



Fourth Annual Golden Nugget Awards

Application Deadline: Monday, December 18, 2017

Coalition/Consortium/Group Name:

Contact Person:
Phone Number:
E-Mail:

Alternate Contact Person:
Alternate Phone Number:
Alternate E-Mail:

- The **Golden Nugget Award** will take into consideration your coalition’s or group’s support of the Surgeon General’s “*Call to Action to Support Breastfeeding*” and the California Breastfeeding Coalition’s vision that “*There are no barriers to breastfeeding in California.*”
- Our **Valiant Effort Award** honors efforts that were not necessarily successful, but provide valuable “lessons learned” for others.

Please check one category that best describes your project, program or activity:

<input type="checkbox"/>	<i>Lack of Knowledge</i>	<input type="checkbox"/>	<i>Poor Family and Social Support</i>
<input type="checkbox"/>	<i>Lactation Problems</i>	<input type="checkbox"/>	<i>Employment and Child Care</i>
<input type="checkbox"/>	<i>Social Norms</i>	<input type="checkbox"/>	<i>Health Services</i>
<input type="checkbox"/>	<i>Embarrassment</i>	<input type="checkbox"/>	<i>“Valiant Effort” (Lessons Learned)</i>

Provide a brief description of your program/project/activity:

Each coalition/group may submit only one application. Please feel free to attach additional supporting information and photographs.

L	How did your program/project/activity improve <u>lactation</u> professional and/or peer support?
A	Who did you <u>affiliate</u> , <i>partnered</i> , or <i>collaborated with</i> to ensure the success of this project/activity?
T	What creative, innovative or new ideas did you incorporate to “ <u>titillate</u> ” (engage & motivate) your target audience and stakeholders?
C	Is this program/project/activity something other coalitions/groups can <u>copy</u> or replicate? If so, what resources (\$, people, time, etc.) are needed? And what advice would you give them?
H	What <u>high impact</u> did this program/project/activity produce or achieve? How did you measure it?

“Valiant Effort Award”

Lessons Learned & Insights Gained:

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Please complete this form and email to californiabreastfeeding@gmail.com.

If you have additional questions, call Robbie at (831) 917-8939.

By submitting this information sheet, you give permission to the California Breastfeeding Coalition to post the information about your activity, along with any accompanying photos and documents, on the CBC website www.californiabreastfeeding.org

The Surgeon General's Executive Summary "Call to Action to Support Breastfeeding"

Source: <http://www.surgeongeneral.gov/library/calls/breastfeeding/executivesummary.pdf>

Seven Key Barriers to Breastfeeding:

*(1) Lack of Knowledge; (2) Lactation Problems; (3) Poor Family and Social Support;
(4) Social Norms; (5) Embarrassment; (6) Employment and Child Care;
(7) Health Services*

Surgeon General's Recommendations: 20 Action Steps

1. Give mothers the support they need to breastfeed their babies.
2. Develop programs to educate fathers and grandmothers about breastfeeding.
3. Strengthen programs that provide mother-to-mother support and peer counseling.
4. Use community-based organizations to promote and support breastfeeding.
5. Create a national campaign to promote breastfeeding.
6. Ensure that the marketing of infant formula is conducted in a way that minimizes its negative impacts on exclusive breastfeeding.
7. Ensure that maternity care practices around the United States are fully supportive of breastfeeding.
8. Develop systems to guarantee continuity of skilled support for lactation between hospitals and health care settings in the community.
9. Provide education and training in breastfeeding for all health professionals who care women and children.
10. Include basic support for breastfeeding as a standard of care for midwives, obstetricians, family physicians, nurse practitioners, and pediatricians.
11. Ensure access to services provided by International Board Certified Lactation Consultants.
12. Identify and address obstacles to greater availability of safe banked donor milk for fragile infants.
13. Work toward establishing paid maternity leave for all employed mothers.
14. Ensure that employers establish and maintain comprehensive, high-quality lactation support programs for their employees.
15. Expand the use of programs in the workplace that allow lactating mothers to have direct access to their babies.
16. Ensure that all child care providers accommodate the needs of breastfeeding mothers and infants.
17. Increase funding of high-quality research on breastfeeding.
18. Strengthen existing capacity and develop future capacity for conducting research on breastfeeding.
19. Develop a national monitoring system to improve the tracking of breastfeeding rates as well as the policies and environmental factors that affect breastfeeding.
20. Improve national leadership on the promotion and support of breastfeeding.

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