



# E-NEWS

June 2014

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## **Register Today!**

**28th Annual GPA Conference**

**September 24-26, 2014**

**King and Prince Beach & Golf Resort**

Click [HERE](#) for the Conference Brochure & Registration Form

Click [HERE](#) to Register Online

## **Don't wait, reserve your room now!**

Hotel accommodations are available at the [King and Prince Beach & Golf Resort](#) for a group rate starting at \$120/night for a Standard Room or \$150/night for an Ocean Front Room.

***The group rate will be offered until Monday, August 11 or until the room block is sold out.***

So, don't wait! Make your reservation now to guarantee your room type and rate. To make your reservation please call 877-724-3170 and mention the "Georgia Perinatal Association" or e-mail your reservation to [reservations@kingandprince.com](mailto:reservations@kingandprince.com).



## **Prosperous Communities**

By Carla K. Morton MSN, APRN, CNS-BC, FNP-C

*GPA Board Member*

*Medical Center of Central Georgia*

The state of Georgia has a Regional Perinatal system which means that every infant born in this state has a chance to receive care at the appropriate level. Regardless of where someone lives in our state there is access to high risk OB and Neonatal intensive care through the Regional Perinatal system.

Infants who require neonatal intensive care are our most fragile patients and they require a specialized team of skilled providers to help them obtain the best start in life. But what happens when they leave our Neonatal units? I am fortunate to work at one of the Perinatal Centers as the neonatal outreach coordinator. One aspect of my role is to follow the neonates in the

developmental follow-up clinic.

The first 1000 days is considered the critical neurodevelopment period for a child. What happens in this window of time is critical to the child's success in life. Helping parents understand how early brain development can be enhanced through early language skills is so important. A child who hears more words spoken will learn more words. The serve and return interaction of parent and child is imperative but many times not totally understood. Electronic devices, which can over stimulate, have sometimes replaced the face to face interaction between parent and child.

Reading to a child is such a simple yet powerful tool. A child who is read to on a consistent basis will have the biggest boost toward success in school. Children who start kindergarten with early reading experiences are the most successful students all through school. This simple act of encouraging parents to read and talking to a young infant can have a priceless benefit.

Did you know that child development is the foundation for a prosperous community? A community where children are successful in school, have higher graduation rates, increased percentage of employment and then give back to enhance the health of a community.

I think we all want to see more healthy communities. Maybe one small intervention, like encouraging reading to young infant, can accomplish one big step toward a prosperous community.

## **Access to Breastfeeding Support in Georgia**

By Arlene Toole, IBCLC, RLC  
*EPIC Breastfeeding Program Director*

Breastfeeding mothers have always had difficulty finding breastfeeding help once they are home with their baby. Most hospitals do not offer breastfeeding support after discharge. We know that most of Georgia mothers are initiating breastfeeding but many don't meet their own breastfeeding goals because of lack of support. The Georgia Breastfeeding Coalition wanted to help with this problem so they have partnered with ZipMilk.org to assist our Georgia mothers with finding lactation support. The ZipMilk website provides listings for breastfeeding resources sorted by ZIP Code and was developed by the Massachusetts Breastfeeding Coalition. Georgia is the sixth state to partner with Massachusetts. Consumers interested in breastfeeding help and support, as well as health care providers and hospitals who want to provide their patients access to such resources, designed the website. The Georgia Breastfeeding Coalition will collect and maintain the data on ZipMilk for our state. The site is free for providers and consumers, and is also free of corporate influences.

We encourage everyone that provides breastfeeding services to submit a listing. Just enter your information and ask your colleagues to do the same. We also encourage you to promote ZipMilk in your communities. It is a great resource for classes, discharge materials, etc. We are doing great work in Georgia to increase the breastfeeding duration rates and the Georgia Breastfeeding Coalition feels that ZipMilk can serve as an easy access point to critical professional and peer support. So please 'get listed!'

**Here's how it works:**

1. Go to [www.ZipMilk.org](http://www.ZipMilk.org)
2. Click "Submit a Listing"
3. Follow the prompts to enter your information
4. The Georgia ZipMilk administrators will review your listing and approve it or email you for clarification. You can expect your listing to be reviewed within 5-10 business days.
5. Remember to come back and update your information as often as necessary by clicking "Update a Listing" at the bottom of the ZipMilk homepage, under "Contact."
6. Contact [GeorgiaZipMilk@gmail.com](mailto:GeorgiaZipMilk@gmail.com) for more information.

The GA Chapter - Academy of Pediatrics will be hosting a webinar presented by Claire Eden, BA, IBCLC; coordinator of the Georgia Breastfeeding Coalition (GBC). The title of the presentation is "Access to Breastfeeding Support in Georgia". This webinar is intended for physicians, physician assistants, nurse practitioners, dietitians, nurses, medical assistants, practice managers, lactation consultants, lactation specialists and others working with and supporting new mothers.

Click [HERE](#) to reserve your webinar seat now.

**Training Objectives**

At the end of this training, participants will be able to:

1. Identify up to 6 categories of breastfeeding support
2. Direct parents to ZipMilk.org to find community breastfeeding help

1.0 hours CME offered to Physicians

**Title:** Access to Breastfeeding Support in Georgia

**Date:** Monday, June 30, 2014

**Time:** 12:30 PM - 1:30 PM EDT

After registering you will receive a confirmation email containing information about joining the Webinar.

**System Requirements**

PC-based attendees

Required: Windows® 8, 7, Vista, XP or 2003 Server

Mac®-based attendees

Required: Mac OS® X 10.6 or newer

Mobile attendees

Required: iPhone®, iPad®, Android™ phone or Android tablet

## Contribute to the GPA Newsletter

Have you read an interesting article that you would like to share your thoughts on, with the perinatal community? Want your colleagues and fellow GPA members to know what your hospital is up to?

Send us an article and it could appear in the next GPA E-News edition!

Email Erica at the GPA Executive Office: [erica@jlh-consulting.com](mailto:erica@jlh-consulting.com).

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