

FOR IMMEDIATE RELEASE: PROLC promotes breastfeeding

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[www.prolc.org](http://www.prolc.org)

[www.waba.org](http://www.waba.org)

[www.komen.org](http://www.komen.org)

Wayne, Pa – October 23, 2006 – “There’s no better way to honor National Breast Cancer Awareness Month than to raise your voice and make a difference.” This is a phrase on the website of the Susan G. Komen Breast Cancer Foundation. Also found there under Risk Factors, the risk associated with “not breastfeeding” is highlighted on the information page. Our group, PROLC, the Pennsylvania Resource Organization for Lactation Consultants, wishes to share this little known fact that breastfeeding may reduce a woman’s risk of breast cancer. We also wish to recognize 12 of the area’s hospitals who participated in a poster contest in August during World Breastfeeding Week, always celebrated during the first week of August all around the world.

World Breastfeeding Week, which is celebrated in Eastern Pennsylvania by a poster contest among many hospitals in our local area, had 12 entries and there were 7 county winners. Each year, there is a theme set forth by WABA, the World Alliance for Breastfeeding Action, and the theme displayed in each poster reflects the breastfeeding message that is a key focus on the global arena. Our theme this year was Code Watch: 25 Years of Protecting Breastfeeding. Improving breastfeeding practices could reduce infant and young child illness and death more than any other health strategy. Our poster contest is our way of conveying that message to a larger audience.

For this year, our organization, the Pennsylvania Resource Organization for Lactation Consultants, wishes to congratulate our grand prize winner, Children’s Hospital of Philadelphia. Our other county winners were Paoli Hospital, Abington Hospital, Pocono Medical Center, St. Luke’s Hospital of Bethlehem, St. Joseph’s Medical Center, and Grandview Hospital. There also were excellent displays at Doylestown Hospital, Chestnut Hill Hospital, Pennsylvania Hospital, and St. Christopher’s Hospital for Children and St. Luke’s Hospital of Allentown.

With wars, natural disasters, poverty and disease, we are all challenged to promote and to protect breastfeeding in the US and around the world. If one out of 8 women will be diagnosed with breast cancer, promoting successful initiation and duration of breastfeeding will be a key focus if our organization this year and always.