

## FOR IMMEDIATE RELEASE: Physician of the Year 2007

### Contact:

Pennsylvania Resource Organization for Lactation Consultants

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Each year, our organization, the Pennsylvania Resource Organization for Lactation Consultants, awards a medical practice our highest honor, Physician of the Year. The Obstetric practice of Delaware Valley Women's Care in Drexel Hill, Pa is this year's recipient. Dr. Richard Gersh, Dr. Elizabeth Louka, and Dr. Rebecca Gould are the three doctors of this obstetrics group that deliver babies at Delaware County Memorial Hospital. This group was nominated by PROLC member, Pediatrician and Lactation Consultant Dr. Penny Soppas. Dr. Soppas feels this group "has been a driving force in lactation promotion and advancement at this hospital. They recommend breastfeeding to their patients and support them through the ups and downs. They believe and state that breastfeeding is the preferred method of feeding all newborns." Dr. Gersh serves on the newly organized breastfeeding task force at DCMH and is a force for change in supporting breastfeeding as the cultural norm.

The purpose of our organization is to: protect, promote and support breastfeeding; to serve as a continuing education resource to further the professional growth of lactation consultants by sharing knowledge gained through research and personal experience; to enhance the reputation, image and credibility of lactation consultants and ILCA in a responsible and professional manner; and to support the world-wide implementation of the International Code of Marketing of Breastmilk Substitutes. We feel that this group is one of many pediatrician and obstetric practices that also matches our purpose.

As always, there is more work to be done. The Healthy People 2010 goals set forth for our country have not yet been achieved in Pennsylvania. These goals are designed to promote breastfeeding and increase public health in our country. Key findings of the 2005 National Immunization Survey ([cdc.gov](http://cdc.gov)) regarding breastfeeding practices show that:

- In 2005, 21 states in the United States achieved the national *Healthy People 2010* objective of 75% of mothers initiating breastfeeding; whereas 5 and 11 states achieved the objective of having 50% of mothers breastfeeding their children at 6 months of age and 25% of mothers breastfeeding their children at 12 months of age, respectively. Only 5 states — California, Hawaii, Oregon, Vermont and Washington — achieved all three of these *Healthy People 2010* objectives.

The American Academy of Pediatrics (AAP) recommends that an infant be breastfed without supplemental foods or liquids for the first 6 months of age (known as exclusive breastfeeding). Only one state — Oregon — achieved an exclusive breastfeeding rate of 25% or greater through 6 months of age.

For more information, please contact [www.prolc.org](http://www.prolc.org), [www.ilca.org](http://www.ilca.org), [www.waba.org](http://www.waba.org).