



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.

July/August 2011 E-Newsletter

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

FBC News

Celebrate World Breastfeeding Week

August 1-7 is World Breastfeeding Week

Learn more about WBW at <http://www.flbreastfeeding.org/wbw2011.htm>

3rd Annual Healthcare Provider Breastfeeding Seminar *Florida Call to Action to Support Breastfeeding*

September 10, 2011 (9AM-5PM)
Winnie Palmer Hospital, Orlando, FL
83 W Miller St, Orlando, FL 32806-2031

More information at <http://www.flbreastfeeding.org/hps.htm>

**For: Physicians • Residents • Nurses • Nurse Practitioners • Nurse Midwives
Clinical Nurse Specialists • Nurse Educators • Lactation Consultants/Counselors
Registered or Licensed Dietitians • Childbirth Educators • Doulas
La Leche League Leaders • Healthy Start**

CEUs, CERPs & CPEs are being applied for with anticipation of approximately 6 hours of continuing education.

Breastfeeding News from Around the State

Jacksonville, FL, June 2, 2011 – Critically ill newborns that are born prematurely and weigh less than 1,500 grams (a little over 2 lbs.) will soon have access to donor human milk. Wolfson Children's Hospital Newborn Intensive Care program is the first in North Florida and Southeast Georgia to provide donor breast milk for babies who need it. Read more at http://www.wolfsonchildrens.org/about-us/news-events/Pages/20110602_donor_milk.aspx
<http://jacksonville.com/news/health-and-fitness/2011-06-02/story/wolfson-childrens-hospital-first-area-offer-donated-breast>

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 at <http://www.llsunshinestate.org/conference.html>

National Breastfeeding News

FBC is pleased to see the Institute of Medicine (IOM) included in its recommendation of preventive health services for women "lactation counseling and equipment to promote breastfeeding." It is hoped that HHS will respond favorably to IOM's recommendation and lactation services could become accepted services that health plans will cover. For more information see Recommendation 5.6 at <http://tinyurl.com/3qrjpdk>

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 at least 5 of the Ten Steps to Successful Breastfeeding 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 has signed letters of support for the CDC-RFA-DP11-1116 *Hospital Collaboratives to Improve Maternity Care Practices Related to Breastfeeding in the U.S. Grant*, one for National Initiative for Children's Healthcare Quality and one for Carolina Global Breastfeeding Institute who are both putting forth collaborative proposals for this grant. FBC will also be submitting a proposal for the *Healthy People 2020 Community Innovations Project Grant* for funding specifically for the Breastfeeding Friendly Hospital project.

FBC Business Case for Breastfeeding Program (BCB)

Business Case Leadership Team had a conference call on Thur, July 17 at 3 p.m. The call was well attended missing only one member of our team.

Business Case Expert Panel on Universities and Schools - On May 18, 2011, Debbie Albert, BCB Chair and President Elect of FBC, presented FBC's Business Case/DOH collaboration to a Business Case Expert Panel on Universities and Schools in Washington, DC. The FBC BCB/DOH project was only one of three presentations that day. It was an exciting event focusing on how to can get more Business Case activities to universities and schools. Many activities were shared that day, and it created an impetus for a university liaison in Florida. UCF has been partnering with FBC's BCB for almost two years, and we are looking to coordinate with UF, FSU, USF, FGCU, Valencia and others within the coming months. Debbie reports Marsha Bozeman has accepted the appointment as FBC's BCB University Liaison. Welcome Marsha!

More Trainings! More trainings have taken place, and are planned for the near future. June 9, Debbie conducted Business Case training for the Pinellas County Dept of Health with video feeds to Hillsborough County and Pasco County DOH. St. Petersburg Municipalities and St. Pete College HR personnel also participated. Debbie will be conducting training in early November at the University of South Florida College of Public Health. Many thanks to Lucy Gonzalez-Barr, West Central Regional Rep for planning both events! Molly Shakar is planning an FSU training for fall, 2011, and Esther March-Singleton has a training planned for fall in Broward County.

More than 30 businesses in Florida have been recognized with the Breastfeeding Friendly Employer Award. In the month of July, nine new businesses were added. 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>

Motherwear also offers great podcast on breastfeeding at

<http://itunes.apple.com/us/podcast/motherwear-breastfeeding-podcasts/id280545880>

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>