

# WORLD BREASTFEEDING WEEK

August 1-7, 2009

## “BREASTFEEDING: A VITAL EMERGENCY RESPONSE – *Are You Ready?*”

*Your facility can celebrate by participating in PRO-LC’s  
World Breastfeeding Week Display Contest*

PRO-LC, the Pennsylvania Resource Organization for Lactation Consultants, is sponsoring a display contest for hospitals, clinics, and birth centers in Philadelphia and surrounding counties. Displays will be judged according to the criteria below and winners selected, with prizes awarded to the Grand Prize, First, Second, and Third Place winners.

*All participating facilities will receive a certificate, and breastfeeding-friendly retractable badge holders and pens to give to staff.*

**GRAND PRIZE:** a \$200 voucher to be used for the purchase of breastfeeding educational materials or tools.

**FIRST PRIZE:** an in-service for staff (nurses, doctors, other staff) on a choice of topics, including infant massage in the NICU, Skin-to-Skin, the Breastfeeding Friendly Hospital Initiative, and Medical Supplementation of the Breastfed Newborn (a \$250 value).

**SECOND PRIZE:** a gift voucher for three staff nurses to attend the Philadelphia Department of Public Health’s 18-hour course on breastfeeding, offering 20.25 nursing contact hours (a \$225 value).

**THIRD PRIZE:** a \$100 voucher to be used for the purchase of breastfeeding educational materials or tools.

**Criteria for Judging Display:** Displays should be up and will be judged between Aug. 1-7

- Location (in a prominent place)
- Use of the theme: *Breastfeeding – A Vital Emergency Response*
- Overall impact and appearance
- Use of pertinent handouts, with resources for breastfeeding help
- Accuracy of information
- Interactive activity for observers

**Note:** PRO-LC endorses the International Code of Marketing of Breast-Milk Substitutes. *For this reason, no money or supplies from companies in violation of the Code may be used in these displays.*

**For more information:**

[www.worldbreastfeedingweek.org](http://www.worldbreastfeedingweek.org)   [www.ilca.org](http://www.ilca.org) (has a WBW Action Kit)   [www.pro-lc.org](http://www.pro-lc.org) (this form)

**REGISTRATION FORM:** Please send by mail or email – registration deadline is **Friday, July 24**

Name of participating facility: \_\_\_\_\_

County: \_\_\_\_\_ Contact name and credentials: \_\_\_\_\_

Contact email: \_\_\_\_\_ Contact phone: \_\_\_\_\_

Send to: Lisa Mandell, IBCLC, 2459 Wynnefield Drive, Havertown, PA 19083 or [dondell@gmail.com](mailto:dondell@gmail.com)