



The San Diego County Breastfeeding Coalition 2017 World Breastfeeding Week **Hospital Contest**

Ideas:

- Create a display in your hospital lobby or on your maternal-infant services floor
- Recognize your lactation consultants and maternity floor nurses
- Promote breastfeeding among hospital staff and patients
- Host Breastfeeding-themed events and celebrations!
- *Be creative...* (For ideas, see <https://www.breastfeeding.org/advocacy/world-breastfeeding-week/>)

WBW Theme for 2017:

“Sustaining Breastfeeding TOGETHER”

The [World Breastfeeding Week's 25th year](#) in 2017 is about working together for the common good!

OBJECTIVES of WORLD BREASTFEEDING WEEK 2017

1. **INFORM** To inform people about the new Sustainable Development Goals (SDGs) and how they relate to breastfeeding and Infant and Young Child Feeding (IYCF).
2. **FIRMLY ANCHOR** To firmly anchor breastfeeding as a key component of sustainable development.
3. **GALVANISE** To galvanize a variety of actions at all levels on breastfeeding and IYCF in the new era of SDGs.
4. **ENGAGE** To engage and collaborate with a wider range of actors around promotion, protection and support of breastfeeding.

Grand Prize:

- Award Certificate
- 2 Free tickets to the Liquid Gold Gala - Saturday October 7th, 2017
- Goodie bag of SDCBC merchandise

Runner Up:

- Award Certificate
- 1 Free ticket to the Liquid Gold Gala - Saturday October 7th, 2017
- Goodie bag of SDCBC merchandise

TO REGISTER FOR JUDGING:

Email Heidi Burke-Pevney, Executive Director of the SDCBC, at heidiburke@cox.net.

Registration Deadline: July 30th, 2017