Special Thanks

The Hillsborough County Breastfeeding Task Force would like to extend a special thanks to all of our support and sponsors for making this resource guide possible!

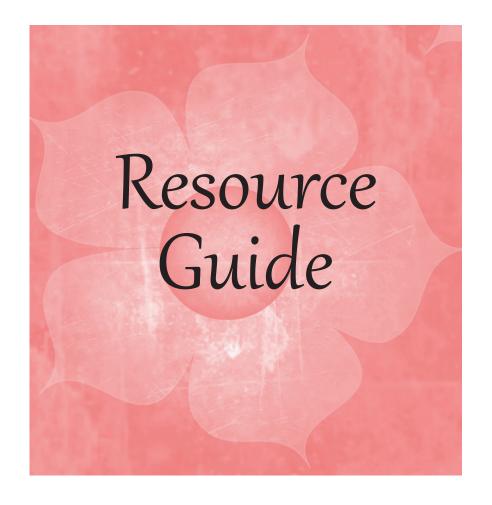








Breastfeeding TASKFORCE



Walgreens Pharmacy

Organization: Walgreens Pharmacy

Contact: Gina Hanna

Address: 128 E Brandon Blvd

City/State/Zip: Brandon, FL 33511

Phone: 813-689-4499

(press option 4 and then option 4 again)

Breast pump rental and accessories for sales.

Are there eligibility requirements to use your services?

• Fee for service: \$ 50/month or \$25/week

Services Available or Offered:

Lactation Consultations

Phone Consults

Breastfeeding Support

- Breast Pump Purchase (electric and manual)
- Breast Pump Rental
- Breast Pump Accessory Kits
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

We also provide free education materials to accompany pumps.

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Preface

The Hillsborough County Breastfeeding Task Force (HCBFTF) is a collaborative of interdisciplinary professionals who share an interest in advocating for optimal maternal-child health care outcomes in Hillsborough county by supporting, promoting and protecting breastfeeding.

In the interest of our community, the task force has developed this resource guide to assist health care providers and community resources working with pregnant and postpartum women, and infants.

The tool was designed in mind to achieve the task force's goal which is to improve breastfeeding initiation and duration in Hillsborough County.

More specifically, the tool was designed to answer such questions as:

- How can I as a provider learn more about breastfeeding?
- Where can I send a woman for breastfeeding classes?
- Where can I find a breast pump for a new mother?
- How can a mother get help with a special breastfeeding problem?
- Where can I find good written materials about breastfeeding?
- What activities are being done to promote and support breastfeeding?

We encourage you to familiarize yourself with the resources in this guide and to promote and support breastfeeding by making the resources in this guide available to your colleagues and to the women and families with whom you work.

Thank you for your efforts to promote, protect and support breastfeeding in Hillsborough county.

Ellen Simpson, BS, 1BCLC

Organization: Ellen Simpson, BS, IBCLC

Contact: Ellen Simpson, BS, IBCLC

Address: 112 S Woodlynne Ave

City/State/Zip: Tampa FL 33609

Phone: 813-839-2737

Email: esimpson@tampabay.rr.com

- Provide in home lactation consultations by an IBCLC for a fee in the Tampa Bay area.
- Deliver hospital grade breast pumps.
- Sell Medela breastfeeding products.

Are there eligibility requirements to use your services?

• Fee for Service

Services Available or Offered:

Lactation Consultations

Home Visits

Breastfeeding Support

- Breastfeeding Equipment
- Breast Pump Rental
- Breast Pump Accessory Kits
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

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Bloomingdale Pumps

Organization: Bloomingdale Pumps

Contacts: Dianne Veatch, RN IBCLC

Address: Brandon & Riverview Areas

Phone: 813-685-3092

Medela Breastpumps available for rent

Medela Products available for purchase

Call to Action

The Surgeon General's Call to Action to Support Breastfeeding was launched January 2011. It outlines steps that can be taken to remove some of the obstacles faced by women who want to breastfeed their babies. The following are facts that support the national initiative.

How many American women breastfeed their babies?

- Three out of four mothers (75%) in the U.S. start out breastfeeding, according to the Centers for Disease Control and Prevention's 2010 Breastfeeding Report Card.
- At the end of six months, breastfeeding rates fall to 43%, and only 13% of babies are exclusively breastfed.
- Among African-American babies, the rates are significantly lower, 58% start out breastfeeding, and 28% breastfeed at six months, with 8% exclusively breastfed at six months.
- The Healthy People 2020 objectives for breastfeeding are: 82% ever breastfed, 61% at 6 months, and 34% at 1 year.

What are the health benefits of breastfeeding?

- Breastfeeding protects babies from infections and illnesses that include diarrhea, ear infections and pneumonia.
- Breastfed babies are less likely to develop asthma.
- Children who are breastfed for six months are less likely to become obese.
- Breastfeeding also reduces the risk of sudden infant death syndrome (SIDS).
- Mothers who breastfeed have a decreased risk of breast and ovarian cancers.

What are the economic benefits of breastfeeding?

- Families who follow optimal breastfeeding practices can save between \$1,200–\$1,500 in expenditures on infant formula in the first year alone.
- A study published last year in the journal Pediatrics estimated that if 90% of U.S. families followed guidelines to breastfeed exclusively for six months, the U.S. would annually save \$13 billion from reduced medical and other costs.

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What obstacles do mothers encounter when they attempt to breastfeed?

- Lack of experience or understanding among family members of how best to support mothers and babies.
- Not enough opportunities to communicate with other breastfeeding mothers.
- Lack of up-to-date instruction and information from health care professionals.
- Hospital practices that make it hard to get started with successful breastfeeding.
- Lack of accommodation to breastfeed or express milk at the workplace.

What can the health care community do?

- More hospitals can incorporate the recommendations of UNICEF/WHO's Baby-Friendly Hospital Initiative.
- Provide breastfeeding education for health clinicians who care for women and children.
- Ensure access to International Board Certified Lactation Consultants.

What can employers do?

- Start and maintain high-quality lactation support programs and/or employees.
- Provide clean places for mothers to breastfeed.
- Work toward establishing paid maternity leave for employed mothers.

What can community leaders do?

- Strengthen programs that provide mother-to-mother support and peer counseling.
- Use community organizations to promote and support breastfeeding.

What can families and friends of mothers do?

- Give mothers the support and encouragement they need to breastfeed.
- Take advantage of programs to educate fathers and grandmothers about breastfeeding.

USF Pediatrics

Organization: USF Pediatrics

Contact: Sharon Dabrow, MD

Address: 2 Tampa General Circle, 5th floor

City/State/Zip: Tampa, FL

Email: sdabrow@health.usf.edu

Website: www.usfpeds.usf.edu

We provide primary care to children from birth to age 21.

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UCP of Tampa Bay

Organization: UCP of Tampa Bay

Contact: Jennifer Ruth, LMHC

Address: 2215 E Henry Ave

City/State/Zip: Tampa, FL 33610

Phone: 813-270-8275

Email: jruth@ucptampa.org

Website: www.ucptampa.org

The Doula Program provides free perinatal services to low income pregnant women living in Hillsborough County that are at risk for poor outcomes including maternal/infant death. Services include:

• Community-based childbirth education classes

- Labor and delivery support
- Postpartum mom/baby attachment, extension of breastfeeding
- Interconceptional care
- Postpartum care including in-home visits for up to 6 months after delivering

Are there eligibility requirements to use your services?

No Fee

Services Available or Offered:

Lactation Consultations

- Home Visits
- Phone Consults

Breastfeeding Classes

- Prenatal
- Postpartum

Breastfeeding Support

- Peer Support
- Phone (Help line)
- Postpartum Doula Services

Breastfeeding Apparel

• Bras

What can policymakers do?

- Support small nonprofit organizations that promote breastfeeding in African-American communities.
- Support compliance with the International Code of Marketing of Breast-milk Substitutes.
- Increase funding of high-quality research on breastfeeding.
- Support better tracking of breastfeeding rates as well as factors that affect breastfeeding.

To order a printed copy of The Surgeon General's Call to Action to Support Breastfeeding, call 1-800-CDC-INFO or email cdcinfo@cdc.gov and reference the publication title.

For a downloadable copy, visit www.surgeongeneral.gov.

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Florida Breastfeeding Laws

House Bill No. HB 231 Fl. ALS 4; 1993 Fla. Laws ch. 4; 1993 Fla. HB 231 Fla. Stat. § 383.015, § 800.02 - 800.04, § 847.001 (later: § 827.071)

The 2005 Florida Statutes

Subject: Encouraging breastfeeding and authorizing breastfeeding in public

EFFECT OF PROPOSED CHANGES/COMMENTS:

The bill would be an endorsement of the importance of Florida infants being breastfed and protect a mother's right to breastfeed whenever and wherever she needs to. Increasing breastfeeding rates is an international, national and state health priority. Florida has among the lowest breastfeeding rates in the nation. A perceived major barrier for many women to breastfeeding is a fear of embarrassment in public. This bill would diminish those fears and make women more secure in their right to breastfeed. More Floridian mothers breastfeeding would lead to decreased infant morality and morbidity rates. Increased rates of breastfeeding among WIC infants would lead to significant financial savings, due to reduction in illness and associated physician visits, outpatient treatment and hospitalization. Florida House of Representatives-1993 CS/HB 231

WHEREAS, the Surgeon General of the United States recommends that babies from birth to 1 year of age be breastfed, unless medically contraindicated, in order to attain an optimal healthy start, and

WHEREAS, despite the Surgeon General's recommendation, statistics reveal a declining percentage of mothers who are choosing to breastfeed their babies, and

WHEREAS, nearly half of all new mothers are now choosing formula over breastfeeding before they even leave the hospital, only 20 percent are still breastfeeding when their babies are 6 months old, and only 6 percent are still breastfeeding when their babies are 1 year old, and

REACHUP, Inc.

Organization: REACHUP, Inc.

Central Hillsborough Healthy Start Project

Contact: Aynmarie Carter, BS, CLC

Address: 2902 N Armenia Ave

City/State/Zip: Tampa, FL 33607

Phone: 813-712-6334

Email: acarter@reachupincorporated.org

Website: www.reachupincorporated.org

The Federal Central Hillsborough Healthy Start Project (CHHS) is a program of REACHUP, Inc. The purpose of CHHS is to narrow the gap in the existing racial disparities in perinatal outcomes in Tampa neighborhoods where Black infants die in the first year of life at a rate more than twice that of White infants. CHHS services focus on medical, nutritional, mental health and social support delivered by nurses, mental health counselors, Interconceptional coordinators, and community outreach workers. The services are provided by a friendly team specially trained in pregnancy, child birth, breastfeeding, and baby care.

Are there eligibility requirements to use your services?

• No Fee (must reside in the zip code areas served by CHHS 33602, 33603, 33605, 33607, and 33610)

Services Available or Offered:

Lactation Consultations

- Home Visits
- Phone Consults

Breastfeeding Classes

Prenatal

Breastfeeding Support

- Postpartum Doula Services (limited)
- Support Group Gatherings
- Onsite Lactation Room

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Office of Health Equity

Organization: Office of Health Equity

Hillsborough County Health Department

Contact: Denise Klein

Address: 3402 N 22nd St

City/State/Zip: Tampa, FL 33605

Phone: 813-307-8015, Ext. 6604

Email: Denise klein@doh.state.fl.us

Website: www.hillscountyhealth.org

The Office of Health Equity works to promote, protect and improve the health and well-being of minority and under-served populations through wide-ranging programs and health policy initiatives.

The Office of Health Equity will assist work sites in creating and adopting a comprehensive breastfeeding policy for their employees in compliance with the Patient Protection and Affordable Care Act – Sec. 4207 Reasonable Break Time for Nursing Mothers.

Are there eligibility requirements to use your services?

No Fee

WHEREAS, the social constraints of modern society militate against the choice of breastfeeding and lead new mothers with demanding time schedules to opt for formula feeding for reasons such as embarrassment and the fear of social ostracism or criminal prosecution, and

WHEREAS, the promotion of family values and infant health demand putting an end to the vicious cycle of embarrassment and ignorance that constricts women and men alike on the subject of breastfeeding and represents hostility to mothers and babies in our culture based on archaic and outdated moral taboo, and

WHEREAS, any genuine promotion of family values should encourage public acceptance of this most basic act of nurture between mother and baby.

NOW, THEREFORE,

Be It Enacted by the Legislature of the State of Florida: Section 1.

The breastfeeding of a baby, and no mother should be made to feel incriminated or socially ostracized for breastfeeding her baby, breastfeeding of a baby is an important and basic act of nurture which must be encouraged in the interests of maternal and child health and family values. A mother may breastfeed her baby in any location, public or private, where the mother is otherwise authorized to be, irrespective of whether or not the nipple of the mother's breast is covered during or incidental to the breastfeeding.

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Florida Senate Bill #1668, 1994 FL ALS 217; 1994 Fla. Laws ch. 217; 1994 Fla. SB 1668 Fla. Stat. § 363.318, § 383.015, § 383.016, § 383.311, § 383.318

The portion of this bill relating to employment provided as follows:

Section 6. Access to breast feeding for public-sector employees demonstration project.

The Legislature recognizes a mother's responsibility to her job and to her child when she returns to work and acknowledges that a woman's choice to breastfeed benefits the family, society-at-large, and the employer. There is established the access to breastfeeding for public sector employees demonstration project.

The demonstration project shall be conducted to determine the benefits of, potential barriers to, and potential costs of implementing worksite breast feeding support policies for public-sector employees in the state.

- (1) The demonstration project is established in the Department of Health and Rehabilitative Services and shall be administered by the State Health Officer.
- (2) The department shall develop written policies supporting breast-feeding practices for the workplace which address issues including work schedule flexibility; scheduling breaks and work patterns to provide time for milk expression; provision of accessible locations allowing privacy; access nearby to a clean, safe water source and sink for washing hands and r e Legislature, And the chairmen of the appropriate substantive committees of the Legislature by December 1995.
- (3) The report must include:
 - (a) A description of the draft worksheet breast feeding support policies developed;
 - (b) A description of the implementation of the worksheet breast feeding support policies in Dade County and any problems encountered:

La Leche League

Organization: La Leche League

Contact: Susan Overton

Address: 5506 N Central Ave

City/State/Zip: Tampa, FL 33604

Phone: 813-932-3664

Email: sovertol@tampabay.rr.com

Website: www.lllsunshinestate.org & www.lllflorida.com

La Leche League (LLL) is an international, non-profit, non-sectarian organization dedicated to providing education, information, support, and encouragement to women who want to breastfeed through phone help and group meetings.

LLL leaders are fully accredited volunteers who are experienced breastfeeding mothers trained to provide mother-to-mother breastfeeding support, information, encouragement, and education.

Are there eligibility requirements to use your services?

No Fee

Services Available or Offered:

Lactation Consultations

Phone Consults

Breastfeeding Classes

- Prenatal
- Postpartum

Breastfeeding Support

- Peer Support
- Phone (Help line)
- Support Group Gatherings

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Baby Café

Organization: Baby Café – a service of the abcProgram

Contact: Alexandra Curtis Boyer

Address: 3106 W Azeele St

City/State/Zip: Tampa, FL 33609

Phone: 813-356-1293 ext 244 or 249

Email: babycafe@cachillsborough.com

Website: www.babybungalow.org

Baby Café provides urgent support to at risk/low income mothers experiencing breastfeeding or lactation issues.

- Help for NICU families, nursing multiples and newborns with special needs with referrals.
- Drop-in site and home visits available.
- Loaner pumps for at risk/low income mothers with referrals.

Are there eligibility requirements to use your services?

- No Fee with Healthy Start or WIC Eligibility
- Mothers can be referred from community maternal and child health organizations and programs, specialists, etc.

Services Available or Offered:

Lacation Consultants

- Home Visits
- Phone Consults

Breastfeeding Classes

Prenatal

Breastfeeding Support

- Peer Support
- Phone (Help line)
- Breastfeeding Equipment
- Breast Pump Rental
- Breast Pump Accessory Kits
- Baby Scales
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

- (c) The extent of the utilization of any breast feeding or breast pumping facilities by department employees in Dade County;
- (d) A survey of the satisfaction with such breast feeding or breast pumping facilities and worksheet breast feeding support policies by users and their supervisors in Dade County;
- (e) The costs and benefits associated with the demonstration project in Dade County;
- (f) A summary of issues rained by the districts; and
- (g) A recommendation of any policy and program changes that need to be incorporated for statewide implementation and strategies for implementing the policy in other state agencies.

Another section of the bill created section 383.016 of the Florida Statutes, which provides for a breast-feeding encouragement policy for facilities providing maternity services and newborn infant care and authorizing use of "baby-friendly" designation. Various other sections of the bill amend numerous provisions of the law (amends sections 383.015, 383.011, 383.311, and 363.318 of the Florida Statutes) relating to breast feeding, administration of maternal and child health programs, education for birth center clients, and postpartum care for birth center clients, requiring encouragement of breastfeeding.

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National Resources

Florida Breastfeeding Coalition

http://www.flbreastfeeding.org/index.htm

American Academy of Pediatrics

http://www.aap.org/healthtopics/breastfeeding.cfm

Baby Friendly USA

http://www.babyfriendlyusa.org/eng/index.html

La Leche League

http://www.lllusa.org/

US Department of Health and Human Sevices

http://www.womenshealth.gov/Breastfeeding/index.cfm?page=227

Hillsborough County Nutrition Division - WIC

Organization: Hillsborough County Nutrition Division - WIC

Contact: Charlene Laping, BS, CCE, IBCLC

Address: 2002 E 26th Ave

City/State/Zip: Tampa, FL 33605

Phone: 813-307-8015, Ext. 7471

Email: Charlene_Laping@doh.state.fl.us

Website: www.hillscountyhealth.org

Helpline: 813-307-8074

Are there eligibility requirements to use your services?

WIC Eligibility

Services Available or Offered:

Lactation Consultations

- Outpatient
- Phone Consults

Breastfeeding classes

Prenatal

Breastfeeding Support

- Peer Support
- Breastfeeding Equipment
- Breast Pump Accessory Kits
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

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The Women's Center/ A Mothers Gift at UCH

Organization: The Women's Center/A Mothers Gift

at University Community Hospital

Contact: Diana Strawbridge Address: 3100 E Fletcher Ave City/State/Zip: Tampa, FL 33613 Phone: 813-615-7958

Phone: 813-013-7938

Email: Dstrawbridge@mail.uch.org

Website: www.uch.org

• Inpatient and outpatient lactation support.

• Pump rental and sales.

• Bra fitting and sales.

• Free weight checks.

Are there eligibility requirements to use your services?

• Fee for service: \$25/half hour

• Medicaid clients pay ½ regular fee for outpatient consultations

Services Available or Offered:

Lactation Consultations

- Inpatient
- Outpatient
- Phone Consults

Breastfeeding Classes

Prenatal

Breastfeeding Support

- Phone (Help line)
 Support Group Gatherings
- Onsite Lactation Room Breastfeeding Equipment
- Breast Pump Purchase Breast Pump Rental
- Breast Pump Accessory Kits
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

Breastfeeding Apparel

• Bras & Gowns

We will see clients in financial need regardless of their ability to pay. All lactation staff is IBCLC.

Brandon Regional Hospital

Organization: Brandon Regional Hospital
Contacts: Dianne Veatch, RN IBCLC

Stephanie Sperling, RN IBCLC

Address: 119 Oakfield Dr

City/State/Zip: Brandon, FL 33511

Phone: 813-571-5335

Website: www.brandonhospital.com

Are there eligibility requirements to use your services?

No Fee

Services Available or Offered:

Lactation Consultations

- Inpatient
- Outpatient (need to have given birth at BRH and have a physicians prescription for a consult)

Breastfeeding Classes

Prenatal

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St. Joseph's Women's Hospital

Organization: St. Joseph's Women's Hospital

Contacts: Diana Lipka - diana.lipka@baycare.org

 ${\bf Jessica~Gordon-jessica.gordon@baycare.org}$

Beth Dacchille - beth.dacchille@baycare.org

Address: 3003 W Dr Martin Luther King Jr Blvd

City/State/Zip: Tampa, FL 33607

Phone: Her Place: 813-872- 3706

Retail store open Monday-Friday: 9am - 5 pm,

Saturdays: 10 am - 2 pm, closed Sundays

Bra fittings and breast pump rentals

by appointment only

Inpatient Services: 813-872-3791

Monday-Sunday: 9 am - 9 pm

Outpatient Services and Breastfeeding Help-line

(813) 872-3932 M-F 9am-2pm

Website: www.stjosephswomens.com

Lactation services at St Joseph's Women's Hospital are designed to uphold the hospital's mission and vision.

Mission: St. Joseph's Women's Hospital mission is to improve the health of all we serve through community-owned health care services that set the standard for high quality, compassionate care.

Vision: St. Joseph's Women's Hospital vision is to be the regional leader in medical excellence by improving the health of our community through accessible, compassionate and family-focused health care services.

Other classes available:

- Tour of the Women's Center registration required
- New Mom's Group Wednesdays 10 am to 12 pm in Hyde Park
- New Parent's Group 6:30 to 8 pm in Hyde Park
- Car Seat Safety 6 to 8 pm at TGH
- Breastfeeding for working mothers
- Breastfeeding the first experience
- Labor and Birth preparation
- Basic newborn care
- Preparing for multiples
- Boot camp for dads
- Preparing a sibling to attend the birth, becoming a big brother/big sister

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Tampa General Hospital

Organization: Tampa General Hospital

Contacts: Ivonne Hernandez - ihernandez@tgh.org

Leslie Turner - lturner@tgh.org Trish Hanning - phanning@tgh.org

Mailing Address: P.O. Box 1289, Tampa, FL 33601-1289

Physical Address: 1 Tampa General Circle, Tampa, FL 33606-3571

Phone: 813 844 7613 (English and Spanish)

Website: www.tgh.org

The Tampa General Hospital lactation department provides consults for inpatient mothers on postpartum floors, NICU, pediatrics and throughout the hospital as required. Provides outpatient consults for patients who deliver at TGH (limited availability).

Are there eligibility requirements to use your services? No Fee

Services Available or Offered:

Lactation Consultations

- Inpatient
- Outpatient (TGH delivered patients, limited availability)
- Phone Consults

Breastfeeding Classes

Prenatal

Breastfeeding Support

- Phone (Help line)
- Onsite Lactation Room
- Breastfeeding Equipment
- Breast Pump Accessory Kits
- Baby Scales
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

Are there eligibility requirements to use your services?

• Fee for service for some outpatient services and classes, all inpatient services free, financial assistance available.

Services Available or Offered:

Lactation Consultations

- Inpatient
- Outpatient

Breastfeeding Classes

- Prenatal
- Postpartum (Monthly Breastfeeding Support Group)

Breastfeeding Support

- Phone (Help line)
- Breast Pump Purchase
- Breast Pump Rental
- Breast Pump Accessory Kits
- Baby Scales
- Breastfeeding Devices (nipple shields, hazelbacker, etc.)

Breastfeeding Apparel

Bras & Gowns

Our services are extended to the community and all BayCare birthing facilities. To enquire about lactation services available at South Florida Baptist please call 813-757-8343.

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St. Joseph's Women's Outpatient Lactation

Organization: St. Joseph's Women's Outpatient Lactation

Contact: Bobbi Taman

Address: 3001 W Dr Martin Luther King Jr Blvd

City/State/Zip: Tampa, FL 33607

Phone: 813-872-3932

Email: mary.taman@baycare.org
Website: www.stjosephswomens.com

- Prenatal breastfeeding class which provides the latest education on the "How to's" of breastfeeding including pumping and returning to work.
- Inpatient Lactation support with all Mother/baby nurses trained to support lactation.
- Inpatient consults with our 5 IBCLC qualified lactation consultants.
- Multiple breastfeeding educational videos available 24 hours daily.
- Outpatient Lactation support through callbacks, breastfeeding helpline, outpatient consultations, and a community breastfeeding support group.
- A breastfeeding store, HER Place, carries all breastfeeding essentials including hospital grade breast pump rentals, personal breast pumps (double and single), nursing pillows, nursing apparel and other breastfeeding related items. Professional bra fittings are also available with a wide selection of nursing bras for purchase.

Are there eligibility requirements to use your services?

- Fee for service: \$40
- No Fee

Services Available or Offered:

Lactation Consultations

- Inpatient
- Outpatient
- Phone Consults

Breastfeeding Classes

Prenatal

Breastfeeding Support

- Phone (Help line)
- Support Group Gatherings
- Onsite Lactation Room
- Breastfeeding Equipment
- Breast Pump Purchase
- Breast Pump Rental
- Breast Pump Accessory Kits
- Baby Scales
- Breastfeeding Devices (nipple shields, hazelbaker, etc.)

Breastfeeding Apparel

Bras & Gowns

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