

# WORLD BREASTFEEDING WEEK

August 1-7

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 of participation, and breastfeeding-friendly retractable badge holders and pens to give to staff.**

**GRAND PRIZE:** \$200 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 (\$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 (\$225 value).

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

### **Criteria for Judging: Displays should be up and will be judged between August 1-7**

- Location (Display should be in a prominent place, however the more displays the higher the score)
- Use of the theme – *Link to WABA*
- Overall impact and appearance (We're looking for the WOW! effect)
- Use of pertinent handouts, including resources for breastfeeding help
- Accuracy of information
- Interactive activities for moms, visitors, and/or hospital staff such as gifts, quizzes, or activities
- Participation by Departments/Staff other than Lactation

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

### **FOR MORE INFORMATION / HINTS / HANDOUTS:**

[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**

**Registration deadline is Friday, July 22, 2011**

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

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

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

**Please return this form or email this information directly to your county representative:**

Allegheny County: Phyllis Young, [bpyoung@netcarrier.com](mailto:bpyoung@netcarrier.com)

Bucks County: Mara Brand, [mara.brand@yahoo.com](mailto:mara.brand@yahoo.com)

Chester County: Robin Frees, [rbfibclc@aol.com](mailto:rbfibclc@aol.com)

Delaware County: Linda Derbyshire, [lindaderby@verizon.net](mailto:lindaderby@verizon.net)

Lehigh / Northampton Counties: Angela Quinn [angela.quinn@gmail.com](mailto:angela.quinn@gmail.com)

Montgomery County: Suzi Garrett, [suzigarrett@hotmail.com](mailto:suzigarrett@hotmail.com)