



Business Case for Breastfeeding

February 20th, 2010
Baptist Hospital Heritage Room

8:00a.m. - 5:00p.m.

Making it Work: Helping Mothers Breastfeed and Work

Educational Session for moms, healthcare providers, volunteers and breastfeeding advocates to make contact with businesses and community groups in our area & explain the Business Case for Breastfeeding.

Course Content:

- How to Contact a Business to Establish the Business Case for Breastfeeding
- Planning your Elevator Speech
- Successful Strategies for Interacting with Human Resource Managers
- How to Encourage New Moms to Speak with Employers
- Techniques for Community Outreach

No cost for attending; lunch will not be provided - 1 hour break for lunch.

We hope to offer 8 CEUs for nurses. If you plan to come, please email us at ecabs@emeraldcoastbreastfeeding.com to let us get you in the count.

Class will be taught by Dr. Ronda Yoder, DSN, ARNP, President of Emerald Coast Alliance for Breastfeeding Support. For more information, contact her at ecabs@emeraldcoastbreastfeeding.com.

Possible future sessions in Fort Walton Beach, Panama City Beach and another in Pensacola.