

# Jones County Health Department

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## HEALTH DEPARTMENT RECEIVES MOTHER-BABY AWARD

**TRENTON** – The North Carolina Breastfeeding Coalition has awarded Jones County Health Department the Mother-Baby Award for Outpatient Healthcare Clinics. Awardees represent the best our state has to offer in terms of support for the breastfeeding family. Jones County Health Department joins a growing number of awardees committed to evidence-based, high-quality breastfeeding support – please refer to <http://ncbfc.org/mother-baby-friendly-clinic-award/>. The Mother-Baby Award for Outpatient Healthcare Clinics is open to any outpatient medical clinic serving pregnant and/or postpartum women and children in North Carolina. Participation is voluntary and free of charge. There are no site visits required. Awardees benefit from public recognition of mother-baby friendly care.

This competitive award signifies excellence in support for breastfeeding families. Providers must:

- Complete advanced education in lactation support,
- Provide quality patient education to ensure that mothers achieve their infant feeding goals,
- Eliminate all advertising from infant formula manufacturers', and
- Ensure that their patients have access to breastfeeding support in the community.

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](#)." An online application is available at <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/>.

For more information about Health Department Breastfeeding Friendly Program, contact Lorraine Moore, [lmoore@jonescountync.gov](mailto:lmoore@jonescountync.gov).

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