

# Making exclusive breastfeeding a reality. One mom at a time.



a program of  
Heluna Health



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# What we Know About how to Save Kids' Lives

This was the title of a Jan 21 Nicholas Kristoff Opinion piece in the NYT

At UNICEF in the 1980s and 1990s, an American executive director named [James Grant](#) — for my money, the most important U.N. official in history — oversaw an effort that slashed death rates in the developing world and saved perhaps [25 million](#) lives. If we built statues of heroes based on their impact on the world, busts of Grant would adorn every town square.

The New York Times

# THE WIC Program

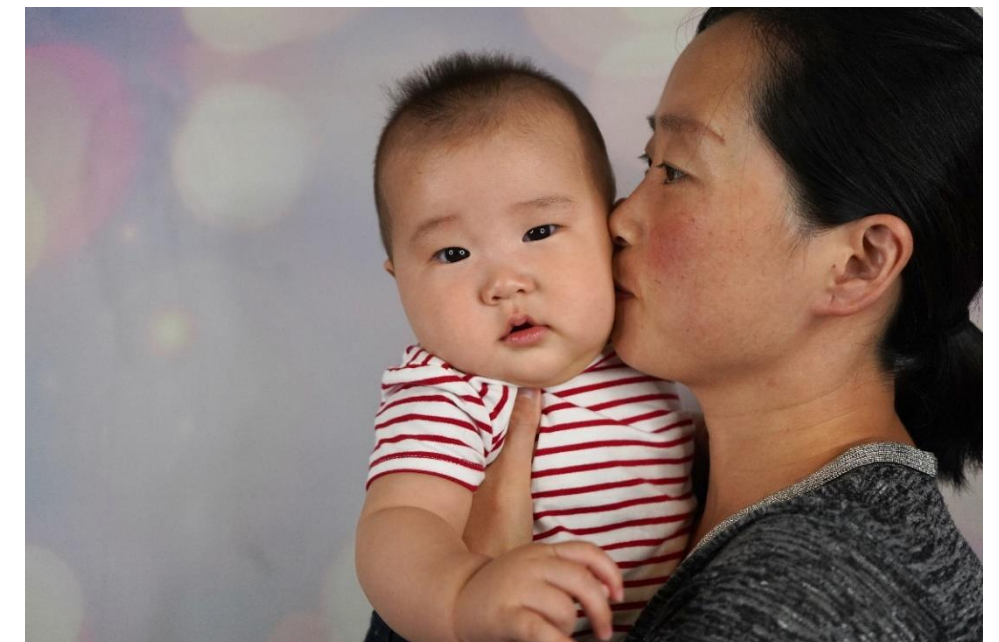
**From 1975-2023**

WIC metamorphosed from a formula feeding program to the premier BF promotion, support and advocacy program!



# **PHFE WIC Program:** **A program of Heluna Health**

Providing WIC services in Southern California for over 45 years; currently serving over 180,000 families every month.



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# Breastfeeding initiatives at PHFE WIC

Three specific breastfeeding promotion, support and advocacy programs at PHFE WIC that are cutting edge:

- **Red Alert Baby**
- **CinnaMoms**
- **The Employee Perinatal Support Program**



# The Red Alert Baby Protocol

Conceptualized in 2016, rolled out 2019; re-upped 2022

The intervention identifies WIC newborn babies who have lost too much weight in the first 30 days



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# Why is this important?



# What does PHFE WIC staff do routinely?

1. Weigh ALL babies <30 days old



# What does PHFE WIC staff do routinely?

## 2. Determine & assess % weight loss



Newborn Weight Loss Chart

Birth Weight	5% Weight Loss	7% Weight Loss	10% Weight Loss
5lbs 0oz	4lbs 12oz	4lbs 10.5oz	4lbs 8oz
5lbs 1oz	4lbs 13oz	4lbs 11oz	4lbs 9oz
5lbs 2oz	4lbs 14oz	4lbs 12oz	4lbs 10oz
5lbs 3oz	4lbs 15oz	4lbs 13oz	4lbs 11oz
5lbs 4oz	5lbs 0oz	4lbs 14oz	4lbs 11.5oz
5lbs 5oz	5lbs 1oz	4lbs 15oz	4lbs 12.5oz
5lbs 6oz	5lbs 2oz	5lbs 0oz	4lbs 13.5oz
5lbs 7oz	5lbs 2.5oz	5lbs 1oz	4lbs 14.5oz
5lbs 8oz	5lbs 3.5oz	5lbs 2oz	4lbs 15oz
5lbs 9oz	5lbs 4.5oz	5lbs 3oz	5lbs 0oz
5lbs 10oz	5lbs 5.5oz	5lbs 3.5oz	5lbs 1oz
5lbs 11oz	5lbs 6.5oz	5lbs 4.5oz	5lbs 2oz
5lbs 12oz	5lbs 7.5oz	5lbs 5.5oz	5lbs 3oz
5lbs 13oz	5lbs 8oz	5lbs 6.5oz	5lbs 3.5oz
5lbs 14oz	5lbs 9oz	5lbs 7.5oz	5lbs 4.5oz
5lbs 15oz	5lbs 10oz	5lbs 8oz	5lbs 5.5oz
6lbs 0oz	5lbs 11oz	5lbs 9oz	5lbs 6.5oz
6lbs 1oz	5lbs 12oz	5lbs 10oz	5lbs 7.5oz
6lbs 2oz	5lbs 13oz	5lbs 11oz	5lbs 8oz

Birth Weight	5% Weight Loss	7% Weight Loss	10% Weight Loss
8lbs 0oz	7lbs 9.5oz	7lbs 7oz	7lbs 3oz
8lbs 1oz	7lbs 10.5oz	7lbs 8oz	7lbs 4oz
8lbs 2oz	7lbs 11.5oz	7lbs 9oz	7lbs 5oz
8lbs 3oz	7lbs 12.5oz	7lbs 10oz	7lbs 6oz
8lbs 4oz	7lbs 13.5oz	7lbs 11oz	7lbs 7oz
8lbs 5oz	7lbs 14.5oz	7lbs 11.5oz	7lbs 7.5oz
8lbs 6oz	7lbs 15.5oz	7lbs 12.5oz	7lbs 8.5oz
8lbs 7oz	8lbs 0oz	7lbs 13.5oz	7lbs 9.5oz
8lbs 8oz	8lbs 1oz	7lbs 14.5oz	7lbs 10.5oz
8lbs 9oz	8lbs 2oz	7lbs 15.5oz	7lbs 11oz
8lbs 10oz	8lbs 3oz	8lbs 0oz	7lbs 12oz
8lbs 11oz	8lbs 4oz	8lbs 1.5oz	7lbs 13oz
8lbs 12oz	8lbs 5oz	8lbs 2oz	7lbs 14oz
8lbs 13oz	8lbs 6oz	8lbs 3oz	7lbs 15oz
8lbs 14oz	8lbs 7oz	8lbs 4oz	8lbs 0oz
8lbs 15oz	8lbs 8oz	8lbs 5oz	8lbs 1oz
9lbs 0oz	8lbs 9oz	8lbs 6oz	8lbs 1.5oz
9lbs 1oz	8lbs 9.5oz	8lbs 7oz	8lbs 2.5oz
9lbs 2oz	8lbs 10.5oz	8lbs 8oz	8lbs 3.5oz

# “Stop Light Schematic” simplified the infant assessment



Developing a tool  
to improve the  
infant  
assessment



RED, YELLOW, GREEN CHART Weight Assessment after Birth for Full Term Infants			
	BIRTH TO 9 DAYS	10 DAYS TO 13 DAYS	2 WEEKS OR MORE
<b>GO</b> <b>NORMAL</b> Continue to support their infant feeding goal.	Less than 7% weight loss	At or above birth weight	Above birthweight
<b>Caregiver needs to know:</b> Baby's weight is what we expect it to be at this age. Encourage them to listen for swallows and look for fullness cues to make sure baby is satisfied. Praise them on their infant feeding success. <b>Next steps:</b> 1. Instruct them to feed baby 10 or more times/day. 2. Educate them on appropriate diaper counts. 3. Offer follow-up phone call and/or weight check. 4. Refer for help for any feeding/latching concerns.			
<b>SLOW</b> <b>MONITOR</b> Monitor weight to keep baby out of the RED zone.	7-9% weight loss	Less than 5% weight loss	Back at birthweight yet did not gain 4 -7 oz in the previous week
<b>Caregiver needs to know:</b> Baby's weight is just below what we would expect it to be at this age. It is important to make sure baby is actively sucking throughout the feeding and having enough wet/dirty diapers. <b>Next steps:</b> 1. Instruct them to feed baby 10 or more times a day. 2. Schedule follow-up weight check within 1-2 days. 3. Offer a pump if baby is not feeding well at breast. 4. Open a "Center BF follow-up" task for BF concerns. 5. Call in 24 hours to assess baby's feeding. 6. Single Issue.			
<b>STOP</b> <b>TOO HIGH</b> Baby needs a plan today to gain weight back and a Physician Referral.	10% or more weight loss	More than 5% weight loss	Not back to birth weight
<b>Caregiver needs to know:</b> Baby has lost more weight than expected for this age and it is very important that the baby is seen by a doctor right away. Encourage them to breastfeed 10 or more times a day. Instruct them to supplement the baby with expressed breastmilk/formula until the baby gains the expected weight. <b>Next steps:</b> 1. Refer to the Nutritionist. <b>Nutritionist will:</b> 2. Provide caregiver infant feeding instructions. 3. Explain the importance of immediate follow-up with the pediatrician. 4. Complete the "Physician Referral" form. 5. Call/refer to the pediatrician. 6. Complete the "Weight Gain Plan for Your Baby" Handout. 7. Offer an electric pump to breastfeeding participants. 8. Document in WIC WISE & open a "Red Alert Baby" task. 9. Single issue and call the BFHL for a LC referral.			

# What is a “Red Alert” Baby?

**STOP**

**TOO HIGH**

Baby needs a plan today to gain weight back and a Physician Referral

BIRTH TO 9 DAYS	10 DAYS TO 13 DAYS	2 WEEKS OR MORE
10% or more weight loss	More than 5% weight loss	Not back to birth weight

Protocol for babies with higher than expected weight loss

# Parts of the Red Alert Baby Protocol



1. Identify & Inform
2. Educate
3. Refer & Document
4. Follow-up

## 2. Educate

### Feed the baby

- Continue breastfeeding
- Temporary supplementation plan to help baby gain weight based on age of baby



## 2. Educate

Protect the milk supply

- Offer a pump
- Discuss a pumping plan with mom
- Refer to the LC



## 2. Educate

- “Weight Gain Plan for your Baby” handout is reviewed

### If breastfeeding:

- Continue to breastfeed. (See next page)
- Supplement each feeding with pumped breastmilk or formula until you talk with the lactation consultant or your doctor.

After breastfeeding, supplement with breastmilk or formula:

Babies up to 3 days old	1 ounce or more every 2-3 hours
Babies 4 days and older	2 ounces or more every 2-3 hours

### If not breastfeeding:

- Attempt to burp baby, and observe for hunger/fullness cues, if baby stops sucking/swallowing or falls asleep while feeding.

Offer a bottle of formula:

Babies up to 3 days old	1 ounce or more every 2-3 hours
Babies 4 days and older	2 ounces or more every 2-3 hours



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## Weight Gain Plan for Your Baby

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WOMEN, INFANTS & CHILDREN

We are concerned about your baby's weight. To make sure that your baby is growing well, it is important that you follow this weight gain plan.

### Baby's Weight Check

Choose one

- Make an appointment with your baby's doctor for a weight check:
  - Do not wait until your next appointment.
  - Your baby needs to be seen as soon as possible.
- If unable to make an appointment:
  - Call the "Nurse Advise Line" phone number on your insurance card.
  - Report your baby's weight loss to them, and follow their instructions.
- If your baby does not have insurance:
  - Take baby to Urgent Care or the Emergency Room.

Text **"WEIGHT"** to **91997**

Please do NOT send a photo directly to this number.

We will send you instructions to share your baby's weight with us and a lactation consultant will contact you to check on your baby's weight.

Today's Date: \_\_\_/\_\_\_/\_\_\_

Caregiver's Name: \_\_\_\_\_

Baby's Name: \_\_\_\_\_ Baby's DOB: \_\_\_/\_\_\_/\_\_\_

Baby's Age: \_\_\_\_\_ Baby's Birth Weight: \_\_\_lb \_\_\_oz

Baby's Weight Today (Dry Diaper Only): \_\_\_lb \_\_\_oz

# 3. Refer

- Obtain consent from mom to communicate with baby's doctor
- Complete a Physician Referral
- Document in the WIC computer system
- Complete the referral with the baby's weight and the POC

PHFE WIC a program of Heluna Health		CALIFORNIA wic WOMEN, INFANTS & CHILDREN	
<b>Physician Referral for Infant with Excessive Weight Loss or Inadequate Weight Gain</b>			
Medical Provider/Pediatrician: _____		Date: _____	
Phone: _____		FAX: _____	
Staff Name: _____		RDN / Nutritionist (Circle one) Email: _____	
Phone: _____		WIC Center: _____	
Infant weight loss assessment completed for: _____		DOB: _____	
Birth weight: _____		Today's Weight: _____	
		Percent weight loss: _____	
<b>Please evaluate for higher than expected weight loss/ slower than expected weight gain.</b>			
<b>Plan of Care discussed with the caregiver:</b> <i>Check all that apply</i>			
<input type="checkbox"/> Offer ____ oz every 2-3 hours of pumped breastmilk or formula		<input checked="" type="checkbox"/> Schedule an appointment with the baby's pediatrician as soon as possible	
<input type="checkbox"/> Breastfeed 10x or more in 24 hours		<input checked="" type="checkbox"/> Follow-up with WIC Lactation Consultant	
<input type="checkbox"/> Pump ____x per day			
<b>Consent/Consentimiento:</b> I, _____ give permission to the WIC Program to contact the infant's medical provider to obtain additional medical information and/or exchange information pertaining to the infant's health. Yo, _____ autorizo a el Programa de WIC a contactar al médico del infante para obtener información médica adicional o intercambiar información pertinente a la salud del infante.			
Caregiver's Signature: _____		Date: _____ Phone: _____	

# 3. Refer



- Call the baby's doctor/HCP and discuss the baby's weight concern and WIC's supplementation recommendation and schedule an appointment for baby if possible
- Fax PR Form to baby's doctor

# 3. Document



- Document the visit
- Enter comments and place a hold on the WIC file
- Schedule a follow- up contact for the family

# 4. Follow up



- Follow-up with a health care provider (MD, Nurse Advice Line, Urgent Care)
- Report the weight to WIC

**EVERYONE**  
received training and  
made helping Red Alert  
Babies TOP PRIORITY!



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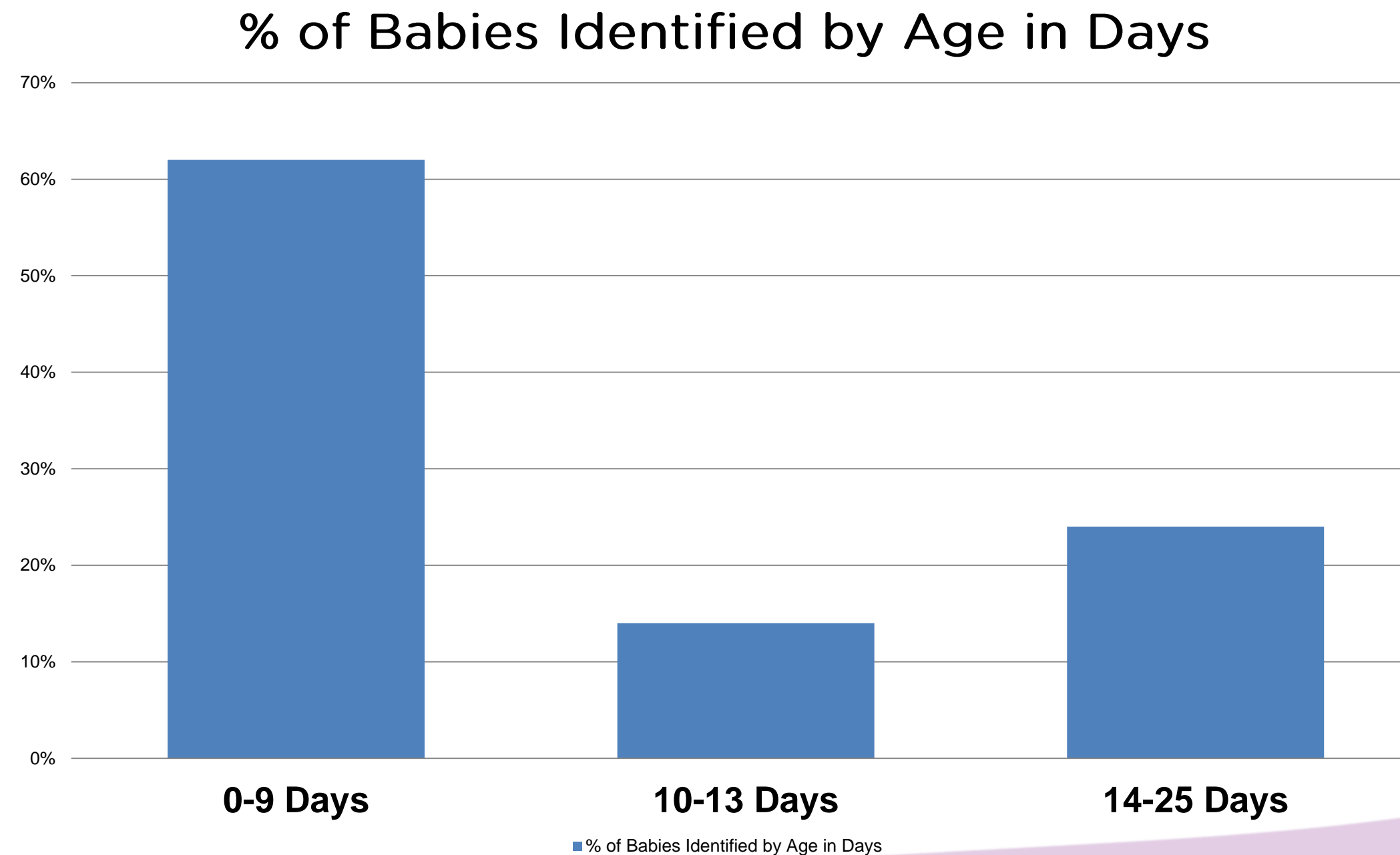
# “Red Alert Babies”

830 Red Alert Babies

From December 2018 - February 2020



# What we are learning about our Red Alert families?

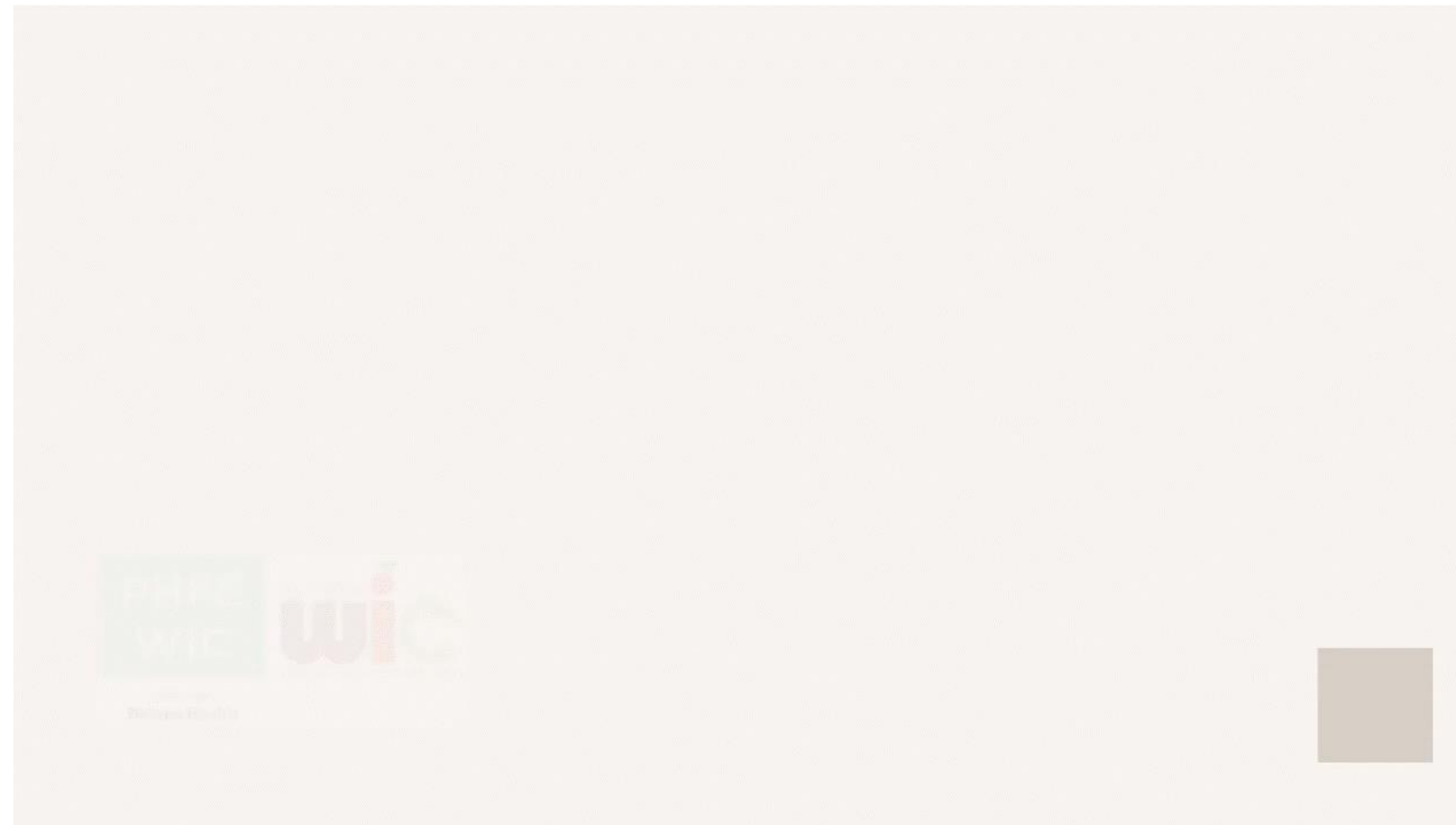


# Lessons learned about working with Red Alert Babies



- Families may not understand the urgency of the infant's status if it is not explained carefully
- You may not always reach the family for a follow-up so make sure they leave with the information and resources needed to feed the baby
- If the baby doesn't look well, take action!  
Some babies that were hospitalized had seen their doctor the same day or had an appointment scheduled for the following day

# Testimonials



# Retrained all staff in January 2023

In 2023:

Jan: 34 babies

Feb: 41 babies

March: 34 babies so far!



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# **WIC MUST be the safety net**

**After birth babies may experience a gap in care:**

Some do not have follow-up appointments for 2 weeks

Some have not chosen a doctor before leaving the hospital

Many of these moms call WIC for help

Babies lives are being SAVED!



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*CinnaMoms<sup>®</sup>*

## THE CINNAMOMS EXPERIENCE:

Optimizing the BF  
experience of Black  
families in So Cal

## HOW IT STARTED... 2015



Toncé Jackson, Ed.D, MPH, RDN, CLE



Karla Washington, CLE



# CLANISHA'S BREASTFEEDING STORY

"Breastfeeding is natural, but that does not mean it comes naturally. CinnaMoms taught the basics of breastfeeding and supported me along the way. They've offered support and held space for me prenatally and after baby came home. I am now a generational curse breaker in my family and I'm thankful for my village, CinnaMoms!

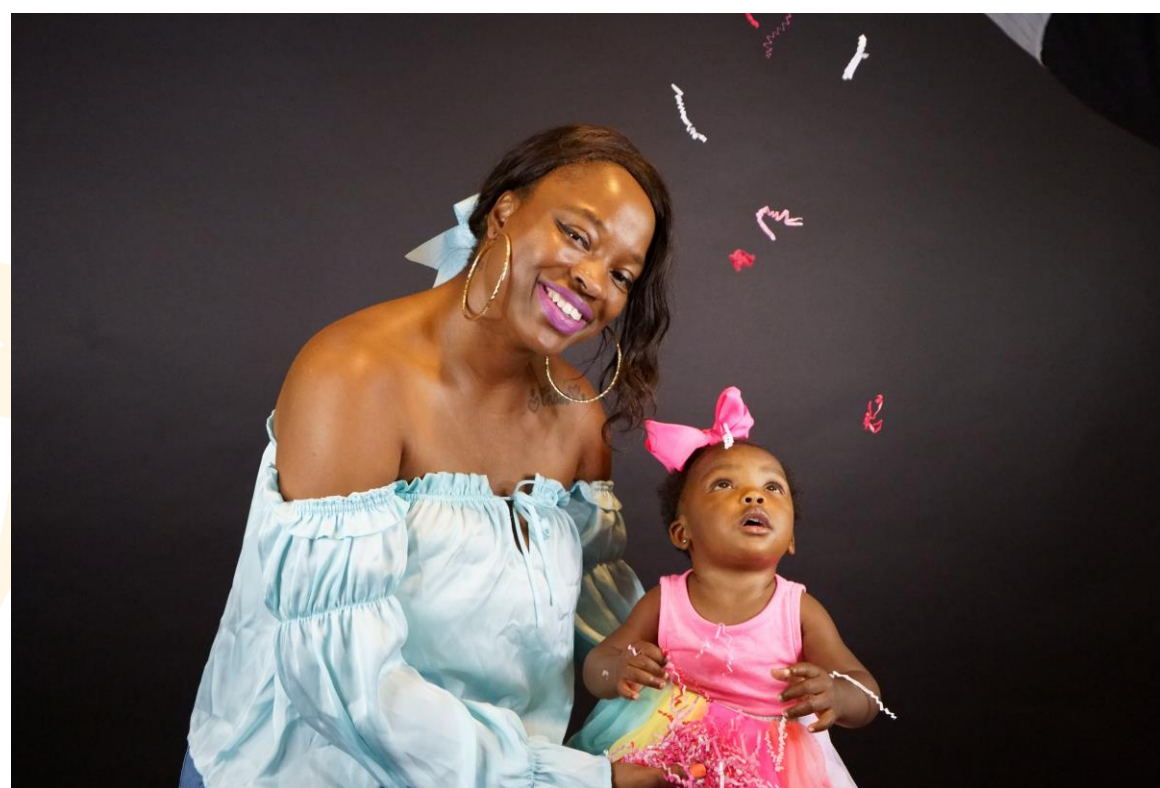
Thank you, "



# CinnaMoms Mission



To create a cultural space that promotes empowerment and self-transformation for Black/African American women. We come together to share and advocate for breastfeeding/chestfeeding, parenting, and health for the entire life course.





# What is CinnaMoms?

- CinnaMoms is a Breastfeeding and Parenthood Brand located in Los Angeles.
- We offer virtual and in person support to Black/African American Birthers and Families.



# Who are CinnaMoms?

- Black/African American WIC families & Non-WIC families
- Prenatal & Postpartum birthers
- Families with infants & children up to the age of 5
- We support anyone that is involved the family unit!



# BENEFITS OF BEING A PART OF CINNAMOMS

- Access to bi-monthly virtual breastfeeding and parenthood support circles
- Village of support with other Black families
- Exclusive access to Black Breastfeeding Peer Counselors, Lactation Consultants, Registered Dietitians
- Network of community resources
- Personalized text messages for updates on CinnaMoms events
- Connections to help on the journey



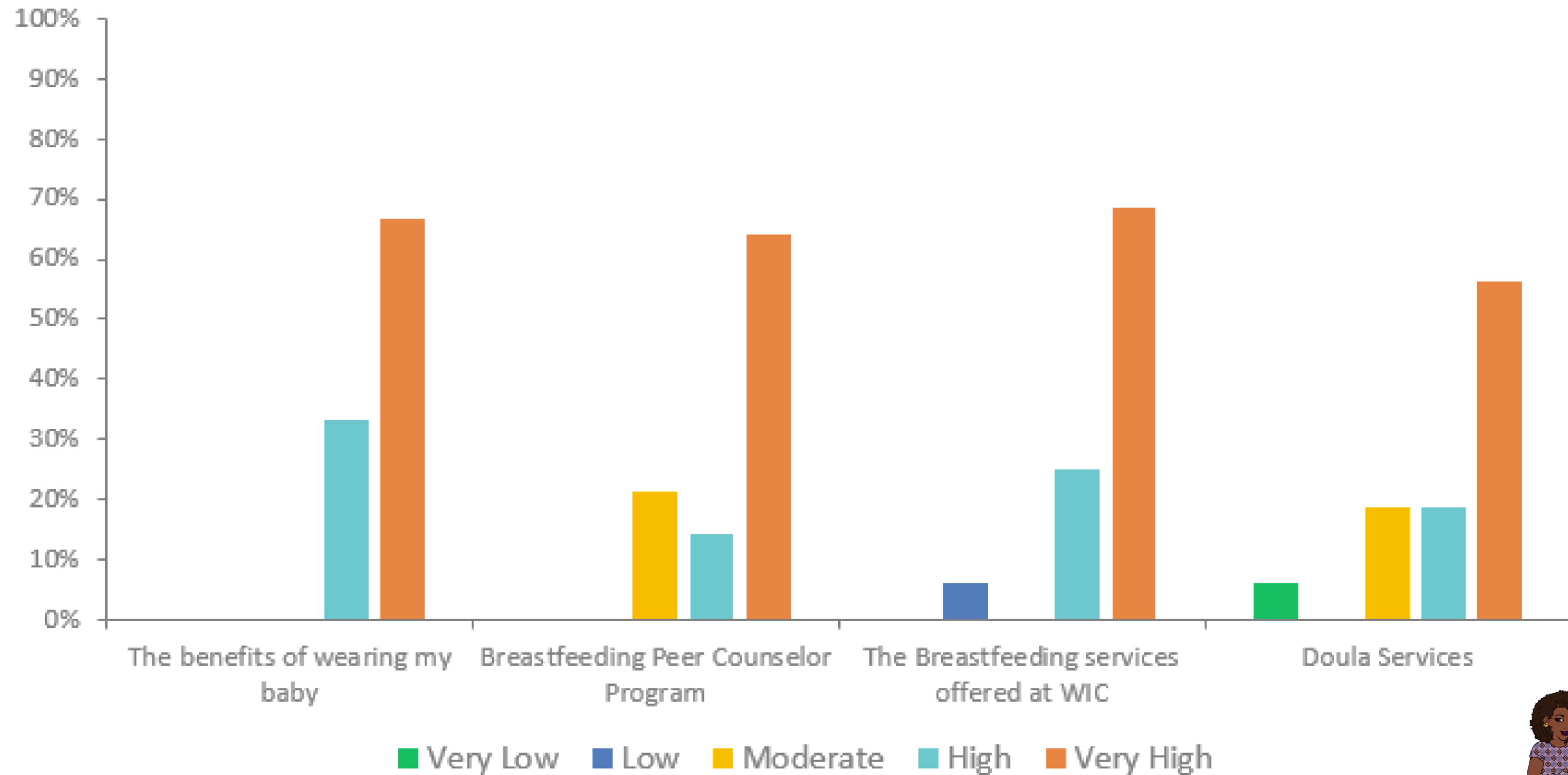
"These spaces are important because we're already generalized when we go in to have our children, and there's not many people in there that look like us, so the concerns that we have, we don't often voice. When we have this group, and we have concerns, it gives us the confidence to ask because they look like us.

Other women might be going through this and might be afraid to speak up to somebody, but in this group, somebody else is going through it and they hear what they should do."



## Rate your knowledge about the following: AFTER this CinnaMoms Support Circle

Answered: 16 Skipped: 0



# CINNAMOMS & BREASTFEEDING PEER COUNSELOR Collaboration Model



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# CINNAMOMS PEER COUNSELORS FACILITATE VIRTUAL SISTER CIRCLES

 + 

Join us on Zoom  
*Birthing Basics*

*Rhonda, CLE* *Tia, Project Specialist*

Thursday 4/21/2022  
10:30 am (PST)  
RSVP on [Cinnamoms.org](https://Cinnamoms.org)

 + 

Join us on Zoom  
*let it Flow Breastfeeding Edition*



*Ronietra, RDN, IBCLC*

Thursday 3/3/2022  
10:30 am (PST)  
RSVP on [Cinnamoms.org](https://Cinnamoms.org)

 + 

Join us on Zoom  
*Breastfeeding Beyond 6 Months*



*Wanda, IBCLC*

Thursday 4/7/2022  
10:30 am (PST)  
RSVP on [Cinnamoms.org](https://Cinnamoms.org)



"My experience being a CinnaMom has been very excellent. I remember my first time joining, the group discussion was about after you've had your baby, the post depression. [There were so] many resources and all the CinnaMoms being transparent, you didn't feel alone...

I just personally want to thank you guys for that because that was a really dark time for me. It's just been an awesome experience, and I just pray and ask God... no pun intended to anyone's religion, but to keep this CinnaMoms going. This is something that we need in our community with our cultures being mixed and everyone getting along and breaking down those barriers that no one wants to talk about or even bring up. It's been a beautiful experience and I'm just so happy to be a CinnaMom. "



# CINNAMOMS PEER COUNSELORS SERVE BLACK AFRICAN/AMERICAN FAMILIES

“Well, I have Rhonda as my person [Peer Counselor] that helps me with my WIC, and she's amazing.” “She's a wonderful lady. She be on point, she's straightforward. She makes sure I'm using my WIC card.”



# ADRIAN'S BREASTFEEDING STORY



"CinnaMoms has allowed me to have a space of comfortability. Outside of learning so many amazing tips for breastfeeding, I feel as though I have community and that has been priceless. My breastfeeding journey has been heavily dependent on my mental health being in a good place and with CinnaMoms I always leave feeling grounded and confident. I appreciate the group so much because I know I have support whenever I need it, and I know the support is coming from like-minded women who are judgement free. Thank you thank you thank you! "



# CINNAMOMS PEER COUNSELORS PROVIDE QUICK RESPONSIVE SUPPORT



“Ericka [Peer Counselor] was my person. She's pretty much good. Any question I had, she was there to answer it.”



# In 2022 CinnaMoms had..



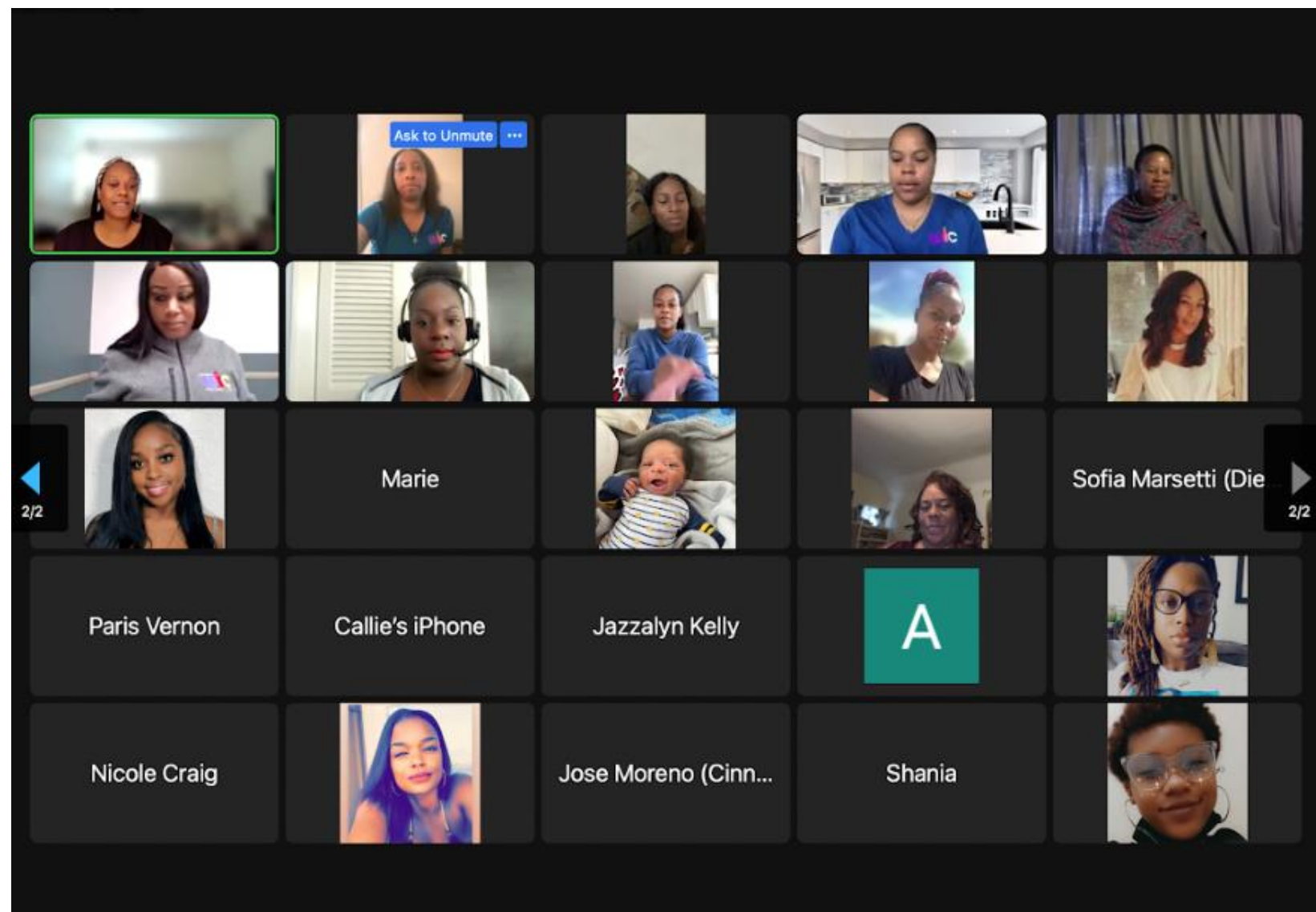
17

CinnaMoms Support Circles



273

CinnaMoms joined  
a support circle



267

Survey responses



104

Gift cards awarded  
to super CinnaMoms



# ULANI'S BREASTFEEDING STORY

"CinnaMoms has had a positive impact on my breastfeeding journey by starting me on the journey. Normalizing what was done before formula, connecting with other Black women who also want the best growth and development for their children. Also supplying moms with necessary information and resources to keep up with their milk supply and bonding. "



# STAY CONNECTED WITH CINNAMOMS

- **Follow us**
  - Instagram & Twitter @cinnamoms\_
  - Facebook.com/CinnaFamily
- **Stay connected**
  - Sign up for cinnablog & newsletter on our website, [www.cinnamoms.org](http://www.cinnamoms.org)
- **Partner with CinnaMoms**
  - Facilitate a virtual support circle
  - Invite your families to join our virtual support circles
- **Refer families to WIC in your State**
  - [www.signupwic.com](http://www.signupwic.com)
  - Type in zipcode to find nearest WIC



# Employee Perinatal Support Since 1996!



# EMPLOYEE PERINATAL SUPPORT

**Goal:** To increase positive pregnancy outcomes among our employees and support their breastfeeding goals.



# What is the Employee Perinatal Support Program?

Full support for WIC employee's

- During their pregnancy
- When they are on leave
- As they return to work



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# Employee Perinatal Support Program

**Goal:** To increase positive pregnancy outcomes among our employees and support their breastfeeding goals  
**We welcome all PHFE WIC and Heluna Health employees or their partners to participate if they are currently pregnant or breastfeeding!**



## Prenatal Support

### **Monthly Prenatal Support Groups:**

Employees come together to receive support and discuss pregnancy-related topics, such as labor, delivery, and Leave of Absence information.

### **Nutrition Counseling to Support a Healthy Pregnancy:**

Employees receive nutrition counseling on healthy weight gain, diet, and other pregnancy-related topics with a Nutritionist of their choice.



## Postpartum Support

### **Lactation Consultant Support:**

Employees select a Lactation Consultant (their biggest cheerleader!) to help them meet their infant feeding goals, answer breastfeeding questions, and provide support with breastfeeding challenges.

### **Monthly Breastfeeding Support Groups:**

Employees and their babies come together to support each other on their infant feeding journey! New parents and parents nursing older children learn from each other as they discuss their breastfeeding experiences.

### **Returning to Work:**

Employees are offered an electric pump and time to pump during work hours to remove barriers for reaching their infant feeding goals. Alternatively, teleworking employees are able to breastfeed their babies to replace pumping sessions.



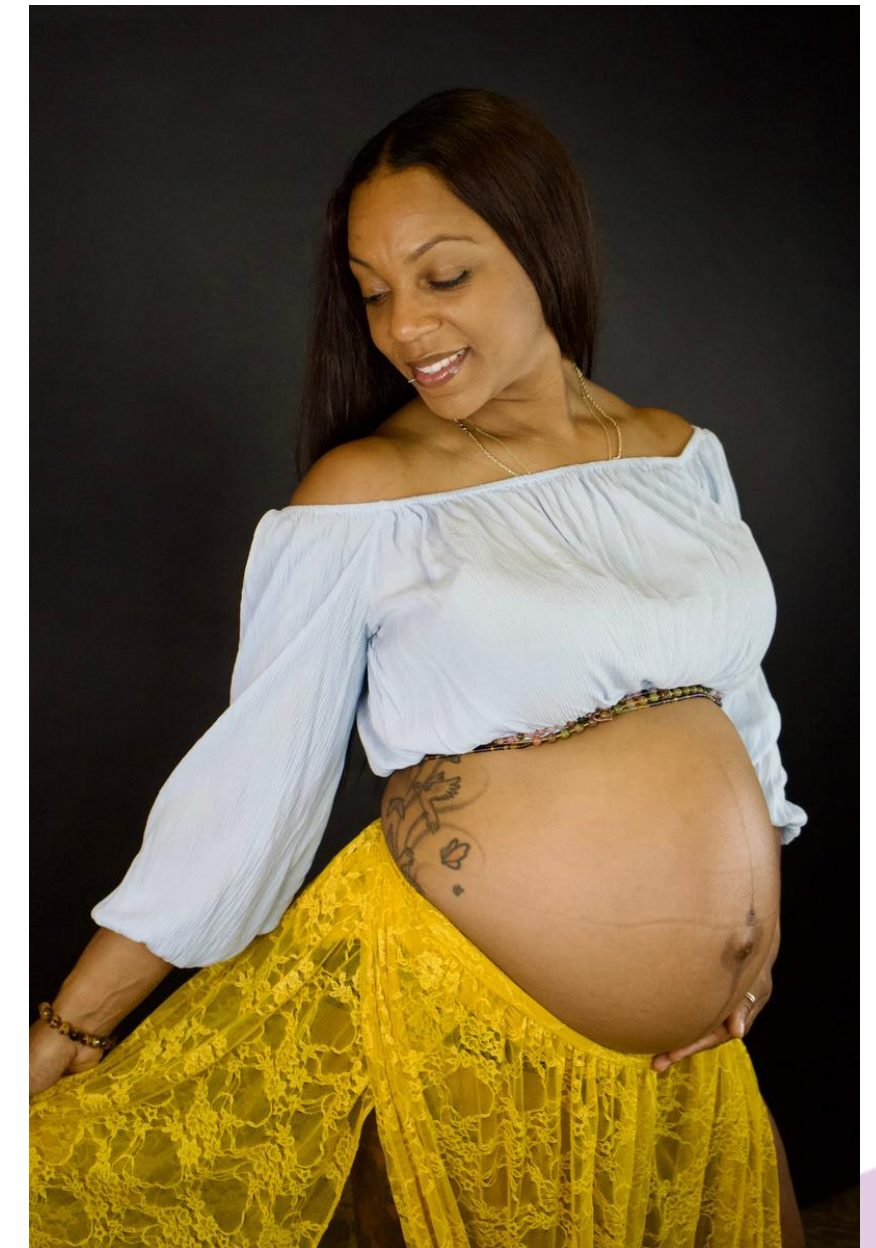
Contact the Employee Perinatal Support Program (EPSP) Coordinators as soon as you find out you are pregnant to participate in these activities!  
**Sharon Cai at [sharonc@phfewic.org](mailto:sharonc@phfewic.org) or Toni Ayon at [antonlaa@phfewic.org](mailto:antonlaa@phfewic.org)**



# Pregnancy

## Prenatal Support

- Monthly Prenatal Support Groups
  - Hosted by RD, IBCLCs
  - Topics include: Emotions during Pregnancy, Exercising, Stages of Labor, Preparing for Baby's Arrival, Hospital Pack List, etc.
  - Guest Speakers from LOA Team
- Monthly nutrition follow-ups from a nutritionist of their choice



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# Postpartum

## Breastfeeding Support

- Monthly Breastfeeding Support Groups
  - Hosted by IBCLCs, and breastfeeding experts from BF Helpline
- Staff with new babies and staff nursing older children come together all learn from each other.
- Community of support to reach feeding goals.
- A LC of their choice works with staff one-on-one to reach their goals



# Returning to Work

- As staff transitions back to work, the BF department meets with the employee and their supervisor to create a pumping/breastfeeding schedule to support the employee and their feeding goals.
  - 2022 Update: staff teleworking are able to latch baby on to breastfeed to replace a pumping session.
- Electric pumps are offered to breastfeeding employees.



# LET'S LOOK AT HOW BREASTFEEDING IS GOING FOR OUR EMPLOYEES



# EMPLOYEE BREASTFEEDING RATES

	Babies	Any BF	EBF 3M	EBF 6M
HP2030				46.2%
2020	11	11	7	6 (54.5%)
2021	13	13	10	9 (69.2%)
2022	20	20	10	7 (35%)**

\*\* As of Feb 2023, 9 babies have not reached the 6 month age yet.

# EMPLOYEE BREASTFEEDING RATES

	Babies	EBF 12M
HP2030		54.1%
2020	11	6 (54.5%)
2021	13	9 (69.2%)
2022	20	2 (10%**)

\*\* As of Feb 2023, 18 babies have not reached the 12 month age yet.

As of Feb 2023, there are 12 toddlers(12-23M) and 8 older children(24M+) still breastfeeding at PHFE WIC.



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## Let's hear from our staff:

"I'm grateful to be part of the Employee Perinatal Support Program. Having a support system that helps you during your pregnancy and during your breastfeeding journey encourages you to keep going and makes you feel not too lost during this beautiful part of life."



Maria Marquez

**Breastfeeding Helpline**

## Let's hear from our staff:

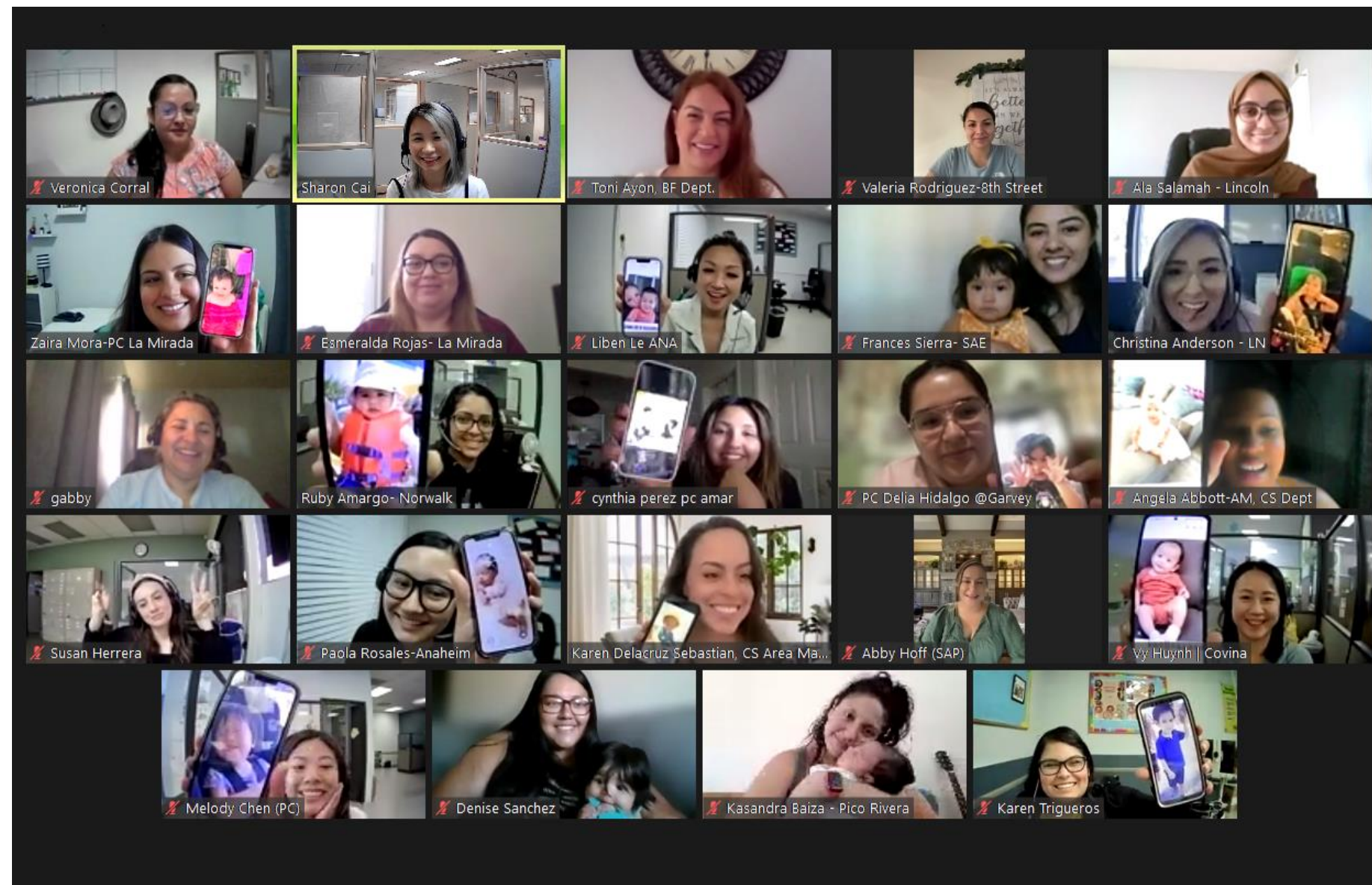
"A huge part of my breastfeeding success has been because of the support I received not only from my family and friends but because of the in-person and virtual support of the breastfeeding department. Assisting me in finding a better position and checking the latch really helped enhance my confidence in the earlier weeks after birth. Now, almost 10 months later and exclusively breastfeeding, I feel so proud and assured I will reach my breastfeeding goals. Being a part of the Perinatal Support Group allowed me to find others who related to my experiences with breastfeeding and get valuable advice and support when I needed it the most. Hearing from moms who have been through it, are going through it and even those that haven't experienced it yet really gives me reassurance as a new parent. Thank you BF team for the support, expert advice and kindness. It made all the difference."



Angela Abbott

**Client Services Area Manager**

# August 2022 Combined PN/BF Support Group



Staff are welcomed to bring their children to the support groups. Staff who were not near their children showed their children through their phones.

# In Summary



1. The evolving support for breastfeeding in the WIC program and the progression we have made in 45 plus years is astounding...and continuing....
2. For each of the three programs presented I hope you are inspired to replicate, adapt and create similar programs in your circles
  - a) **The Red Alert Baby Protocol**
  - b) **The CinnaMoms Program**
  - c) **The Employee Perinatal Support Program**



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# Thank you to the following

Belen Rediet for putting the slide deck together  
Cindy Clapp for her breastfeeding leadership and  
the RAB protocol  
Dr. Tonce Jackson for sharing her CMs  
Sharon Cai for wonderfully continuing the EPSP

# James Grant

Breastfeeding is a natural “safety net” against the worst effects of poverty. If the child survives the first month of life (the most dangerous period of childhood) then for the next four months or so, exclusive breastfeeding goes a long way toward canceling out the health difference between being born into poverty and being born into affluence ... It is almost as if breastfeeding takes the infant out of poverty for those first few months in order to give the child a fairer start in life and compensate for the injustice of the world into which it was born.”

# Contact Us!



[www.phfewic.org](http://www.phfewic.org)



[\(888\) 942-2229](tel:(888)942-2229)



[outreach@phfewic.org](mailto:outreach@phfewic.org)



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