



Media Advisory

July 27, 2017

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## **Big Latch-On promotes breastfeeding** ***Coalition aims to recognize “breastfeeding friendly” work places***

With Breastfeeding Awareness Week coming up Aug. 1-7, the Kane County Breastfeeding Coalition is excited to host its second annual Big Latch-On. The event will take place at two locations and two dates. On Friday August 4<sup>th</sup> the Big Latch-On will be hosted at the VNA Health Center in Aurora. On Saturday August 5<sup>th</sup>, the event will be hosted at Advocate Sherman Hospital in Elgin.

### **The Events**

Join us at one of our locations this August to join in the celebration of the natural wonder that is breastfeeding. Our events include free food and activities, as well as opportunities to learn about educational resources. Overall, the event aims to bring together a community of breastfeeding supporters, and help normalize breastfeeding as an infant feeding choice.

### **Where:**

#### **VNA Health Care**

400 N. Highland Ave.

Aurora, IL 60506

Friday, August 4<sup>th</sup> 9:30-11:30 am

RSVP to: Maria at (630) 892-4355 ext. 8158

#### **Advocate Sherman Hospital**

1425 N Randall Rd.

Elgin, IL 60123

Saturday, August 5<sup>th</sup> 9:30 am- 12:00 pm

RSVP to: Cindy at [cla@wans.net](mailto:cla@wans.net)

(MORE)

Breastfeeding Friendly Workplace Recognition Initiative.

The Breastfeeding Friendly Workplace Recognition initiative of the Kane County Breastfeeding Coalition is in its inception during Breastfeeding Awareness Week, 2017, with its theme of sustaining breastfeeding together. Our Coalition took an appreciative inquiry approach, looking for good breastfeeding friendly workplace practices (Bright Spots) where they already exist in Kane County and shining a light to encourage others to adopt similar best practices that help mothers sustain the breastfeeding choice she had made.

Bright Spots

The Coalition also engaged community members directly to identify the “Bright Spot” employers through surveys to pregnant and breastfeeding moms as well as surveys sent directly to employers. The criteria we are using are attached along with other background info that will help you with the media advisory. We have about 20-25 employers that have been identified by the community to recognize at the bronze, silver, and gold recognition levels. They will be listed on the Coalition webpage and will also get a certificate in the mail.

Criteria for recognition levels are:

Gold Level

- An electric pump and accessory pump kit (or subsidize purchase of pump and/or kit)
- Written educational materials for all employees on the benefits of breastfeeding, and why and how to be supportive to breastfeeding co-workers
- Workplace support groups for working, breastfeeding parents
- Lactation consultant services for education, counseling and support before and after the baby’s birth and when the mother returns to work

Silver Level

- A sink for washing hands
- A small refrigerator to store milk
- A comfortable chair
- A written policy supporting breastfeeding employee

Bronze Level

- Allow pumping or breastfeeding breaks
- Provide a clean, private, non-bathroom space for employee to express her milk

More information about the Kane County Breastfeeding Coalition is available by visiting [kanehealth.com/breastfeeding.htm](http://kanehealth.com/breastfeeding.htm).

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