

PRO-LC

Pennsylvania Resource Organization
for Lactation Consultants

FOR IMMEDIATE RELEASE

January 7, 2000

Brad Dyer, M.D., has been named **Physician of the Year** by the Pennsylvania Resource Organization for Lactation Consultants (PRO-LC). He was presented his award at a members' meeting in November, 1999.

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 chapters of the International Lactation Consultants Association.

The Physician of the Year Award is PRO-LC's highest honor, presented each year to a physician or physician practice for "continuing efforts to protect, promote, and support breastfeeding through word and deed."

Dr. Dyer has been a pediatrician with PMA Pediatrics, a division of Clinical Care Associates of the University of Pennsylvania Health System, for six years. PMA Pediatrics has offices in Phoenixville, Limerick and Lionville, PA.

Dr. Dyer was nominated by PRO-LC Treasurer Diane DiSandro, BA, IBCLC, and seconded by PRO-LC Chester County Board Rep. Robin Frees, BA, IBCLC. DiSandro said, "Here is a pediatrician I've been working with for years. He goes WAY out of his way to support breastfeeding. He brings moms in to watch them nurse. He is quick to refer to a lactation consultant, and calls me to consult when a mom is in his office. He is slow to suggest supplements of formula, and if he does need to he suggests finger feeding. He encourages moms to express milk until things are working smoothly. No earth-shattering inventions ... just constant, reliable, educated support for his moms and their babies. Believes greatly in breastfeeding ... not just as a food, but for the relationship it fosters with mom and baby. He has great respect for breastfeeding and is a joy to work with. If more pediatricians were like him, we would see half the babies we do, and OUR jobs would be a joy as well."

In accepting his award, presented by outgoing PRO-LC President Victoria Schwartz, BA, IBCLC, Dr. Dyer offered gracious thanks. He said, "Nothing I do in my practice is, to me, truly out of the ordinary, trendy, or outside of the scope of my residency training or recommendations of the American Academy of Pediatrics. I'm a mainstream pediatrician. I firmly believe that nursing is a decision that mothers make for themselves and their babies, and I also believe that the vast majority of women having their first child really want to breastfeed. All that's left for

me to do, then, is to gently and enthusiastically encourage mothers-to-be in this decision when conducting prenatal visits and speaking at hospital prenatal classes.

“The critical time comes after birth, in the first week of life, when the time comes to put the desire into practice. I call this the golden week. If nursing problems occur for a mother who is physiologically and psychologically exhausted, it’s easy to become frustrated and quit nursing after a couple of days. Yet most pediatricians see newborns 14 days after discharge! As a pediatric group, we instituted a policy of seeing all newborns 2-3 days after discharge, at which time they are weighed, observed for jaundice, and feeding successes or problems are discussed.

“I’ve seen more moms in tears at these visits than at any other time. That’s where our lactation community comes in – a team of caring, knowledgeable professionals who make themselves available seven days a week. All I need do when there are problems is to acknowledge the difficulty, encourage the mother to keep trying and not get discouraged, and make a referral to a certified lactation consultant. Problems seem to melt away. In six years I’ve never had someone come back in to say anything but wonderful things, and they thank me for the referral.

“Promotion of breastfeeding from my end doesn’t involve a tremendous amount of time or energy – just some well-timed encouragement and timely referrals. I encourage hospitals and pediatricians to (1) encourage breastfeeding in prenatal visits and classes, and (2) conduct hospital follow-up visits 2-3 days after discharge, with referrals for breastfeeding support when appropriate.”

Congratulations to this year’s winner of the PRO-LC Physician of the Award:

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