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Details:

(FORM UPDATED: 08/11/2010)

**WISCONSIN STATE LEGISLATURE ...
PUBLIC HEARING - COMMITTEE RECORDS**

2009-10

(session year)

Senate

(Assembly, Senate or Joint)

**Committee on ... Public Health, Senior Issues,
Long-Term Care, and Job Creation (SC-PHSILTCJC)**

COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
(**ab** = Assembly Bill) (**ar** = Assembly Resolution) (**ajr** = Assembly Joint Resolution)
(**sb** = Senate Bill) (**sr** = Senate Resolution) (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

- Luke Rollins, Madison — Wi. Partnership for Activity and Nutrition
- Corrin Ehlke, West Bend
- Mark Grapentine, Madison — Wi. Medical Society
- Laurel Franczek, Madison
- Michael Welsh, Madison — Wi. Assoc. of Local Health Departments and boards
- Susan Morrison, Madison
- Michael Welsh, Madison — Wi. Public Health assoc.
- Michael Welsh, Madison — Wi. Dietetic Assoc.

Registrations Against

- David Storey, Madison — Wi. Retail Council

Registrations for Information Only

- None.

February 10, 2009

EXECUTIVE SESSION HELD

Present: (5) Senators Carpenter, Coggs, Vinehout, Schultz and Kapanke.

Absent: (0) None.

Moved by Senator Vinehout, seconded by Senator Kapanke that **Senate Bill 16** be recommended for passage.

Ayes: (5) Senators Carpenter, Coggs, Vinehout, Schultz and Kapanke.

Noes: (0) None.

PASSAGE RECOMMENDED, Ayes 5, Noes 0



Russell DeLong
Committee Clerk

Vote Record

Committee on Public Health, Senior Issues, Long-Term Care, and Job Creation

Date: 2/16/09

Moved by: Vinehout

Seconded by: Kapanke

AB _____ SB IC _____ Clearinghouse Rule _____
 AJR _____ SJR _____ Appointment _____
 AR _____ SR _____ Other _____

A/S Amdt _____
 A/S Amdt _____ to A/S Amdt _____
 A/S Sub Amdt _____
 A/S Amdt _____ to A/S Sub Amdt _____
 A/S Amdt _____ to A/S Amdt _____ to A/S Sub Amdt _____

- Be recommended for:
- Passage Adoption Confirmation Concurrence Indefinite Postponement
 - Introduction Rejection Tabling Nonconcurrence

Committee Member	Aye	No	Absent	Not Voting
Senator Tim Carpenter, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Spencer Coggs	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Kathleen Vinehout	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Dale Schultz	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Senator Dan Kapanke	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Totals:	<u>5</u>	_____	_____	_____

Wisconsin Partnership for Activity and Nutrition
healthy eating • physical activity • healthy weight

February 9, 2009

Senate Committee on Public Health, Senior Issues, Long-Term Care, and Privacy
Wisconsin Legislature
P.O. Box 7882
Madison, WI 53707-7882

Dear Senate Committee:

The Wisconsin Partnership for Activity and Nutrition (WI PAN) supports the passage of SB 16.

The Wisconsin Partnership for Activity and Nutrition (WI PAN) is a statewide coalition representing over 130 organizations and programs, who share the common mission of improving the health of our state's residents by decreasing overweight and obesity, improving nutrition and increasing physical activity. The *Wisconsin Nutrition and Physical Activity State Plan* provides a framework to help create and support environments that make it easier for all residents to make healthy food choices, be physically active and achieve and maintain a health weight. The Plan emphasizes strategies to:

- **Promote and support initiation, duration, and exclusive breastfeeding;**
- Promote increased fruit and vegetable consumption;
- Promote increased physical activity;
- Reduce television time;
- Reduce sweetened beverage consumption; and
- Promote age-appropriate portion sizes.

Breastfeeding has long been recognized as a proven health promotion and disease-prevention practice. Recently, breastfeeding has been found to play a foundational role in preventing childhood obesity and these effects appear to last well into adulthood.

The breastfeeding-obesity link is now recognized by key government agencies and professional groups, from the Centers for Disease Control and Prevention (CDC) to the American Academy of Pediatrics (AAP). Experts at the CDC estimate that 15% to 20% of obesity could be prevented through breastfeeding. The AAP recommends exclusive breastfeeding for the first six months and continued breastfeeding, with the addition of appropriate foods, up to at least one year of age.

Promotion and support of breastfeeding are goals included in Healthy People 2010, and Healthiest Wisconsin 2010. These goals are to increase to 75% the proportion of

mothers who breastfeed their infants in the early post-partum period, to increase to 50% the proportion who breastfeed at least 6 months and to 25% the proportion who breastfeed at least 12 months. Additional indicators were recently added to increase to 60% the proportion of mothers who exclusively breastfeed for 3 months and to 25% the proportion who breastfeed for 6 months.

Currently, 68% of Wisconsin mothers initiate breastfeeding and only 39% continue to breastfeed at least 6 months and only 16% breastfeed for 12 months.¹ The rates are much lower for low income and minority women. To quote *Breastfeeding in the United States: A National Agenda*²: "all mothers should have the opportunity to breastfeed their infants and all infants should have the opportunity to be breastfed".

The constraints of today's society often weigh against the choice of breastfeeding and lead new mothers with demanding time schedules to opt for formula feeding to avoid embarrassment. The promotion of breastfeeding must begin with ensuring a mother's right to breastfeed and should encourage public acceptance of this most basic act of nurture between a mother and her child, and no mother should be made to feel incriminated or socially ostracized for breastfeeding her child.

SB 16 will assure that Wisconsin women are permitted to breastfeed in any public or private location where she is authorized to be and that no person may interfere with the right of a mother to breastfeed her child. This legislation will remove one barrier to breastfeeding that many women face and allow for continued breastfeeding which in turn will result in positive health outcomes for both mother and child. These benefits include the reduced risk of childhood overweight, type 1 and 2 diabetes, certain childhood cancers, allergies, asthma, otitis media, diarrhea and other acute and chronic illnesses.

Please support the passage of SB 16.

Thank you in advance for your consideration and please feel free to contact me should you have any questions or require additional information.

Sincerely,



Susan Nitzke, PhD, RD, CD
WI PAN Chair

1. Centers for Disease Control and Prevention. 2008 U.S. National Immunization Survey. www.cdc.gov. Accessed February 2, 2009.
2. United States Breastfeeding Committee. *Breastfeeding in the United States: A National Agenda*. www.usbreastfeeding.org. Accessed February 6, 2009.



FRED A. RISSER

President
Wisconsin State Senate



Public Hearing on Senate Bill 16
Senate Committee on Public Health, Senior Issues,
Long-Term Care and Job Creation
February 9, 2009

History: A constituent contacted the office in 2005 because a neighbor of hers was asked to leave a local mall for breastfeeding her child in a public seating area. The constituent asked if there was a state law to prohibit discrimination against breastfeeding mothers. Upon further review, I found that the only provision in state law that addressed breastfeeding was to exempt it from the definition of "lewd behavior".

The Bill: Senate Bill 16 will allow a mother to breastfeed in any public or private location where she is otherwise authorized to be. Additionally, this bill would prohibit any person from interfering with the right of a mother to breast feed her child. Any person who interferes with this right would be subject to a forfeiture of not more than \$200.

Currently, 40 states have laws which allow mothers to breastfeed in any public or private place.

Why is this bill necessary?

This bill is necessary to eliminate societal barriers to breastfeeding. With all of the public health benefits of breastfeeding—for both mother and child—we need to set aside our societal notions of modesty and focus on the real issue.

Many people claim that they are uncomfortable with seeing a woman nurse her child, that it is unacceptable in public. This is understandable, however the definition of what is and is not acceptable in public is completely subjective. One person may disapprove of another's appearance—for example, older adults disapproving of the fashions of the younger generation. This does not mean that we should keep the younger generation out of sight.

An FDA study of why women do not breastfeed—or stop after a short time—found that a principal factor is embarrassment by mothers because of the reaction caused by public nursing.

According to the CDC, in 2005 breastfeeding rates for infants in the US were as follows:

- 74.2% of children were breastfed at some point.
- 43% of women were still breastfeeding their infants at 6 months
- 21.4% of women were still breastfeeding at 1 year

According to the Surgeon General's Healthy People 2010 Goals

- 75% of women should be breastfeeding after delivery
- 50% of women should continue to breastfeed through 6 months
- 25% of women should continue breastfeeding through 1 year

Obstacles to initiation and continuation of breastfeeding include:

- Lack of family and broad societal support
- Inappropriate interruption of breastfeeding
- Insufficient prenatal education
- Disruptive hospital policies and practices
- Early hospital discharge in some cases
- Lack of timely follow up care
- Misinformation

The American Academy of Pediatrics recommends exclusive breastfeeding of infants for six months, and continuation of breastfeeding after solid foods are introduced. It is estimated that Americans would save \$3.6 Billion annually in health care costs because breastfed babies tend to be healthier babies.

Passage of Senate Bill 16 will have a two fold effect: first, to ensure that mothers can feed their children without fear of harassment; and second to ensure that our children are offered the healthiest start possible in life. I would encourage the committee to act favorably on this proposal in the interest of mothers and babies throughout Wisconsin.