

Florida Breastfeeding Coalition, Inc. Babies are born to breastfeed.

Breastfeeding —the gold standard.

www.flbreastfeeding.org

March 2009 E-Newsletter

Mission: To improve the health of Floridians by working collaboratively to protect, promote and support breastfeeding.

Announcements

****SIGN THE PETITION TO PRESIDENT-ELECT OBAMA****

http://org2.democracynaction.org/o/5162/t/4002/petition.jsp?petition_KEY=177
Please sign this petition if you haven't already. If you have signed it, please pass it along to others who might be willing to sign it. We need many more votes!!!

REMEMBER Breastfeeding is a HEALTH Agenda!

Healthier babies, healthier mothers, and less healthcare dollars.

**Florida Breastfeeding Coalition, Inc sends letter strongly urging
CDC's Office of Management and Budget to renew the
Maternity Practices in Infant Nutrition and Care (mPINC) survey.**

View letter at <http://flbreastfeeding.org/action.htm>

**The FBC urges others to send comments in support of renewing the mPINC survey.
Only 2 weeks left to send comments to omb@cdc.gov**

News

FBC meeting with FL Surgeon General - February 13, 2009, Dr. Joan Meek, Carol Brady and Susan Taylor meet with **Dr. Viamonte Ros, Florida's Surgeon General**, to discuss how the Coalition and DOH can work together to protect, promote and support breastfeeding. Dr. Viamonte Ros expressed her support for breastfeeding by opening the meeting with admission of being a former La Leche League member and nursing each of her 2 children into the second year of life. It was a positive meeting and a great beginning for what is hoped to be a long and productive collaboration at protecting, promoting and supporting breastfeeding in Florida. For more details of the meeting, a report in PDF can be found at <http://flbreastfeeding.org/action.htm>

The **Florida Dept. of Health and Healthy Start Coalitions** have a joint **Research-to-Practice Work Group** that has selected breastfeeding and breastfeeding promotion as one of their focuses.

The **Florida Dept. of Health** recognized March 4, 2009 as **International Board Certified Lactation Consultant Day** in a News Release. View full News Release at www.flbreastfeeding.org

Formula company pitches workplace "breastfeeding support" In another cynical move to market formula in the guise of breastfeeding support, Abbott Labs has partnered with Working Mother magazine to create a "workplace breastfeeding support" kit. Blogging in [The Huffington Post](http://TheHuffingtonPost.com), Dr. Melissa Bartick explains why businesses should steer clear of formula propaganda, and instead use the [Business Case for Breastfeeding](http://BusinessCaseforBreastfeeding.org), a federally-funded workplace lactation support program. To learn more about HRSA's Business Case for Breastfeeding and supporting breastfeeding working mothers go to www.flbreastfeeding.org/bfing_working.htm

BanTheBags.org is the web home of **Ban the Bags**, a national campaign to stop formula company marketing in maternity hospitals. Florida has 5 hospitals that have successfully BanTheBags: **Cape Canaveral Hospital** (Cocoa Beach), **Martin Memorial Medical Center** (Stuart), **Morton Plant Hospital** (Clearwater), **Naval Hospital Jacksonville** (Jacksonville) and **North Florida Regional Medical Center** (Gainesville).

Request Breastfeeding Working Mother Testimonies

The Florida Breastfeeding Coalition, Inc. 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 and 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 lost 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 include contact information and email testimonies to office@flbreastfeeding.org

Update on LOGO Contest

The LOGO contest has only had about a dozen entries and the Florida Breastfeeding Coalition, Inc. Board of Directors will be in discussion about possibly extending the deadline for the contest. For more information about the LOGO Contest, please log onto <http://flbreastfeeding.org/contest.htm> after January 12, 2008 for details at to if the contest will be extended.

Thank YOU for your SUPPORT

The Coalition would like to thank the following for their donations in Nov-Dec 2008

Linda Goldberg

Faith Ploude

The Family Connection

Karen Shelton

Donations are always welcome. Support the Coalition in protecting, promoting and supporting breastfeeding in the State of Florida. The Coalition work is largely dependent on public donations.

To see others who have made donations to the Coalition or to make a donation to the Coalition, you can go to www.flbreastfeeding.org/donations.htm

How YOU can HELP the Coalition HELP Breastfeeding Mothers and Babies

Spread the word about the Coalition and about the Coalition website. We need more visitors to the 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

Need volunteer speakers in every county in Florida willing to give presentations on breastfeeding to physicians, nursing students and other healthcare professions. (Coalition will provide educational presentation.) If you wish to volunteer, please email contactus@flbreastfeeding.org

Need volunteers to work on the following committees: Funding, Education, Outreach, Communication/Media. If you wish to volunteer, please email contactus@flbreastfeeding.org

If you know of a health fair or conference that BREASTFEEDING should be promoted at, please email contactus@flbreastfeeding.org