

WORLD BREASTFEEDING WEEK
August 1-7, 2018



You are invited to participate in: PRO-LC's World Breastfeeding Week Display Contest

The Pennsylvania Resource Organization for Lactation Consultants sponsors a display contest for hospitals, clinics, and birth centers in Philadelphia and surrounding counties.

County Representatives will judge displays between August 1-7.

FIRST PRIZE: \$200

SECOND PRIZE: \$150

THIRD PRIZE: \$100

And A GRAND PRIZE WINNER

Every participating facility will also win participation prizes and a certificate of participation!

Checks will be provided to the winners and can be used toward the purchase of:

- Breastfeeding educational materials or tools, such as videos, books, baby or breast models
- In-services for staff on a choice of topics, including infant massage in the NICU, Skin-to-Skin, the Baby Friendly Hospital Initiative, and Medical Supplementation of the Breastfed Newborn
- The Philadelphia Department of Public Health's 20-hour course on breastfeeding (offering 20.25 nursing contact hours)

CRITERIA FOR JUDGING: PLEASE REFER TO OUR JUDGING WORKSHEET

Displays should be up between August 1-7, 2018

- **Location** (Main display should be in a prominent place, however, the more displays, the higher the score)
- **Use of the theme: Breastfeeding:Foundation of Life**
- **Overall impact** and appearance (We're looking for the **WOW!** effect)
- Use of **pertinent handouts**, including resources for breastfeeding help
- **Accuracy** of information
- **Interactive activities** for moms, visitors, and/or hospital staff such as gifts, quizzes, or activities
- **Participation** by departments/staff other than Lactation

Contact your County Representative
at http://www.pro-lc.org/contact_board.html for the worksheet used for judging.

NOTE: PRO-LC endorses the International Code of Marketing of Breast-Milk Substitutes. For this reason, products in violation of the Code such as feeding bottles & teats, formula or promotional materials from these manufacturers including commercial foods for breastfeeding mothers will disqualify the entrant from the prizes.

FOR MORE WBW INFORMATION go to www.worldbreastfeedingweek.org