



Florida Breastfeeding Coalition, Inc. <flbreastfeedingcoalition@gmail.com>

E-News Florida Breastfeeding Coalition - Business Case for Breastfeeding

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To: Julia.Thorne@flhosp.org

FLORIDA BREASTFEEDING COALITION, INC.

September 2009 E-Newsletter

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.

Important Announcement & Action Needed

The Florida Breastfeeding Coalition has been awarded ***The Business Case for Breastfeeding in YOUR Community*** Grant. The first 2-day Train-the-Trainer workshop will be offered on December 14-15, 2009 in Daytona at a Volusia County Health Department facility. The training is FREE with continuing education credits to those who attend. However, the attendees must be willing to pay their own accommodations such as travel, hotel and food. To help determine those who will be chosen to participate in the first training, all interested persons must fill out the survey at

http://www.surveymonkey.com/s.aspx?sm=fNnC9ELKFm_2fr20aJ7uso1Q_3d_3d

or visit www.flbreastfeeding.org to link to the survey.

The survey will close on October 11, 2009 at 11:00 PM. On November 1, invitations will be emailed out to those who are chosen to attend the first training. You can learn more about this outreach project at <http://www.womenshealth.gov/breastfeeding/programs/business-case/>

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Representatives Carolyn Maloney (D-NY) and Senator Jeff Merkley (D-OR) hosted a news conference Thursday, June 11, 2009 at 10:00 a.m. to reintroduce the "**Breastfeeding Promotion Act**," which would protect the rights of breastfeeding mothers who return to the workplace after childbirth, and the health and well being of their children.

Ask your Representative and Senators to support the Breastfeeding Promotion Act to provide a unified national policy to keep mothers, their children, and their communities healthy! Log onto [http://org2.democracynaction.org/o/5162/t/6359/campaign.jsp?campaign\\_KEY=1697](http://org2.democracynaction.org/o/5162/t/6359/campaign.jsp?campaign_KEY=1697)

#### News

The Florida Breastfeeding Coalition held its first Physician & Healthcare Provider Seminar on September 11, 2009 at Daytona Beach Hilton Oceanfront Resort with a registration of 111. The attendees ranged from physicians, dietitians, nurses, lactation consultants, public health workers, La Leche League Leaders and WIC peer counselors. The theme was "Reducing Barriers to Increase Duration of Breastfeeding."

The Coalition THANKS La Leche League of Florida for providing the opportunity and partnership to hold the seminar. Be watchful in 2010 as this partnership is expected to result in an annual Physician & Healthcare

Provider Breastfeeding Seminar.

### **Request Breastfeeding Working Mother Testimonies**

Twenty-four states have laws related to breastfeeding in the workplace, FLORIDA DOES NOT! This is a huge barrier to mothers continuing to breastfeeding 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 working 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. As well the Coalition would like to hear about success in the workplace if an employer has demonstrated exceptional support of breastfeeding mothers in the workplace. Please e-mail testimonies with contact information to [office@flbreastfeeding.org](mailto:office@flbreastfeeding.org)

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

Spread the word about the Coalition and about the Coalition 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 [office@flbreastfeeding.org](mailto:office@flbreastfeeding.org)

You can make a **donation** to Florida Breastfeeding Coalition, Inc. (a 501(c)3 organization) by visiting [www.flbreastfeeding.org/donations.htm](http://www.flbreastfeeding.org/donations.htm)

Florida Breastfeeding Coalition, Inc. is funded by public and organization donations.

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

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