



Baby Friendly Hospital Technical Assistance

Provided by the Illinois Chapter, American Academy of Pediatrics

We Choose Health grantee communities, and the local hospitals they are working with to promote breastfeeding and become Baby Friendly, have access to **education, technical assistance and other support** from the Illinois Chapter, American Academy of Pediatrics (ICAAP). ICAAP is available to provide the following:

Webinars

ICAAP will conduct free webinars on topics including physician and hospital staff buy-in, Baby Friendly steps, hospital transformation, engaging partners, and more. These will help educate the WCH BF grantees, but are also appropriate for hospital staff and community members as well. We encourage you to use the webinars to orient and educate your community about the Baby Friendly steps and to plan events or discussions around them to capitalize on the information provided and enhance your interactions with hospital decision makers. Webinars take place quarterly.

Tools and Resources for Hospital and Community Transformation

ICAAP will provide myriad print and electronic tools to support you in your steps to achieve Baby-Friendly designation in your partnering hospitals, including the Illinois Physicians' Statement on Breastfeeding (our ability to provide quantities of print materials will vary; consult us to discuss your needs.) Additionally, we will provide patient and public education materials about breastfeeding, as well as links to other resources, professional literature, examples from other hospitals' work, and more, via the ICAAP website:

<http://illinoisaaap.org/projects/obesityprevention/breastfeeding/>. These tools, along with our ability to assist with communication and education, are available to grantees and hospital partners at all stages in the Baby Friendly certification process.

We Choose Health Baby Friendly E-Newsletter

ICAAP will send you an e-newsletter with tips and suggestions, new resources, examples of hospital transformation happening state and nationwide, answers to your questions, and more. As your work with local hospitals engages more and more stakeholders, encourage them to sign up to receive the newsletter too. The E-Newsletter will be distributed quarterly.

Access to Experts

Based on your needs as a grantee, ICAAP will identify local and national experts – physicians, lactation consultants, nursing professionals, hospital leaders – to assist you as necessary.

A “Warm Line” and Email for Questions

At any time, we encourage We Choose Health Baby Friendly grantees to contact us with questions or to strategize about next steps. Health Departments can contact Amy Dolgin at adolgin@illinoisaaap.com and hospitals can contact Beth Seidel at bseidel@illinoisaaap.com.

For work plan modifications or substitutions, please contact IDPH for approval. TA providers cannot authorize any changes or updates.