The BUSINESS CASE for BREASTFEEDING

STEPS FOR CREATING A BREASTFEEDING FRIENDLY WORKSITE

"Implementing the Business Case for Breastfeeding in *Your* Community"
A two-day train-the-trainer program

Thursday, July 1, 2010 9:00 am–4:00 pm
& Friday, July 2, 2010 9:00 am–2:00 pm

Jointly sponsored by **the DC Breastfeeding Coalition and the Maryland Breastfeeding Coalition**, this training program is thanks to a generous grant from the U.S. Health & Human Services, Health Resource and Service Administration's Maternal and Child Health Bureau, and HCD International, Inc. Its objective is to increase breastfeeding exclusivity and duration among employed breastfeeding women.

Training is designed for:

- Breastfeeding advocates
- Worksite wellness councils/coalitions
- Maternal-Child health care providers
- Lactation Consultants

Expectations of participants who attend the training:

- Contact at least two employers or businesses in the community to help them establish lactation support in their workplace, and report results to the DCBFC and MBC
- Assist DCBFC and MBC with developing strategies that support employers and breastfeeding women.

Project goals are to:

- Increase workplace lactation support for employed breastfeeding women.
- Educate attendees to conduct effective outreach to businesses to support working mothers who breastfeed.
- Provide attendees with educational activities to assist businesses in establishing and maintaining breastfeeding support programs.
- Foster collaboration in the community to continue the implementation of this project.

Participants will receive their own copy of HRSA's *The Business Case for Breastfeeding* Resource Kit and a complete curriculum copy including a CD-ROM and reproducible materials.

LOCATION:
WIC Training Annex
9001 Edmonston Rd.
Greenbelt, MD

REGISTRATION:
Registration fee is $20, which will include meals. Register online by **JUNE 20, 2010** at http://dcbfc.org/BCBRegistration.php or http://www.marylandbreastfeedingcoalition.org/id14.html. Complete the registration form to confirm your seat in this important event!

For further information contact
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SPEAKERS:

Kendall Cox, BA, IBCLC, RLC
Co-Founder & Co-director, Every Mother, Inc.

Tiffany M. Pertillar, BS, MSW, MPH
Project Manager, The Business Case for Breastfeeding

The DCBFC and MBC are happy to be collaborating with: Baltimore Healthy Start, Healthy Start Healthy Families at Children's National Medical Center, Maryland WIC, African-American Breastfeeding Alliance, Southern Maryland Breastfeeding Alliance, African-American Health Program, Maryland Chapter of the American Academy of Pediatrics, and DC Chapter of the American Academy of Pediatrics.