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FOR IMMEDIATE RELEASE:

LOCAL BREASTFEEDING COALITION PROVIDING SERVICE TO AREA

Many times outdoor events are not conducive to diaper changes or feeding young children. BABE Breastfeeding Coalition of East Tennessee decided to do something about that. The coalition has been offering a shady place where moms can feed or change babies at area events for the last several years. They were even recognized for their efforts at the United States Breastfeeding Committee Conference in Arlington, VA last year.

The “Baby Rest Stop” is provided by the coalition free of charge and has been offered at Blue Plum Festival, the Appalachian Fair, Covered Bridge Festival, Fun Fest and various other events in the past.

“We are so excited to be able to offer this service for area events,” said BABE President, Jilian Reece. “I remember nursing my little one sitting on a street corner at the Blue Plum festival a few years ago, wishing we had somewhere clean and shady to go and now BABE is offering that place.”

BABE Breastfeeding Coalition is made up of health care providers and community members with an interest in breastfeeding promotion. The mission of the BABE Breastfeeding Coalition is to promote, support and encourage breastfeeding in the East Tennessee area. They seek to do this through facilitation of breastfeeding as well as

sustaining breastfeeding relationships, normalizing breastfeeding in the region and educating providers on appropriate breastfeeding care.

The Baby Rest Stop came from that mission. It was the idea of a local breastfeeding peer counselor, who saw the need at the Appalachian Fair, and the program has grown from there. In addition to the baby changing and feeding station, families are provided information on breastfeeding and healthy lifestyles at the Baby Rest Stop.

“Families seem to really appreciate our efforts and many have begun to look for our big purple banner from event to event,” Reece said.

“We are excited to offer this service to the community in hopes of promoting and supporting breastfeeding in our area and are always looking for new events to participate in.”

If there is an event you would like to see offer a Baby Rest Stop, email Jilian Reece at reecejh@goldmail.etsu.edu or through Facebook at <http://www.facebook.com/BABE.Breastfeeding.Coalition>