

Breastfeeding focus of month's outreach efforts

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CATAWBA
COUNTY Public
Health



MOTHERS GET BREASTFEEDING SUPPORT

WIC peer counselors make healthy difference

What's the key to a happy, healthy baby? A lot of new mothers wonder if they'll ever be confident enough to answer this deceptively simple question. The breastfeeding peer counselors who are part of Catawba County Public Health's Women, Infants and Children (WIC) program have a simple answer, and for good reason. Breastfeeding is found to help babies be healthier and happier from the start, and some benefits last into adulthood, according to articles in top research journals *Pediatrics* and *The American Journal of Clinical Nutrition*.

Babies who are breastfed have fewer allergies, earaches, weight problems, tooth decay and upset tummies. Breastfed babies also tend to have straighter teeth and are at a lowered risk of developing diabetes and obesity later in life. Breast milk also contains nutritional components that are natural tranquilizers for babies, according to *The American Journal of Clinical Nutrition*. Breastfed babies have fewer incidences of diarrhea and constipation,

better vision, and stronger immune systems with fewer colds, ear infections, illnesses overall, and fewer hospitalizations than formula-fed babies.

Later in childhood and adulthood, people who were breastfed as infants are less likely to develop diabetes, Crohn's disease, asthma, breast cancers, multiple sclerosis, and a handful of other conditions that can affect quality of life, according to *The American Journal of Clinical Nutrition*.

Breast milk provides all the nutrients babies need, and in the right amounts – and it's always ready! For mothers, breastfeeding takes away the need to buy, carry, heat, and measure infant formula, making it easier to pack for outings, and making nighttime feedings easier. Breastfeeding mothers

also benefit because they regain their pre-pregnancy shape faster, and breastfeeding quickly reduces the uterus to normal size. It takes about 500 extra calories a day to produce breast milk, so weight loss is quicker for breastfeeding mothers. There are also mental health benefits for mothers who breastfeed, with naturally soothing hormones oxytocin and prolactin to bring mothers increased calmness, self-esteem and confidence. Later, mothers who breastfed have a lower risk of breast cancer, ovarian cancer, and uterine cancer, and less osteoporosis, according to several leading experts.

All these benefits don't come without challenges. New mothers can experience soreness, concerns about supply, situations where the infant may not latch on to the breast well, or a blocked duct. In public, it may be difficult to find places to feel comfortable nursing, and some mothers may feel pressured to use formula or can have concerns about nursing and the workplace. That's where WIC's breastfeeding peer counselors shine. They can answer questions and allay fears, giving mothers confidence in their own skills.

Established more than 15 years ago, the Catawba County Public Health WIC Breastfeeding Peer Counselor program provides free instruction and support to WIC participants who are considering breastfeeding or who have begun breastfeeding. The program also provides breast pumps for women who qualify.

All WIC breastfeeding peer counselors have been in similar circumstances and all have breastfed before, so they are truly peers with their clients, and they have undergone special lactation instruction, making them experts as well.

Their support and expertise are all free resources for WIC clients, and they offer encouragement to new mothers who have chosen to breastfeed. Support is 24/7.

TO LEARN MORE about the WIC program or breastfeeding at Catawba County Public Health, call (828) 695-5884 or visit www.catawbacountync.gov/phealth.





Catawba County Public Health employees were honored with the Public Sector Star safety designation, which was presented to staff by N.C. Department of Labor Commissioner Cherie Berry.

EMPLOYEES HONORED FOR SAFETY EFFORTS

HICKORY, NC – As part of its safety recognition program, the N.C. Department of Labor certified Catawba County Public Health as a Public Sector Star site for the second time in a row. State Labor Commissioner Cherie Berry attended a ceremony at Public Health on Monday, Aug. 15, to present employees with a certificate of recognition.

Catawba County Public Health is the third health department in North Carolina to be recognized as a Public Sector Star site. There are now four total Star sites in Catawba County and 151 across the state. Catawba County Public Health first earned the Star certification in 2013. The first recertification occurs after three years and subsequent recertifications are every five years.

The Carolina Star, including the Public Sector Star award, is the most prestigious safety recognition given by the N.C. Department of Labor. Organizations that qualify for the award have exemplary safety and health programs in the workplace. The Star Program recognizes excellence in site-specific occupational safety and health management systems. Star Program participants have effective safety and health management systems that serve as models

for other businesses.

“Being a Public Sector Star site shows the community that you are committed to a safe work environment,” said Berry. “I encourage local businesses and other public sector agencies to follow Catawba County Public Health’s lead. You have set the bar very high for all other businesses in the area and in the state by achieving this recognition.”

“We sought this recognition in part to show our commitment to bringing about a culture of quality safety and health in our own workplace and in the community,” said Doug Urland, health director, Catawba County Public Health. “Being recertified as a Public Sector Star site is a testament to our employees for all the hard work they’ve put into achieving the highest safety standard in the state.”

Carolina and Public Sector Star sites are determined through an application process. Organizations applying for the recognition must fill out a multi-page, multi-question application including topics such as emergency programs and drills, as well as injury and illness rates. Applicants also undergo an onsite evaluation including document review, a walk-through to identify hazards, and employee interviews.



Catawba County Public Health was recently recertified through the Carolina Star program as a Public Sector Star site.



Children from Community Ridge, a 5-star nonprofit childcare center and United Way Agency learn about nutritious foods with Tonya Moss, RN, who works for the Early Childcare Support Team at Catawba County Public Health. The center was one of 33 recognized through the Healthy Childcare Recognition Program.

33 CHILDCARE CENTERS ACHIEVE ‘HEALTHY’ STATUS

HICKORY, NC – Catawba County Public Health’s Early Childhood Support Team recognized 33 local childcare centers for achieving Healthy Childcare Center status through the Healthy Childcare Center Recognition Program.

The Healthy Childcare Center Recognition Program focuses on preventing childhood obesity and chronic disease by promoting healthy policies and environments in centers serving young children. The initiative encourages childcare centers to meet the following eight criteria:

1. Childcare center directors and staff (including cooks) are committed to the health and well-being of the childcare center population, act as positive role models, meet monthly, and communicate regularly with parents
2. Offer fresh fruit and/or vegetables at least 3 times per week at lunch and/or snack
3. Offer water daily
4. 100 percent childcare center classrooms comply with and exceed the minimum state standards for structured physical activity
5. Have in place a childcare center policy for healthy fundraisers and enforce this policy
6. Have in place a policy for decreased

7. Have in place a childcare center policy for healthy snacks for parties (birthday, holiday, etc.) and enforce this policy
8. Have in place a tobacco free childcare center policy and enforce this policy

All participating centers meeting the criteria on an annual basis are designated as Healthy Childcare Centers.

In addition to previous designees, several new childcare centers are invited to participate each year.

“The Healthy Childcare Recognition Program encourages childcare centers to create healthy environments for young children by formalizing basic health promotion practices and making them sustainable,” said Tonya Moss, RN, who is part of the Early Childhood Support Team with Catawba County Public Health. “We are pleased to see so many of our local childcare centers embracing this program as a fundamental part of their operating model and setting the standard for what a healthy childcare center looks like.”

Catawba County Public Health’s Early Childhood Support Team is a Smart Start funded project through the Catawba County Partnership for Children.

THIS YEAR’S HEALTHY CHILDCARE CENTERS

- A New Beginning Children’s Learning Center
- Abernethy’s Child Development Center
- Bethlehem United Methodist Child Development Center
- Chesterbrook Academy
- Christ Church Child Development Center
- Community Ridge Conover School
- Footsteps
- Head Start Catawba County
- Hickory Foundation YMCA
- Child Development Center
- Hickory High School CDC
- Hickory Montessori School
- Kids in Motion
- LeGrande Learning Center
- Little Stars CDC Startown
- Love-N-Care CDC
- Little Stars CDC
- Maiden Rosenwald Preschool
- Academy
- Miss Millies
- Montessori at Sandy Ford
- Nanny’s Learning Center
- Newton-Conover City Schools Preschool at Thornton
- Quality Care CDC Hickory
- Quality Care Child Learning Center Claremont
- Rainbow Child Care Center (Conover)
- Rainbow Child Care Center (Fairgrove)
- St. Stephen’s Lutheran Preschool
- Sherrills Ford Learning Academy
- Sweetwater Preschool
- Tender Care CDC
- The Pa Paw Patch
- The Sandbox
- Tyndall Center for Early Childhood
- Woodlawn Child Development Center

FOR MORE INFORMATION, call (828) 695-5800 or visit www.catawbacountync.gov/dss/ecst/ecst.asp.



Keep up with all our news on Facebook!



CLIPPED



Kids celebrate National Farmer's Market week

BY MICHELLE T. BERNARD
O-N-E REPORTER

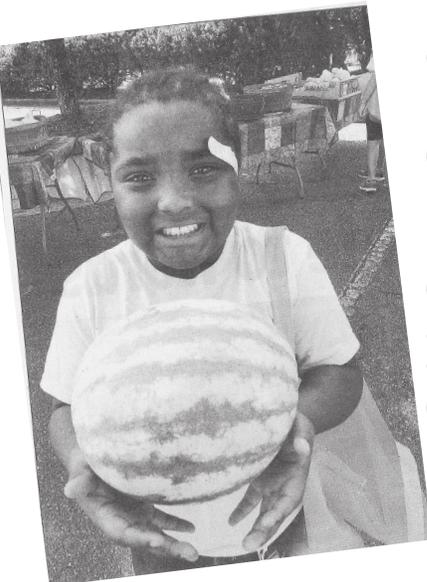
Food does not arrive on your table by magic nor does it always come wrapped in plastic on a Styrofoam tray. Unfortunately, many young people today do not understand where food comes from or what's involved in producing it.

In celebration of National Farmer's Market Week, Catawba County Public Health invited area summer camps to bring children to

TOP: Isabella Bowman, 6, picks out the perfect tomato.
ABOVE: Nalaysia Station, 9, pays Farmer Chris Arthur.

O-N-E PHOTO BY MICHELLE T. BERNARD
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from the news



NEED MORE NURSES

School nurses don't let shortage stop them from caring

"(School nurses) care about the children; they care about the families."

June Sisti, Catawba County Public Health charge school nurse

BY VALERIE BUCCIO
news@hickoryrecord.com



HICKORY — As the first day of school approaches quickly, school nurses start preparing early to make sure all health needs of students are met and ready for the school year, especially since 23 nurses cover 44 schools across three districts.

"School nursing is one of the most effective ways to keep children healthy and in school and to prevent chronic absenteeism," said Breena Welch Holmes, M.D., FAAP, a lead author of the policy statement and chair of the American Academy of Pediatrics (AAP) Council on School Health, in an AAP statement. "Pediatricians who work closely with school nurses will serve all of their patients better."

The AAP policy updated June 2016 recommends one full-time registered nurse in every school. Previously the recommendation was to have one nurse for every 750 students in the healthy student population and one nurse to every 225 students who need daily professional nursing assistance.

"It would be nice to have one nurse per school, but we aren't there yet," Jennifer Lindsay, MSN, RN, NCSN, School Health Supervisor, said. "As we strive to grow, that would be where we would love to be at, but right now we do a fairly good job handling everything with the students."

Most nurses have to work at two or three schools. When a nurse isn't on campus, school staff is trained and the nurse is only a

Catawba County Public Health Receives PUBLIC SECTOR Star Award

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PHOTO SPECIAL TO THE O-N-E

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"We sought this recognition in part to show our commitment to bringing about a culture of quality safety and health in our own workplace and in the community," said Doug Umland, health director, Catawba County Public Health. "Being re-certified as a Public Sector Star site is a testament to our employees for all the hard work they've put into achieving the highest safety standard in the state."

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Catawba County Public Health promotes and protects the health of all Catawba County residents through preventive services, innovative partnerships, and community health improvement initiatives. For more information, please call (828) 695-5800 or visit www.catawbacountync.gov/phaealth.



ON THE AIR

Did you hear our message about breastfeeding? It aired on WHKY-TV and WCNC-Radio in August.



NATIONAL FARMERS MARKET WEEK FUN

#TEAMBROCCOLI OR #TEAMAPPLE?

