

# PRO-LC

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## Pennsylvania Resource Organization for Lactation Consultants

**September 25, 2002**

**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 and recognized today at the group's member meeting.

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 in the United States) is a global campaign to generate public awareness and support for breastfeeding. This year's theme was "Breastfeeding: Healthy Mothers and Healthy Babies." Breastfeeding can be a means to promote and protect the health of both mother and baby. For the mother, breastfeeding can reduce her risk for post-partum blood loss, various infectious diseases, breast and ovarian cancer, iron deficiency anemia, and even death, says the World Alliance for Breastfeeding Action ([www.waba.org](http://www.waba.org)). For the baby, breastfeeding is a vital factor in preventing common illnesses, including diarrhea, and respiratory tract (including pneumonia), ear, and urinary tract infections. For both, the act of breastfeeding is an essential component of learning how to mother, to providing good child care, and to contributing to healthy growth and psycho social development.

PRO-LC sponsors an annual contest for hospitals, to create a public display demonstrating the WAW 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 for both mom and baby.

**The winners in each county are as follows:**

<b>Bucks County:</b>	<b>Doylestown Hospital</b>
<b>Chester County:</b>	<b>Phoenixville Hospital</b>
<b>Delaware County:</b>	<b>Mercy Fitzgerald Hospital</b>
<b>Montgomery County:</b>	<b>Abington Hospital</b>
<b>Philadelphia County:</b>	<b>Children's Hospital of Philadelphia</b>

The winning hospitals will receive: framed certificates commemorating their award; copies of

*Medications and Mother's Milk 2002*, by Thomas Hale, Ph.D., and a 2-part video entitled "A Premie Needs His Mother: First Steps to Breastfeeding Your Premature Infant," with Jane Morton, M.D.

All hospitals participating in the contest were recognized by PRO-LC, receiving a framed certificate of participation. Those hospitals were:

Bucks County: Grandview Hospital  
Delaware County: Delaware County Memorial Hospital  
Philadelphia County: Pennsylvania Hospital, Hahnemann University Hospital, Frankford Hospital, Albert Einstein Healthcare Network, Temple University Hospital and Chestnut Hill Hospital

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