes available.

In addition, taking preventative measures such as covering coughs with a tissue or sleeve, thoroughly washing hands often with soap and water and staying home if sick with flu-like illness can help to protect against spreading the flu.

Resources:

Centers for Disease Control and Prevention (CDC) – www.cdc.gov/flu

Minnesota Department of Health (MDH) - <http://www.health.state.mn.us/divs/idepc/diseases/flu/index.html>

Local Children Become Global Changemakers



The Kids International Wellness Initiative (KIWI) completed its third year and thanks to a grant from UCare was able to work with two Kids Club daycare locations reaching 104 kids in the South Washington County School District this summer. KIWI is a health promotion program that creates a healthier summer daycare environment by increasing physical activity, fruit and vegetable consumption and community service opportunities while decreasing screen time. Special KIWI events included field trips to the YMCA, the non-profit organization Feed My Starving Children, volunteering at a local community garden and visiting a farmer's market. The third through fifth graders earned more than 5,000 points for healthy behaviors that will be converted into dollars and sent to an African orphanage this fall. The project was the brainchild of South Washington County Community Education staff that already had a connection to the orphanage who wanted to address both the obesity epidemic here in America, and starving children in other parts of the world. The funds will be raised through an Empty Bowls Hunger Awareness event on November 17, 2010 hosted by South Washington County Community Education. The KIWI program was given the 2010 Award of Excellence by the Minnesota School Age Care Association in February. A KIWI curriculum is being developed so that other schools or community groups can implement programs in their communities.

The South Washington County Community Education Department lead the initiative but partnered with UCare, the Lifelong Learning Foundation, Southeast Area YMCA, Woodwinds, the City of Woodbury, Kowalski's Market, University of Minnesota Extension and Washington County Department of Public Health and Environment.

For more information go to:

KIWI Kids at: www.kiwikids.org

Community Education - South Washington County Schools at: <http://www.cecool.com/>



New Tobacco Law Protects Kids: Tobacco Modernization and Compliance Act of 2010

As with every business, tobacco companies need new customers to stay viable. Getting teens and young adults to start using tobacco and become addicted to nicotine ensures that the makers of cigarettes and other tobacco products have customers for years to come. The down side for this business however, is that tobacco use injures and kills their loyal following so they need to continue producing new products to entice new customers. Another goal of the companies is help make tobacco use convenient, even as more laws are being passed nationwide to limit where these products can be used. Minnesota's 2008 Freedom to Breathe Act is an example, which requires all businesses to be smoke free indoors. It's no surprise then that new products are being developed to present tobacco and nicotine in a fun, flavorful, and enjoyable way, targeting youth.

The Tobacco Modernization and Compliance Act of 2010 went into effect August 1, and expanded the Minnesota state statute controlling the sale of tobacco. The law now covers any product containing or derived from tobacco that is intended for human consumption, whether chewed, smoked, absorbed, dissolved, inhaled, snorted, sniffed, or ingested. This includes the new nicotine delivery products such as orbs, sticks, and strips, which are ingestible. Other devices and tobacco products that fall under this law include electronic cigarettes called e-cigarettes, little cigars (which resemble and are packaged like cigarettes) and snus. Also as part of this new act, all tobacco, tobacco products, nicotine delivery products, and tobacco-related devices must be behind the counter for clerk-assisted sales, and the buyer must be 18 years or older to purchase the products.

Tobacco use continues to be the leading cause of premature death in the U.S. In Minnesota, about 5,600 deaths per year are attributed to cigarette smoking and at least 80 percent of adult smokers report that they had their first cigarette before the age of 18. Preventing young people from starting to smoke in the first place is a key strategy to reducing the long-term harm and tragedy caused by tobacco use.

The purpose of amending the existing state statute is to protect youth from becoming unwitting tobacco customers. Research shows that the longer teens stay tobacco-free, and the harder it is for them to purchase these products, the less chance they will become smokers. Washington County is amending the 1998 Youth Access to Tobacco Ordinance to include the new products in order to be current with state law and help ensure teens in this county cannot easily buy and use tobacco.



For more information about the new act go to: <http://publichealthlawcenter.org/content/passage-tobacco-modernization-and-compliance-act-2010>

Free Community Presentations on Issues Facing Youth

Community Forum on Youth and Addiction



Addiction is a disease that does not discriminate. The Chemical Health Action Collaborative and Hazelden present a free youth and addiction community forum. Learn steps family members can take to assist in getting that difficult first conversation about addiction started.

Don't Just Say No: How to Talk to Your Kids and Grandkids About Alcohol and Other Drugs

- October 5, 2010 from 7:00-8:30 pm at Stillwater Area High School Auditorium.
- Speaker: William Moyers, author of the bestselling memoir, *Broken*, and vice president of Foundation Relations at Hazelden.
- Event is free and open to the community. Pre-registration is not required.



Training Series on Youth and Mental Health

Washington County Children's Mental Health Action Collaborative offers a free training series for parents, teachers, community agency providers, public health and social services practitioners, juvenile probation officers and anyone who works with youth impacted by mental health related issues.

Anxiety Disorders and Childhood Trauma

- October 26, 2010 from 3:30-5:30 pm at Tartan High School
- Speaker: Deena McMahon, LICSW



Disruptive/Behavioral Disorders in Children

- November 16, 2010 from 3:30-6:30 pm at North High School
- Speaker: Paul Buckley, LMFT, LADC

Both training series for mental health are free and open to the community. Pre-registration is not required and certificates of attendance will be available. For more information, contact Dana Ahlness at 651-430-6305 or dana.ahlness@courts.state.mn.us.

**Washington County
Department of
Public Health and
Environment**

14949 62nd St N
Room 450
Stillwater, MN 55082-0006

Phone:
651-430-6655

Fax:
651-430-6730

TTY:
651-430-6246

For Subscription Information
Contact us at:
651-430-6655

E-Mail:
PHE@co.washington.mn.us

WEB:
<http://www.co.washington.mn.us/>

**NOTE FROM THE
EDITOR:**

You are receiving
Washington County's
HealthWave Newsletter by
request.

If you have any questions
regarding your subscription,
please e-mail:

PHE@co.washington.mn.us

Include "Healthwave" in the
subject line.

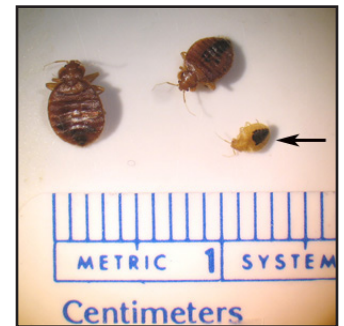
Equal Employment Opportunity
/Affirmative Action

Don't Let the Bed Bugs Bite

Countless children throughout the years have been tucked into bed with the old adage, "Good night. Sleep tight. Don't let the bed bugs bite." Unfortunately for some county residents, the reality of a bed bug infestation is much more serious. Eradication can be costly; homeowners, tenants, landlords and establishments may be faced with having to replace furniture and beds. And while bed bugs are not known to transmit disease, their bites can cause allergic reactions and psychological distress.

Identification

Similar in appearance to wood ticks, bed bugs are small, oval, flat, wingless insects approximately 1/4" to 3/8" long. Typically the first sign of a bed bug infestation is waking up with bites. Checking mattresses, box springs and bed frames from all angles is a good first step to identification. In addition, check under edges of carpeting, behind switch plates, in or on furniture, inside electronics such as clocks and in the spaces between baseboards and walls nearest to beds and furniture.



Treatment

Attempting to apply pesticides without professional help is not recommended because most off-the-shelf products are ineffective against bed bugs and can introduce and spread dangerous chemicals throughout the home. The best treatment is an integrated approach involving a pest control professional and, where applicable, the efforts of the resident, landlord or management of a multi-family dwelling.

Prevention

Bed bugs are equal opportunity hitchhikers – the presence of bed bugs does not necessarily mean the area they are found is unclean or unsanitary. Bed bugs are adept at hitching a ride on clothing, furniture and belongings brought into the home where they live and thrive. Although bed bugs are challenging to control, checking luggage, clothing and belongings when returning from traveling and examining used clothing and furniture before they are brought into the home is helpful in containing the spread of bed bugs.

For more information:

Mayo Clinic - <http://www.mayoclinic.com/health/bedbugs/DS00663>

Minnesota Department of Health - <http://www.health.state.mn.us/divs/idepc/dtopics/pests/bedbugs.html>

University of Minnesota Extension - <http://www.extension.umn.edu/distribution/housingandclothing/dk1022.html>