



FLORIDA BREASTFEEDING COALITION UNVEILS THEIR STATEWIDE “GET PUMPED!” PROJECT

As one of 8 State Coalitions to receive a grant as part of the Surgeon General’s Call to Action www.surgeongeneral.gov, the Florida Breastfeeding Coalition (FBC) is introducing a statewide project entitled, “Get Pumped!” Impetus for this program was based on FBC’s Florida Business Case for Breastfeeding. Businesses that comply with the standards to support working mothers may earn an award at Bronze, Silver and Gold levels. These businesses meet concepts outlined in the Affordable Care Act and Healthy People 2020. Other businesses interested in obtaining the Breastfeeding Friendly Employer Award, may apply at <http://flbreastfeeding.org/employerprogram.htm>.

[Naples, FL] (PRWEB) January, 2011 – The Florida Breastfeeding Coalition is proud to announce their participation in the Surgeon General’s Call to Action. Florida’s contribution was “GET PUMPED!” which included over 1500 photos of working mothers during different parts of their day as they go from home to work, and deal with pumping for their children. This is a project that was inspired by Florida’s Business Case for Breastfeeding Project: a program that awards employers in the State of Florida who recognize the importance of human milk for the health of Florida’s babies and their families; and as a result provides a private, clean room for nursing employees to pump.

The FBC is a non-profit 501(c)3 that partners with organizations like the Department of Health and Healthy Start to educate the public about the importance of human milk to the overall health of our population. Breastfeeding has been associated with reduced risk for multiple respiratory and gastrointestinal illnesses, type 1 and type 2 diabetes, and childhood/adult obesity. The health benefits of human milk are too abundant to ignore.

In May, 2010, The White House Task Force on Childhood Obesity released its report on ending childhood obesity for the next generation http://www.letsmove.gov/tfco_fullreport_may2010.pdf. The report contains 4 specific recommendations related to breastfeeding, and contains a significant section on breastfeeding as an obesity prevention measure.

According to Florida’s “Get Pumped!” project chair, Debbie Albert, “Florida has a 75% breastfeeding initiation rate, but the numbers drop markedly at 6 weeks and 3 months. These periods coincide with return to work milestones. It is the goal of Florida’s Business Case for Breastfeeding and Get Pumped project to help remove barriers for breastfeeding mothers in the workplace”

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