



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.

### March 2011 E-Newsletter

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

#### FBC News

FBC plans to hold its annual Healthcare Provider Seminar this year at Arnold Palmer Hospital in Orlando on October 8, 2011. Please mark your calendars and be watchful for more information in the coming months.

FBC co-signed a letter drafted by the United States Breastfeeding Committee (USBC) which was sent to leaders of the House and Senate Appropriations Committees requesting \$15 million from the 2012 Prevention and Public Health Fund for breastfeeding support initiatives in Fiscal Year 2012, from. The letter was also co-signed by 38 national organizations and 98 regional/state/local organizations. USBC's final public comments are available on the Letters and Public Comments web page:

<http://www.usbreastfeeding.org/NewsInformation/LettersPublicComments/tabid/114/Default.aspx>

#### Breastfeeding News from Around the State

University of Florida's Center for Breastfeeding and Newborns ( <http://cbn.med.ufl.edu/> ) is conducting two research surveys about breastfeeding and breastfeeding support. The

Mothers/Mothers-To-Be Survey [HTTPS://ufljour.qualtrics.com/SE/?SID=SV\\_9nmZlzY0nsUHOja](HTTPS://ufljour.qualtrics.com/SE/?SID=SV_9nmZlzY0nsUHOja)  
Support Individuals (Family, Friends, Community) Survey  
[https://ufljour.qualtrics.com/SE/?SID=SV\\_1Bm5sLINjMT3b4o](https://ufljour.qualtrics.com/SE/?SID=SV_1Bm5sLINjMT3b4o)

Heidi Agostinho, Director of Foundation for a Breastfeeding Culture, reports on the efforts of the Baby Friendly Hospital Project funded through the Miami-Dade County Department of Health Communities Putting Prevention to Work grant provided by the CDC. This project is a collaborative effort of Miami-Dade County WIC and Nutrition Program, the Foundation for a Breastfeeding Culture, Healthy Start, Coalition of Miami-Dade County and South Florida Hospital and Healthcare Association. They presently have ten maternity hospitals who have committed to attempt approaching the Baby Friendly Initiative. Four of the ten hospitals are moving into the development phase of Baby Friendly. South Florida Hospital and Healthcare Association would like to see this project expanded to Broward and Palm Beach counties as well.

Helen Jackson, Director of the Community Nutrition Services Division for Duval County Health Department, shares that peer counselors have started Baby Cafes in various communities throughout Duval County for breastfeeding peer support.

Lou Boyes, Palm Beach County WIC Breastfeeding Coordinator, shares that Palm Beach County School District issued an official bulletin to all school principals about new breastfeeding law and raising awareness that employees need to be respected and provided workplace pumping arrangements. This was an important first step due to the size of the District. This could more easily lead into a policy later. It was very well written bulletin, just short of being a policy. Many PBC schools are offering employees pumping time and space anyway, but not all employees knew about it. The bulletin now recommends and approves such efforts. In addition, Debbie Albert, FL

Business Case reports that school policy efforts have additionally been initiated in Collier, Lee, Polk, Pinellas, and Desoto Counties.

## US Surgeon General's Call to Action

Surgeon General Regina M. Benjamin released ***The Surgeon General's Call to Action to Support Breastfeeding*** on January 20, 2011. In case you missed the US Surgeon General Call to Action to Support Breastfeeding, USBC has posted the Implementation Matrix, Socio-Ecological Model, PowerPoint slides and audio recording, and other resources and quick links on their SGCTA web page:

<http://www.usbreastfeeding.org/LegislationPolicy/FederalPolicies/SurgeonGeneralsCalltoAction/tabid/189/Default.aspx> The 105 page CTA document and video link of the Surgeon General's CTA can be found on FBC's website home page at <http://flbreastfeeding.org/>

## News and Activities from USBC & Partners of USBC

**USBC's** new position statement on **Lactation Accommodations in the Workplace** has been published and is now available for download at the link below. Kudos to the task force for their hard work on this Document! <http://www.usbreastfeeding.org/LinkClick.aspx?link=Position-Statements%2fWorkplace-Statement-2011-USBC.PDF&tabid=36&mid=378>

**FDA: Proposed Collection; Comment Request--Infant Formula Label Statements Experimental Study** - FDA is seeking comments on the utility and the paperwork/regulatory burden associated with the administration of an experimental study about label statements on infant formula, such as those that are either structure function claims or provide similar claims.

**Deadline: May 2, 2011** <http://edocket.access.GPO.gov/2011/PDF/2011-4740.PDF>

**USDA/FNS: Proposed Collection; Comment Request--WIC Breastfeeding Peer Counseling Study**

The USDA Food and Nutrition Service (FNS) is seeking comments on the paperwork and regulatory Burden associated with the administration of the second phase of the Breastfeeding Peer Counseling Study that "... Will assess the impact of including in-person peer counseling as part of the Loving Support program on breastfeeding outcomes for WIC participants ..."

**Deadline: May 10, 2011** <http://edocket.access.gpo.gov/2011/2011-5624.htm>

**From AHRQ/NCCD: National Commission on Children and Disasters 2010 Report to the President and Congress** Access the report at: <http://www.ahrq.gov/prep/nccdreport/nccdreport.pdf>

## 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.**

## FBC Promotes Breastfeeding Friendly Hospitals

FBC is working to develop a project to encourage maternity hospitals to implement "5-Baby Steps toward Baby Friendly." 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. You can learn more about this new program and the Tool Kit of information to support implementation 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](mailto:office@flbreastfeeding.org)

## **FBC Business Case for Breastfeeding Program**

More than 15 businesses in Florida have been recognized for having workplace support of their breastfeeding employees. For more information regarding how to help support the working breastfeeding mother, visit FBC website at [http://flbreastfeeding.org/bfing\\_working.htm](http://flbreastfeeding.org/bfing_working.htm) For more info about the Florida Breastfeeding Friendly Employer Award, visit <http://flbreastfeeding.org/employerprogram.htm> . For additional information about Business Case activities or trainings please email Business Case Chair, Debbie Albert at [thedga@aol.com](mailto:thedga@aol.com).

## **FREE Online Breastfeeding Education**

Health e-Learning takes pleasure in offering the lactation presentations for no cost. The subject of these presentations is of such significance that they would like the message to be available to everyone. Go to <http://health-e-learning.com/resources/free-lectures>

Dr. Anne Eglash, in conjunction with the Academy of Breastfeeding Medicine has begun to tape podcasts on various breastfeeding topics. The first 4 have just been uploaded to iTunes podcasts (free) and are easily accessible through the site set up by Anne:

<http://itunes.apple.com/us/podcast/breastfeeding-medicine-podcast/id417009927>

The first 4 are:

- The Non-Latching Infant, with Christina Smilie MD
- The Tight Lingual Frenulum, Or Tongue-Tie, with Evelyn Jain MD
- Donor Human Milk Banking Part 2, with Kathie Marinelli MD
- Donor Human Milk Banking Part 1, with Kathie Marinelli MD

They are beautifully done and highly recommend linking to this site from your sites. The plan is to continue adding podcasts frequently on many subjects and hot topics from experts in the field.

## **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, breastfeeding advocacy, and is now averaging over 1000 visits per month. Please visit [www.flbreastfeeding.org](http://www.flbreastfeeding.org)

Join FBC's Facebook Page by going to <http://www.facebook.com/FLBreastfeedingCoalition> and clicking on the Like button. Time sensitive breastfeeding advocacy opportunities and breaking news are posted to FBC's Facebook Page.

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](mailto:office@flbreastfeeding.org)

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