



Florida Breastfeeding Coalition, Inc.

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.

May/June 2011 E-Newsletter

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

FBC News

FBC's Annual Healthcare Provider Seminar will be **September 10, 2011 at Winnie Palmer Hospital in Orlando, FL**. This is a change from the previous October date in the March FBC E-Newsletter. So, if you marked your calendars in March with the October date, please change the date to September 10, 2011.

Florida Call to Action to Support Breastfeeding

Feature Speakers:

Kathleen Marinelli MD, IBCLC, FABM, FAAP - Neonatologist

(video of Kathleen Marinelli @ <http://vimeo.com/14269726>)

Joan Meek, MD, MS, RD, FAAP, FABM, IBCLC

Sandra Sullivan, MD, IBCLC

Debbie Albert, PhD., RN, IBCLC

Heidi Agostinho, PhD., IBCLC

Leanna Carter Wiest, CLC

For more information go to <http://flbreastfeeding.org/hps.htm>
Online Registration and mail-in registration are posted to the above website.

Breastfeeding News from Around the State

FBC's Joan Meek and Debbie Albert were both invited and participated in the DHHS Expert Panel on Supporting Breastfeeding Mothers in Universities and Schools in Washington, D.C. on May 18th and 19th. This panel explored the unique challenges of both instructors and students who are breastfeeding mothers in Universities and Public Schools for consideration of developing an extension of the DHHS Business Case for Breastfeeding to promote and support the specific challenges of breastfeeding instructors and students.

October 14-16, 2011 - La Leche League of Sunshine State's 1st Annual Breastfeeding and Parenting Conference at The Dolphin Beach Resort, St. Petersburg, FL. More information about this conference can be found at <http://www.llsunshinestate.org/conference.html>

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>

The **Institute of Medicine** has been asked by the USDA Food and Nutrition Service to conduct a one day workshop on **updating the USDA National Breastfeeding Campaign**. The objective of the workshop is to provide critical input from experts on the actions needed to effectively build on the successes of the existing campaign, **Loving Support Makes Breastfeeding Work**, using an evidence-based social marketing strategy to make the campaign relevant and effective in today's current environment. [Respond to questions posed by USDA](#) in regard to updating the Loving Support Makes Breastfeeding Work campaign.

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>

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 remove 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

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 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.

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://www.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. There are now 8 free podcast available through iTunes. <http://itunes.apple.com/us/podcast/breastfeeding-medicine-podcast/id417009927>

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

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

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