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| **Florida Breastfeeding Coalition, Inc.****News, Updates & Items of Interest****May 2010**Mission: To improve the health of Floridians by working collaboratively to protect, promote and support breastfeeding. Please share this e-newsletter with anyone you feel would be interested.

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|   |  **Exciting NEWS for Breastfeeding Working Moms** |

         **NEW FEDERAL LAW requires unpaid breaks for nursing mothers** -The health care reform bill signed by the president contains an employment law change. Section 4207 amends the federal Fair Labor Standards Act to mandate unpaid breaks for expressing milk, in a location other than bathroom. Because it is part of the Fair Labor Standards Act, its provisions apply to almost all employers, although those with fewer than 50 workers will not be covered if they can show that compliance would cause undue hardship.         The Coalition launched the **Florida Breastfeeding Friendly Employer Recognition Award Program**.  Program information and application are on the website at <http://www.flbreastfeeding.org/employerprogram.htm> .  If you know of a business that already has a breastfeeding worksite program or if you know of a business that would like to know about the cost savings and benefits to businesses providing breastfeeding support to their employers also contact Debbie Albert at [thedga@aol.com](http://health.groups.yahoo.com/group/flbreastfeeding/post?postID=0TbzSlR42aGqK9UKbJJbRC8JmkxWFhiedvw4r2I4oL91tsLea5jIeVOgsJ_8MFBlMh85Cw) .  FBC now has more than 50 volunteer outreach workers trained in the Business Case for Breastfeeding. More information about the Business Case for Breastfeeding can be found on the website at <http://www.flbreastfeeding.org/bfing_working.htm>          **The Coalition has an on going request for Breastfeeding Working Mother Testimonies -** Twenty-four states have laws related to breastfeeding support in the workplace, FLORIDA DOES NOT!  Though we now have a national mandate as part of the Health Care Reform, the FBC is still interested in pursuing breastfeeding supportive workplace legislation for the State of Florida.  Lack of support in the workplace is a huge barrier to mothers continuing to breastfeed when they return to work.  The AAP recommends all babies be exclusively breastfed for 6 months and continue for at least one year.  The Florida Breastfeeding Coalition is actively collecting testimonies of breastfeeding working mothers' challenges in the workplace.  These testimonies will be used to help persuade Florida lawmakers of the necessity of a workplace breastfeeding law.  The Coalition is particularly interested in testimonies of mothers who have met with barriers, hardships or discrimination, which resulted in not being able to pump in the workplace to provide milk for their baby or the loss of their job. If an employer has demonstrated support of breastfeeding mothers in the workplace, however, the Coalition would like to receive success stories as well, and award those employers with special recognition and acclaim on our website.  Please encourage mothers to e-mail both positive and negative testimonies and include their contact information to: [office@flbreastfeeding.org](http://health.groups.yahoo.com/group/flbreastfeeding/post?postID=Rc26t6wWAtoNYVqRYdIx58TryoYsAir0kNiPwHW_Q85Zijnq0XwiL4ctCnLWJA_Zpo2whd2bENflRs-l2EWht80)  .

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|   |  **Report on Board of Director & Planning Meeting** |

Members of FBC board met with other breastfeeding supporters on April 9, 2010 for a Board of Directors & Planning meeting in Orlando at Orlando Health's Arnold Palmer Hospital.        The Board Members and guest reviewed the accomplishments of the past two years as well as discussed future goals. In looking at future goals, the planning of a 5-Year Strategic Plan was begun and should be available soon on the website.         A conference planning committee was formed for the October 15, 2010 **Healthcare Provider Seminar** (HPS) which will proceed the La Leche League of Florida and English Speaking Islands (LLL of FL/ESU) Breastfeeding and Parenting Conference on October 16-17, 2010 at the Bayside Hilton, St. Petersburg, FL.          The Business Case for Breastfeeding (BCB) confirmed their goals for continuing trainings and personal contact with businesses to encourage workplace support for breastfeeding employees.  The committee overviewed the **Florida Breastfeeding Friendly Employer Recognition Award Program.**  BCB Chair, Debbie Albert, announced an exciting partnership with FL DOH Bureau of Chronic Disease's ARRA Grant for Communities Putting Prevention to Work Project where efforts will be made to implement breastfeeding employee worksite support policy in public schools.

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|   | **Projects in the Works for 2010**  |

* Implementing Business Case for Breastfeeding
* Establishing the Florida Breastfeeding Friendly Employer Award Program
* Implementing Loving Support Peer Counselor Project as a partner with FL DOH and Healthy Start in 5 counties
* Please **MARK YOUR CALENDARS** for **Healthcare Provider Seminar**, **October 15, 2010**, Bayside Hilton St. Petersburg, FL. This year conference theme will be **Breastfeeding- Creating Policy and Cultural Change.**
* Forming Legislative Committee to work on legislation for breastfeeding working mothers

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|   |  **How YOU can HELP the Coalition HELP** **Breastfeeding Mothers & Babies** |

* Please consider placing a link to the FBC website on any Florida Dept. of Health, hospital or other website that offers breastfeeding information and resources.
* Spread the word about the Florida Breastfeeding Coalition and about the Coalition's website.   It's a great resource for breastfeeding information as well as advocacy of breastfeeding. Also, please include the Coalition website link on any breastfeeding materials you or your group or organization distributes to mothers and healthcare professionals. [www.flbreastfeeding.org](http://www.flbreastfeeding.org/)
* If you know of a health fair or conference that **BREASTFEEDING** should be promoted at, please email information regarding it to [office@flbreastfeeding.org](http://health.groups.yahoo.com/group/flbreastfeeding/post?postID=VLdgMtR_JJdG8QgT2McXmORYXpRGojrsrMm04DCI1inC9Yy1I5HIIrJUOcOs9zmJFfeC8sfOvuSkm_gGk-vug5w)
* The Coalition is publicly funded by donations.  You can make a one time donation or set-up a monthly donation to Florida Breastfeeding Coalition, Inc. (a 501(c)3 organization) by visiting [www.flbreastfeeding.org/donations.htm](http://www.flbreastfeeding.org/donations.htm)

**Promote, Protect and Support Breastfeeding** [**www.flbreastfeeding.org**](http://www.flbreastfeeding.org/)  |