

**It's Time to Celebrate!
August 1 to 7 is World Breastfeeding Week**

**2007 Poster Contest
“Breastfeeding: The 1st Hour - Welcome Baby Softly”**

The Pennsylvania Resource Organization for Lactation Consultants is once again sponsoring a poster contest for any hospitals, birthing centers, or clinical settings in Philadelphia and the surrounding areas. Great prizes will be awarded to recognize the hospital/institution with the most innovative display promoting breastfeeding during World Breastfeeding Week. For the contestants this year, there will be a Grand Prize Winner, and one first place, second place and third place winner. Everyone who participates will receive emery boards, pens, breastfeeding promotional cards, and the 2007 Philadelphia Breastfeeding Resource Handbook.

1st Place will receive an in-service for the nursing staff on The How's and Why's of “Welcoming Baby Softly” (\$250 value)

2nd Place will receive a gift voucher for a staff nurse or volunteer to attend a three-day course for health care professionals on breastfeeding sponsored by the Philadelphia Dept of Public Health with continuing education hours for nurses (\$75 value)

3rd Place will receive \$50 worth of *The Clinician's Breastfeeding Triage Tool*

The Grand Prize Winner will receive a \$100 voucher to be used for the purchase of a breastfeeding-related teaching tool (...*priceless*)

Criteria for Judging Poster and Display:

- Location (in a prominent place in the lobby)
- Overall impact and appearance
- Use of the theme
- Accuracy of Information
- Use of handouts with resources for where women can get help with breastfeeding.
- Interactive activity for the observer
- Must follow the World Health Organization's Code of Marketing of Breastmilk Substitutes (in other words, no formula company money or supplies may be used in the display)

Sources of Information:

www.ilca.org - Has a WBW Action Kit
www.WABA.org
www.worldbreastfeedingweek.org
www.llu.edu/llumc/psn/documents/psn-brochures.pdf

ABOUT THE THEME: The 2007 theme established by the World Alliance for Breastfeeding Advocacy (WABA) is “Breastfeeding: The 1st Hour – Save 1 Million Babies – beginning with one action, one-hour support, and one message: begin breastfeeding within the 1st hour of birth! “
Numerous studies now show the powerful impact of the first hour after birth.

“Welcome Baby Softly”

Please respond by mail or email as soon as possible – Entry Deadline is Friday July 20th, 2007

Name of Participating Hospital/Clinic : _____

County: _____

Contact's Name and Credentials: _____

Contact's Info: Email _____

Daytime Phone: _____ Home Phone : _____

Send to:

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