

PRO-LC

Pennsylvania Resource Organization
for Lactation Consultants

October 11, 2001

Five area hospitals received awards from the Pennsylvania Resource Organization for Lactation Consultants (PRO-LC), for their lobby displays honoring World Breastfeeding Week. The winners were announced today, and will be recognized at the group's member meeting on November 26, 2001.

PRO-LC is a professional organization whose 85+ members in southeastern Pennsylvania work with breastfeeding mothers and infants. Most members are International Board Certified Lactation Consultants (IBCLC). PRO-LC is a state chapter of the International Lactation Consultant Association (ILCA).

World Breastfeeding Week (WBW; always the first week in August) is a global campaign to generate public awareness and support for breastfeeding. This year's theme was "Breastfeeding in the Information Age," designed to highlight the importance of sharing accurate information about the health benefits of breastfeeding via all resources (from the Internet, radio, TV, and videos, to newspapers, cartoons, books, magazines, and flip-charts).

PRO-LC sponsors an annual contest for hospitals, to create a public display demonstrating the WBW message. Hospitals throughout the five-county metropolitan area created lively and colorful displays for their lobbies, using posters, balloons, photographs, flyers, magnets, banners, hand-outs and pens to share the information of the benefits of breastfeeding.

The winners in each county are as follows:

Bucks County:	Doylestown Hospital
Chester County:	Phoenixville Hospital
Delaware County:	The Birth Center
Montgomery County:	Abington Hospital
Philadelphia County:	Hahnemann Hospital

The winning hospitals will receive: framed certificates commemorating their award; 50 pens carrying a pro-breastfeeding message (to distribute to hospital staff), and copies of two excellent resource books: *Breastfeeding Conditions and Diseases*, by Anne Merewood, MA, IBCLC and Barbara L. Philipp, MD, IBCLC, and *Medications and Mother's Milk 2000*, by Thomas Hale, Ph.D..

All hospitals participating in the contest are to be recognized by PRO-LC, receiving: a framed

certificate of participation, several pens (to distribute to hospital staff) carrying a pro-breastfeeding message, and a copy of *Medications and Mother's Milk 2000*, by Thomas Hale, Ph.D. Those hospitals were: Grandview Hospital (Bucks Co.), Mercy Fitzgerald Hospital (Delaware Co.), Pottstown Hospital (Montgomery Co.), and Children's Hospital of Philadelphia, Methodist Hospital, Einstein Hospital, and Chestnut Hill Hospital (Philadelphia Co.).

(The American Academy of Pediatrics recommends exclusive breastfeeding for about six months, with continued breastfeeding for a minimum of one year as baby starts to eat other foods. Breastmilk provides optimal nourishment for infants, and reduces the risks of certain diseases, including diarrhea, and infections of the ear, urinary tract, and respiratory tract (including pneumonia). The act of breastfeeding is an essential component of good child care, contributing to healthy growth and psychosocial development. Breastfeeding also reduces women's risk of breast and ovarian cancer, iron deficiency anemia, and hip fracture. – *from the website of the World Alliance for Breastfeeding Action, www.waba.org*)

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