



Media Contact

Stacy Shelp, Public Information Officer

Phone: (919) 245-2462 or Cell: (919) 636-8842

Email: sshelp@orangecountync.gov

FOR IMMEDIATE RELEASE

Orange County Health Department receives the Mother-Baby Award for Outpatient Healthcare Clinics

Orange County, NC (July 18, 2016) - The North Carolina Breastfeeding Coalition has awarded the Orange County Health Department the Mother-Baby Award for Outpatient Healthcare Clinics. By receiving this award, the health department is identified as one of the best North Carolina has to offer in terms of support for breastfeeding families.

This competitive award signifies excellence in support for breastfeeding families including:

- Completion of advanced education in lactation support,
- Providing high quality patient education to ensure that mothers achieve their infant feeding goals,
- Elimination of all advertising from infant formula manufacturers', and
- Assurance that patients have access to breastfeeding support in the community.

The Orange County Health Department actively promotes breastfeeding and provides access to lactation services to assist in a mother's transition back to work including resources on accessing affordable pumps, supplies, and storage information. The health department also offers breast feeding education, consultation, and support both within our clinics and through our family home visiting program beginning prior to the birth of baby.

Another supportive component was the Health Department Workplace Lactation Resolution passed by the Orange County Board of Health in 2014. This resolution ensured a comfortable, private space for lactation within the health department facilities and to enact a comprehensive workplace lactation policy for all County employees to promote the wellbeing of employees and their children.

About the Award and the NC Breastfeeding Coalition

Criteria for the award are based on the "[Baby-Friendly USA Guidelines and Evaluation Criteria](#)," and the Academy of Breastfeeding Medicine's "[Clinical Protocol #14: Breastfeeding-Friendly Physician's Office: Optimizing Care for Infants and Children](#)."

<http://ncbfc.org/mother-baby-friendly-clinic-award/>

Applications are reviewed biannually in February and July.



The North Carolina Breastfeeding Coalition (NCBC) partners with the US Breastfeeding Committee. The NCBC is a 501(c)(3) non-profit organization bringing together health care providers, agencies, organizations, individuals, families, and all other breastfeeding advocates to support, protect and promote breastfeeding in the state of North Carolina. Founded in 2005, NCBC provides a framework for the development and execution of programs to advance breastfeeding support throughout NC. In addition NCBC is a forum for creation and exchange of resources for breastfeeding professionals and families. NCBC's vision is to ensure that exclusive and continued breastfeeding is the norm in North Carolina. For more information about the North Carolina Breastfeeding Coalition visit <http://ncbfc.org/>

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