

FOR IMMEDIATE RELEASE: PRO-LC names Kelly Wade, MD, Physician of the Year 2011

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Dr. Kelly Wade, a neonatologist at Pennsylvania Hospital and the Children's Hospital of Philadelphia, has been awarded PRO-LC's highest honor, Physician of the Year for 2011. Nominated by Debi Ferrarello, RN MS IBCLC, Dr. Wade partnered with nurses and lactation consultants to create an education module that supports NICU babies and their parents in establishing breastfeeding. Dr. Wade also ensures that medical students receive education about breastfeeding during their training. As a neonatologist, she advocates for breastmilk as the gold standard for premature babies.

Dr. Wade credits lactation consultants for the success she experienced when overcoming difficulties in breastfeeding her second child. Despite the overwhelming evidence in support of breastfeeding, many mothers experience difficulties and often are unaware of the specialized support available from a board-certified lactation consultant.

PRO-LC is a local organization comprised of breastfeeding advocates that promote, support, and protect breastfeeding. PRO-LC (www.prolc.org) is a chapter of the International Lactation Consultants Association (www.ilca.org), the organization that fosters worldwide research, education, and professional development for the lactation consultant. ILCA promotes and protects breastfeeding by supporting the International Code of Marketing of Breastmilk Substitutes and the Healthy People 2010 US goals.

The Centers for Disease Control's new Breastfeeding Report Card (www.cdc.gov) identifies 3 out of 4 mothers initiate breastfeeding. Duration rates, set by Healthy People 2010, remain dismally low. Pennsylvania scored 63.8% initiation rate in 2010: the national goal is set at 75%. Mothers need more support and encouragement to meet their personal goals. The Joint Commission for Accreditation of Hospitals, now encourages hospitals that provide Maternity services to increase duration rates, with practices such as having board-certified lactation consultants on staff, becoming Baby-Friendly, and providing support for research in evidence-based practice in lactation.

Dr. Kelly Wade has developed evidence-based protocols for several at-risk populations in the NICU and has educated providers on medications in the breastfeeding woman, ensuring continuation of breastfeeding whenever possible. Dr. Kelly Wade fosters teamwork and open, nonjudgmental communication in the workplace and among healthcare providers. PRO-LC is proud to present her with the 2011 Physician of the Year Award.

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