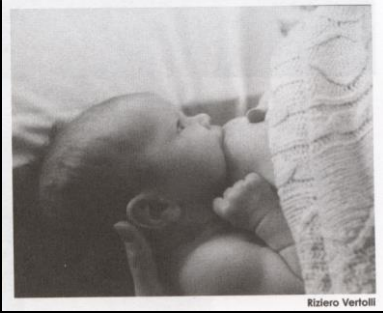


MEDIA RELATIONSHIPS AND BREASTFEEDING



MEDIA RELATIONSHIPS AND BREASTFEEDING

MD supported – one is IBCLC  
 Breastfeeding Tea held during WBW - with prizes - for over 10 yrs  
 Radio PSA's, Live Interviews w/ super radio jockey that promotes breastfeeding in community  
 Awareness in Breastfeeding Classes as community health function  
 The Global Big Latch On Hospital endorsement as big event during WBW  
 Education through Library displays  
 Articles in local newspaper  
 Endorsed in local media with Registered Dietitians as part of NNM

MEDIA RELATIONSHIPS AND BREASTFEEDING

Duration	Healthy People 2020 Goals	Wisconsin (2011)
Initiate breastfeeding	81.9%	83.5%
At 6 months	60.6%	54.9%
At 1 year	34.1%	26.2%
Exclusively for 3 months	46.2%	48.0%
Exclusively for 6 months	25.5%	21.4%

RICHLAND HOSPITAL



**Richland County Breastfeeding Coalition**  
 Mission Statement: Upholding Breastfeeding, Including healthier communities

**Richland County Breastfeeding Coalition**  
 Assistance, Support & Information Resources:  
 Richland County Public Health  
 9805 East Street  
 Richland Hospital: 608-647-0321  
 South Central Outpatient: 2234  
 Litchman Clinic Pharmacy: 2253  
 WIC (Womens Infants Childrens): 1-800-704-6050

**Breastfeeding Benefits for Baby:**

1. Makes babies healthier
2. Makes babies smarter
3. Decreases risk of SIDS
4. Decreases risk of allergies
5. Decreases childhood obesity

**Breastfeeding Benefits for Mom:**

1. Decreases risk of breast cancer
2. Decreases risk of baby blood clots
3. Helps with postpartum weight loss
4. Saves Money

Breastfeeding can save you \$1800 a year!!

**Facebook Page: "Bibbi's Bliss"**  
 Breastfeeding Support Group of Richland Wisconsin  
[www.richlandwi.com](http://www.richlandwi.com)  
[www.breastfeeding.com](http://www.breastfeeding.com)  
[www.IBCLC.org](http://www.IBCLC.org)

**Thank You for Giving Us Some Privacy**

My mother and I are doing important work – thank you for giving us privacy and time together.

**Babies and Mothers need:**

- Privacy and time together as they get breastfeeding off to the best start possible
- Encouragement and support to continue breastfeeding

Over time you'll become part of breastfeeding. International Board of Certified Lactation Consultants (IBCLC) use their professional skills with special knowledge and experience in helping breastfeeding families. They can help you know how breastfeeding is going, answer your questions, help you find resources, and give you options that help you meet your breastfeeding goals. They're the "Real Lactation Consultants" (IBCLCs) at the website of the International Lactation Consultant Association-IBCLC.org.

Thank you for your sensitivity and support!

**IBCLC**

BREASTFEEDING  
COALITION IN RICHLAND COUNTY

Very active in 1980-1990's  
Restarted up after my hiring in fall 2003  
Helpful in quest for BFHI  
WIC, Public Health nurses, nursing mother advocates  
Students w/ interest in nursing or are nursing  
Peer counselors  
Meet quarterly reviewing case studies  
Formalized FB page "Milkin Mamas"  
In process of making RC Daycare BF

MEDIA RELATIONSHIPS AND  
BREASTFEEDING

Richland Hospital Website  
Social Media - FB  
Richland County Daycare  
WI Breastfeeding Coalition support  
Guest lectures/Professional  
round table/Visiting hospitals  
Capstone Consulting Firm in Richland Hospital



MEDIA RELATIONSHIPS AND  
BREASTFEEDING CONTINUES....

