



Maryland Breastfeeding Coalition Seasonal Newsletter

Season's Greetings from Maryland Breastfeeding Coalition!

'Tis the season of giving! Please consider making a tax-deductible donation to the coalition this holiday season.

Happy Holidays to all of our members!

This fall, several positive steps were made in the arena of breastfeeding promotion. Thanks to all who have worked so hard!

- In conjunction with the DC Breastfeeding Coalition, we awarded Breastfeeding Friendly Workplace Awards to fifteen worksites! Eleven of them are Maryland employers. Check out the list of those designated, as well as photos of their facilities, on our MBC website.
http://www.marylandbreastfeedingcoalition.org/WorkplaceAwardCeremony_2012.php
- MBC now serves as a community partner to the National Initiative for Children's Healthcare Quality (NICHQ), which is helping Maryland hospitals increase breastfeeding exclusivity rates.
- DHMH released its *Model Hospital Breastfeeding Policy Recommendations* in November, which encourages Maryland hospitals to meet 10 steps (similar to Baby Friendly) or become Baby Friendly. Several MBC members helped contribute to the development of this policy. Special thanks to member Vergie Hughes for speaking on MBC's behalf during the launch of the DHMH's Hospital Breastfeeding Policy Recommendations, held at Shady Grove Adventist Hospital! Details on our website.
<http://www.marylandbreastfeedingcoalition.org/news.php>
- In light of this wave of change, *MBC is creating a campaign urging Maryland hospitals to ban routine distribution of formula discharge bags and formula marketing ("ban the bags") in their facilities.* Members are working on writing letters and creating PowerPoint presentations explaining the detriments of the practice. These will be distributed to administrators of Maryland hospitals and ultimately hospital staff. We need your help and input to make this project successful and hopefully follow the example of the Massachusetts Breastfeeding Coalition's campaign, which led all 49 of Massachusetts birthing hospitals to ban the bag earlier this year.

Other projects include:

- *Planning a Breastfeeding Film Festival for spring 2012*
- *Updating and expanding the list of breastfeeding resources and community referrals on our website*
- *Exploring ways to increase African American Breastfeeding rates – a small task force is forming in December. Please let us know if you would like to participate!*
 - *Reaching out to support and include local, community breastfeeding coalitions and focus groups*

Please email Community Representative, Rachel Barmatz, at rkozlow@gmail.com if you can volunteer to work on any one of these initiatives or to share with us other projects on which you would like us to work!

Save the date for our next Coalition meeting:

Wednesday February 6, 2012 10am-12pm
BCS, Inc. 8920 Stephens Road
Laurel, MD 20723

Breastfeeding Items of Interest in the Media:

Maryland Department of Health and Mental Hygiene released their Model Hospital Breastfeeding Policy this month!

<http://fha.dhmdh.maryland.gov/mch/SitePages/hospital-bf-policy.aspx>

CBS News in Baltimore (featuring our treasurer, Gay Bearzi!)

<http://baltimore.cbslocal.com/2012/11/13/health-officials-urge-md-hospitals-to-promote-breast-feeding/#.UKOPhLzqHB0.facebook>

Baltimore Sun on DHMH recommendations release

<http://www.baltimoresun.com/health/maryland-health/bs-hs-breastfeeding-recs-20121113,0,2569722.story>

The Joint Commission announced that it would expand performance measurement requirements. This means that hospitals delivering more than 1,100 babies per year will be required to track exclusive breastfeeding rates!

http://www.jointcommission.org/the_joint_commission_expands_performance_measurement_requirements/#comments

Huffington Post Article- How is breast appearance affected by nursing?

http://www.huffingtonpost.com/2012/09/07/breastfeeding-younger-looking-breasts-study_n_1865209.html

Best for Babes discusses "Booby Traps" among childcare providers:

<http://www.bestforbabes.org/booby-traps-series-did-your-child-care-provider-support-breastfeeding-it-makes-a-difference>

BBC Health Article about breastfeeding stats in the UK

<http://www.bbc.co.uk/news/health-20406743>

New pamphlet for health professionals from Association of State and Territorial Public Health Nutrition Directors Obesity Prevention Nutrition Council Steering Committee

http://www.astphnd.org/resource_files/396/396_resource_file2.pdf