

Rochester Regional Breastfeeding Coalition  
June 19, 2014 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	Nancy Stephany/Maureen Freedman
5:10p -5:20p	Breastfeeding News / Updates	Open to all
5:20p – 5:50p	Educational Presentation <u>Motivational Interviewing to Promote and Support Breastfeeding</u> Dr. Olivia Chiang, Clinical Psychologist	
5:50p – 6:20p	Sub-committee Work: Participants to divide into two groups: <ul style="list-style-type: none"><li>▪ Post discharge/Baby Café</li><li>▪ Website/Communications</li></ul>	
6:20-6:30p	Next Steps	Nancy Stephany/Maureen Freedman