



News, Updates & Items of Interest
Protecting, Promoting & Supporting Breastfeeding in Florida

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

January 2011 E-Newsletter

Please forward this email to anyone who might be interested in our mission.

FBC has NEW President & New Board of Directors

Florida Breastfeeding Coalition (FBC) starts off the new year with Joan Meek, MD, MS, RD, IBCLC taking the leadership role as FBC President for the 2011/2012 term as well as five new Board of Directors. You can view a list of the Board of Directors for the 2011/2012 term at http://flbreastfeeding.org/contact_us.htm.

Call to Action for Breastfeeding from US Surgeon General

Regina Benjamin, M.D., the US Surgeon General, made a strong Call to Action (CAT) to Support Breastfeeding on January 20, 2011. The Surgeon General's CAT outlines a need to improved breastfeeding support in the United States, calling for all sectors of society to remove the barriers that make it difficult for many women to succeed at breastfeeding. She is calling on health care providers, employers, insurers, policymakers, researchers, and the community at large to take 20 concrete action steps to support mothers in reaching their personal breastfeeding goals.

The 105 page CAT document and video link of the Surgeon General can be found on FBC's website home page at <http://flbreastfeeding.org/>

FBC Photo Journal Story "Get Pumped"

USBC in collaboration with CDC began preparation for the Surgeon General's CAT last August when they awarded 8 Photo Journal Subcontract of which FBC was awarded a subcontract for their application for the photo journal story called "Get Pumped."

Debbie Albert, FBC President Elect and Business Case for Breastfeeding Chair, prepared the subcontract application and supervised the project. More than 1500 pictures of working mothers were submitted to USBC/CDC for use in the CAT for Breastfeeding and national campaign to follow. These same photos along with the photos of the other 7 states will then go into a database/catalog for use by the national government and all state breastfeeding coalition to use photos as needed for promotion of breastfeeding. Debbie has prepared a press release about the project which has been sent out to media throughout the State of Florida.

USBC New Initiative "Breastfeeding: A Vision for the Future"

The USBC has a new initiative called *Breastfeeding: A Vision for the Future*. Based on evidenced based research, the *Vision* is aimed to increasing awareness of the importance of breastfeeding and the support needed from all sectors of society to achieve our national breastfeeding goals. The *Vision* draws attention to the gaps in U.S. policy and outlines nine crucial objectives that must be met to fully address the barriers faced by mothers. USBC's goal is to reach 15,000+ individual supporters of the *Vision*, before launching it as a tool to support media and legislative advocacy efforts. Add your voice to demand action by signing on at <http://www.usbreastfeeding.org/Vision>. Your support helps USBC to make a lasting impact towards the social, environmental, and institutional change needed to support our Nation's mothers and babies. **PLEASE spread the word and get as many people to sign this petition as possible.**

ACTION REQUESTED - Re: Reasonable Break Time for Employed Nursing Mothers

The Department of Labor (DOL) has issued a Request for Information (RFI), asking for public comments on its interpretation of the reasonable break time for employed nursing mothers. The public comments will help guide the DOL in implementing the new law contained in the Affordable Care Act.

The deadline for comments is February 22, 2011. To read the RFI and obtain instructions for comments see <http://webapps.dol.gov/FederalRegister/PdfDisplay.aspx?DocId=24540>

To go directly to the comment site see <http://www.regulations.gov/#!submitComment;D=WHD-2010-0003-0001>

FBC Promotes NEW PROGRAM

FBC announced a new project called "5-Baby Steps toward Baby Friendly" at its Healthcare Provider Seminar on October 15, 2010. The project is promoting 5 of the Ten Steps to Successful Breastfeeding (WHO/UNICEF) also known as the 10 steps to Baby Friendly Hospital designation. Several states have taken this approach encouraging maternity policy changes that will removing maternity care barriers to breastfeeding. Colorado's "5 Can Do Steps" being one of the most successful states to show how five changes to better support breastfeeding during the hospital stay does improve breastfeeding duration rates. You can learn more about this new program in development and access the Colorado program information and outcome which is located in the Tool Kit at <http://flbreastfeeding.org/hospital.htm>.

FBC is actively seeking other organizations that will join them in developing this new program and encouraging maternity hospitals to implement all 5 of the 5-Baby Steps toward Baby Friendly. If you know of an organization who would be interested in joining our efforts or a hospital that is interested in implementing the program, please email office@flbreastfeeding.org

FBC Business Case for Breastfeeding Program

FBC's Business Case for Breastfeeding (BCB) under the leadership of Debbie Albert, FBC President Elect, continues to recognize employers who are supporting their breastfeeding employees. FBC's BCB to date has received 20 applications with 13 businesses completing the application process and being added to the website for recognition at <http://flbreastfeeding.org/employerprogram.htm>. The other applications are in various stages and will be added to the website soon.

BCB outreach volunteers are also working with the FL DOH Bureau of Chronic Disease ARRA Grant to encourage implementation of breastfeeding employee policy for school

districts throughout Florida. FBC is happy to report Orange and Leon County now have written policy in place for breastfeeding employees.

FBC's BCB now has a tri-fold brochure for promotion of BCB which includes an application for the Employer Award. The new brochure introduces the BCB project as well as the NEW FEDERAL law and explains the benefits to the employer who supports breastfeeding employees. You can see the new brochure on the FBC web page:

<http://flbreastfeeding.org/employerprogram.htm> Look near the top left hand side under "About the Florida Breastfeeding Friendly Employer Award". You can also view a picture of the plaque that is given in recognition of achieving the Employer Award.

For more information regarding how to help support the working breastfeeding mother, visit FBC website at http://flbreastfeeding.org/bfing_working.htm For more info about the Florida Breastfeeding Friendly Employer Award, visit <http://flbreastfeeding.org/employerprogram.htm>

A NEW Way to Help Support FBC

Buy lactation and parenting books from Hale Publishing through the FBC Bookstore. Hale Publishing is the leading publisher and provider of the most popular and comprehensive resources in the field of lactation, women and infant health. YOU can help support FBC when you buy books from Hale Publishing by entering their website through FBC's Bookstore webpage at <http://flbreastfeeding.org/bookstore.htm>

How YOU can HELP the Coalition HELP Breastfeeding Mothers and Babies

Spread the word about FBC and FBC's website. It's a great resource for breastfeeding as well as breastfeeding advocacy and is now averaging over 1000 visits per month. Please visit www.flbreastfeeding.org

Promote the Business Case for Breastfeeding. Ask a business to become Breastfeeding Friendly. Register a Breastfeeding Friendly Business online at: <http://flbreastfeeding.org/employerprogram.htm>

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

You can also donate to FBC, a 501(c)3 organization, at <http://flbreastfeeding.org/donations.htm>

Archives of FBC E-Newsletter can be found at <http://www.flbreastfeeding.org/newsletters.htm>