

Rochester Regional Breastfeeding Coalition
April 17th 5:00 p.m. to 6:30 p.m.
Unity Health System St.- Mary's Campus
89 Genesee St., Rochester, NY 14611

West Auditorium

Mission - To improve the health of the Greater Rochester Region by promoting breastfeeding as the optimal feeding choice for infants through education, advocacy, collaboration, and increasing access to support.

Vision - Breastfeeding will be the preferred feeding choice in the Greater Rochester Region for at least the infant's first year of life thus promoting optimal health and development.

- **All healthcare professionals in the Greater Rochester Region will be knowledgeable about ways to, methods, or interventions that promote and provide support for breastfeeding.**
- **Every woman will have access to the information, resources and support in all environments to enable her to breastfeed for as long as she wishes**
- **The Rochester Regional Breastfeeding Coalition will be recognized as the key coordinating resource for breastfeeding issues and support in the Rochester Region.**

AGENDA

5:00p – 5:10	Registration and Networking/Welcome	Maureen Freedman/Nancy Stephany
5:10p -5:20p	Breastfeeding News / Updates	Open to all
5:20p – 5:50p	Sub-committee Work:	
	Participants to divide into two groups:	
	▪ Post discharge/Baby Café	Olivia Chiang
	▪ Website/Communications	
5:50p – 6:20p	Educational Presentation	
	▪ NICU Breastfeeding: Investing in Mom	Briana Jegier
	▪ NICU Local Perspectives	Donna Barrows
6:20-6:30p	Next Steps	Maureen Freedman/Nancy Stephany