

1. Record Nr.	UNINA9910818487103321
Titolo	Updating the USDA national breastfeeding campaign : workshop summary // Paula Tarnapol Whitacre and Sheila Moats, rapporteurs ; Institute of Medicine of the National Academies
Pubbl/distr/stampa	Washington, D.C., : National Academies Press, c2011
ISBN	0-309-21922-1 1-283-37638-5 9786613376381 0-309-21920-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (124 p.)
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Disciplina	649.330973
Soggetti	Breastfeeding - United States Breastfeeding - Economic aspects - United States Breastfeeding promotion - United States Poor women - Education - United States Infants - Nutrition Health promotion - United States Nuclear facilities - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"Food and Nutrition Board."
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Opening session -- What has changed? -- Lessons learned from other social marketing and breastfeeding campaigns -- Where does the breastfeeding campaign go from here? -- Responses and concluding remarks.
Sommario/riassunto	Support for breastfeeding has been a priority of the WIC program since its inception in the 1970s. The Loving Support Makes Breastfeeding Work campaign, which the U.S. Department of Agriculture's (USDA) Food and Nutrition Services launched in 1997, emphasizes key components needed for a breastfeeding mother to be successful. More than a decade after the campaign began, USDA wants to update it, taking into account changes in the WIC program, participants, and

technology. On April 26, 2011, the IOM hosted a workshop to bring together experts to discuss what has changed since Loving Support began, lessons learned from other public health campaigns, and suggestions for where to take the campaign in the future--
