Idaho Perinatal Project News

Mark Your Calendar…

Idaho Perinatal Project Winter Conference

Thursday, February 24, 2005 – Pediatric Focus
Friday, February 25, 2005 – Obstetrics Focus
Saturday, February 26, 2005 – Gynecology Focus

Watch for conference updates and registration for the conference begins December 1, 2004 at

www.idahoperinatal.org

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Lending Library: What’s New

➢ Video Resource:

Botanicals in the Lactating Mother ~ Tieraona Low Dog, MD

Botanicals in the Pregnant Woman ~ Tieraona Low Dog, MD

Taped video from 2004 Idaho Breastfeeding Conference.
FDA Cautions Against Ultrasound ‘Keepsake’ Images

By Carol Rados, Diagnostic Devices Branch, Office of Compliance, Center for Devices and Radiological Health, Rockville, MD

It’s risky business taking pictures of unborn babies when there’s no medical need to do so. That’s the word from the Food and Drug Administration, which is concerned about companies trying to turn an important medical procedure into a prenatal portrait tool.

As compelling as these sneak previews may be, the FDA is warning women about the potential hazards of getting keepsake videos. The agency also is warning companies against creating them for entertainment purposes. While ultrasound has been around for many years, expectant women and their families need to know that the long-term effects of repeated ultrasound exposure on the fetus are not fully known. In light of all that remains unknown, having a prenatal ultrasound for non-medical reasons is not a good idea.

Why All the Fuss?

Ultrasonic fetal scanning, from a medical standpoint, generally is considered safe if properly used when information is needed about a pregnancy. Still, ultrasound is a form of energy, and even at low levels, laboratory studies have shown this can produce physical effects in tissue, such as jarring vibrations and a rise in temperature. Although there is no evidence that these physical effects can harm a fetus, the FDA says the fact that these effects exist means that prenatal ultrasounds cannot be considered completely innocuous.

As more advanced ultrasound technologies (usually using higher ultrasound intensities) become available, greater numbers of expectant mothers and their families are requesting fetal keepsake videos and portraits for souvenirs. Sometimes these images may be made by people not well trained, or for longer exposure times and at higher levels than are usually used in medical situations. At the same time, the medical community is discouraging the use of ultrasound unless it is medically necessary.

The FDA, after learning from consumers in 1994 about keepsake video productions, initiated investigations of firms throughout the country. Investigators uncovered companies offering a wide variety of ultrasound packages. Among the findings were that ultrasound was being performed by untrained, unlicensed technicians and often without a doctor’s supervision.

Understanding the Laws

The FDA has voiced its concern to various health professional organizations and the National Electrical Manufacturers Association, stating that anyone promoting, selling, or leasing ultrasound equipment for making keepsake fetal videos could be breaking the law.

Ultrasound is conducted with a prescription medical device that is regulated by the FDA. The agency sets the standard for the level of energy to be used for various treatments or diagnoses, including fetal ultrasounds. This standard restricts ultrasound exposure to levels that produce few, if, effects on the fetus, based on epidemiological evidence.

The FDA can take action against the keepsake industry in two ways: for promoting a device for other than its approved use, and for using a prescription device without a prescription from a medical professional. By promoting and advertising keepsake videos, the advertiser is creating a new intended use for the device, and this requires pre-market review by the FDA.

The Bottom Line

The prescription status of ultrasound equipment ensures that pregnant women will receive professional care that contributes to their health and to the health of their babies. Performing prenatal ultrasounds without following state and federal guidelines puts a mother and her unborn baby at risk. Therefore, the procedure should only be used to provide medical benefit. Besides being inappropriate and contrary to responsible medical practice, the bottom line is: Why take a chance with a baby’s health for the sake of a video?

Visit www.fda.gov for the full text of this article.

IdaWa Breastfeeding Coalition World Breastfeeding Month Project

The theme of this year’s World Breastfeeding Month campaign was “Exclusive Breastfeeding; the Gold Standard.” In keeping with this theme, IdaWa Breastfeeding coalition provided a non-formula gift diaper bag to all new breastfeeding mothers in the North Central Health District. Community businesses (Norco Medical Supply, Mom & Me, Fotobug) and support groups such as La Leche League, Idaho WIC, Nee Mee Puu Health, provided helpful items and information for the bags. The bags were given to a total of seven small community hospitals in the region and offered a helpful alternative to the standard formula company sponsored gift bags. This project gave the new mothers an introduction to the many organizations and retail companies that support breastfeeding in their own community and was a great success for all involved.

⇒ Visit www.fda.gov for the full text of this article.
New Pap Test Guidelines in Practice

Patient Education is Extremely Important

New cervical cancer screening recommendations present a challenge to OB/GYN’s—understanding, implementing, and perhaps the most daunting—explaining them to patients.

“Patients need both written and verbal explanations,” suggests Anne O’Meara, MD, a member of ACOG’s Committee on Patient Education.

New Recommendations Offer More Options

ACOG recommends annual cervical cancer screening until age 30; women over 30 who have had three consecutive negative tests may extend the interval to every two to three years or may continue to be screened annually.

Changing Practices Takes Time

Experts agree that both physicians and patients will take time to implement the cervical cancer screening changes. As old practices die hard, it important not to interpret the changes as “anti-provider”. Instead, empower patients with the importance of the care they receive and give them options so they can be involved with making informed decisions about their health and care.

⇒ www.acog.org

2004 Nurse of the Year Event

The Second Annual Nurse of the Year Event sponsored by the March of Dimes Idaho State Chapter will be held at the DoubleTree Riverside Hotel in Boise, Idaho on Friday, November 5, 2004.

Nurses from around the state will be honored for their exemplary patient care, contributions to their specialty and their involvement in their profession, workplace and community. This year nineteen nurses will be honored in various nursing categories including an overall Distinguished Nurse of the Year. Nurses, friends, coworkers and the public are invited to attend. Proceeds from the event will benefit the March of Dimes whose mission is to improve the health of babies by preventing birth defects and infant mortality.

Sponsorships of this event, and ticket information are now available.

For further information please call 208/336-5421 or 1.800.336.5421.

Breastfeeding and Dental Issues

- Infant dental decay—Is it related to breastfeeding
- Obligate nose breathing

To learn about these issues and others please visit brianpalmerdds.com

2004 Community Awards

The Idaho State Chapter March of Dimes provides Community Awards in the range $100 - $1,000 for projects and materials. Deadline is October 1, 2004.

The one-to-two page request should include the need addressed, the target population and the project purpose. A budget sheet should also be attached. Also include all pertinent contact information.

If possible, award proposals should be submitted via email by the above deadlines. A single paper copy should follow by mail.

Projects should further the March of Dimes mission in local communities.

For further details please contact Lynn Kammermeyer at 800.336.5421 or lkammermeyer@marchofdimes.com.
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<tr>
<td>OB – Advanced Cardiac Life Support</td>
<td>February 8-9, 2005 ~ Boise, Idaho</td>
<td>St. Luke’s RMC ~ 208/381-1501</td>
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