Local Coalition Membership in Arkansas Breastfeeding Coalition, Inc.

MISSION STATEMENT

The Arkansas Breastfeeding Coalition, Inc. is a statewide multidisciplinary organization of individuals with the following mission: to improve the health and well-being of Arkansans by working collaboratively to promote, protect and support breastfeeding.

USBC

ABC is the Arkansas representative for the U S Breastfeeding Committee.

GOALS

In keeping with the Mission Statement, the objectives of the Arkansas Breastfeeding Coalition are to:

- ❖ Increase public acceptance of breastfeeding, increase public awareness of the health risks associated with formula, and promote behavioral change that results in increased rates of breastfeeding initiation and duration.
- ❖ Promote public policies that support breastfeeding and encourage active support for breastfeeding among key community leaders.
- ❖ Educate health care providers and other community members about health care risks associated with not breastfeeding and how they can better support those mothers who choose to breastfeed their babies.
- ❖ Advocate, promote and educate for Healthy People 2020 breastfeeding goals.

Materials and Activities:
Only organizations/businesses that the Membership determine to meet the World Health Organization International Code for the Marketing of Breastmilk Substitutes will be considered as sponsors of any organization materials or activities.

Local Coalition Members- Local coalitions who become members and participate in the Arkansas Breastfeeding Coalition should adhere to the overall principles in the mission statement, goals and guidelines above and report on activities at the monthly Executive Committee meeting.

Name of Local Coalition applying: _____

Name of Primary Contact person:_____

E-mail for primary contact person (if Exec. Committee rep. will be different, please list below in "other" info) : _____

Phone number for primary contact person: _____

Web site if applicable: _____

Other pertinent information: _____

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Send to Arkansas@arbfc.org.